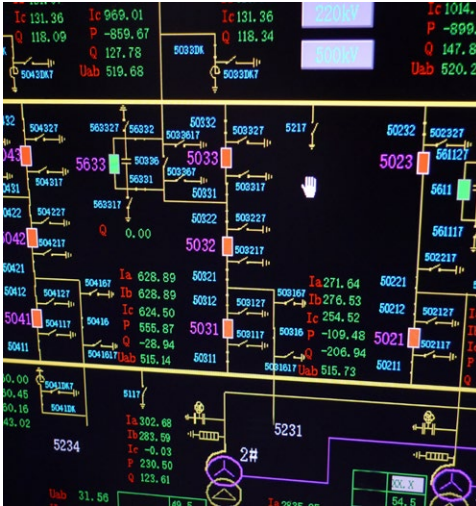


OpenADR: The Killer App for the Smart Grid



Utilities can cost-effectively meet growing energy demand – and customers can control their energy uses – and cost.



When the weather is hot or cold, power demands can put extra stress on the electrical grid as customers adjust their environments to make them more comfortable. Costs, in turn, can skyrocket. How do utilities and other power stakeholders deal with this extra stress – and the associated expenses? Demand Response (DR).

DR programs allow grid operators, building owners and homeowners to adjust electrical consumption when the power grid is under stress. Automating DR makes it more reliable. OpenADR makes it easier to use and more widespread.

OpenADR leverages the Internet to broadcast dynamic price and reliability signals from system operators and utilities to residential, commercial and industrial customers. As a result, utilities and system operators can cost-effectively satisfy growing electricity demand – and customers can control their consumption and cost.

The OpenADR Value Proposition

Widespread adoption of OpenADR accelerates the successful implementation of Demand Response programs and Distributed Energy Resources, thereby providing the following major benefits for all stakeholders:

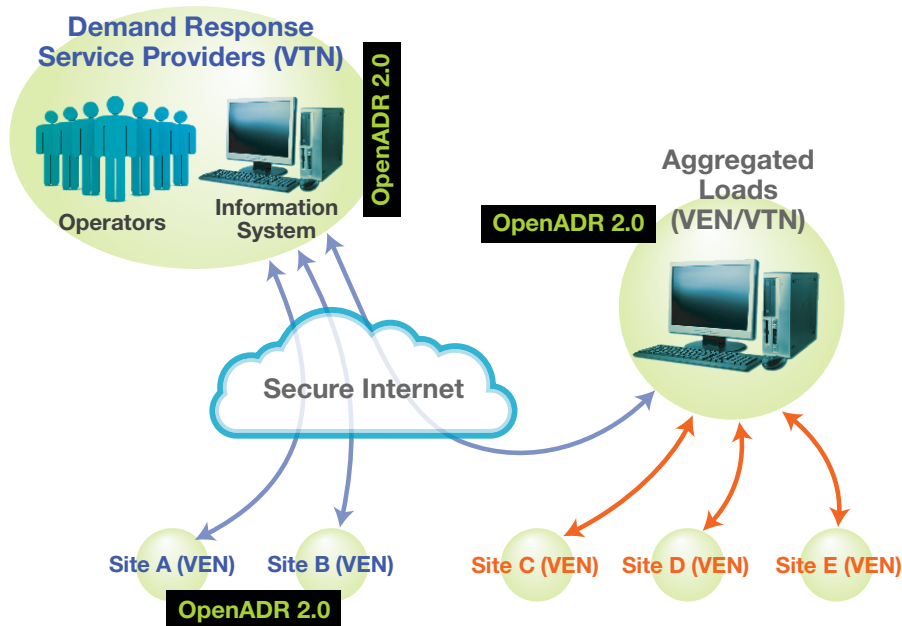
Reduced Implementation Costs: Standardization lowers development and support costs for vendors and, ultimately, their utility customers. Standardization also fosters technology innovation and competition, which expands product choices for both utility Demand Response programs and vendor development.

Assured Interoperability: Power providers and users alike are assured interoperability because of a rigorous testing and certification program implemented by the Alliance.

Greater Security: Products certified by the OpenADR Alliance must satisfy cybersecurity requirements allowing products to operate securely and dependably.

Enhanced Flexibility: With its support for both Simple and Smart Clients, OpenADR can work with a wide range of products, ranging from simple consumer thermostats to sophisticated commercial energy management systems.

OpenADR Diagram



OpenADR Reduces DR Implementation Costs

Commercial, industrial and residential customers, and energy aggregators, can reduce costs, time and risk in the selection and deployment of products and systems based on the OpenADR standard. The OpenADR Alliance is educating users about the benefits of Automated Demand Response, and is increasing their confidence in the available solutions with rigorous testing and certification programs.

As a result, equipment vendors and solution providers can accelerate the time-to-market for and lower the development costs of innovative products and services, while electric utilities, ISOs and RTOs gain faster access to the market, experience lower capital and operational expenditures, and achieve greater success with Demand Response programs. Even regulatory agencies benefit from knowing that the introduction of new pricing policies will not be undermined by incompatibilities or other end-to-end impediments in the marketplace.



Join the **OpenADR Alliance**

Industry stakeholders worldwide are working together to foster the development, adoption and compliance of the Open Automated Demand Response (OpenADR) standard through collaboration, education, training, testing and certification.

Anyone with an interest in facilitating and accelerating the use and adoption of the OpenADR standard for price- and reliability-based demand response are encouraged to join the OpenADR Alliance.

More information on the OpenADR Alliance is available at www.openadr.org

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