

Welcome!

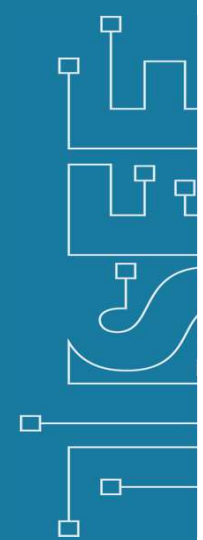
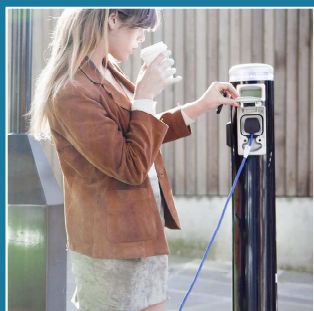
- Thank you for joining today's webinar:
Creating an Optimized Market for Connected Smart Energy Systems
- If you have a question please use the question box located on the right side of your screen.
- Questions for our speaker will be addressed at the end of the presentation.
- This webinar will be recorded for future playback.

Today's Speakers

Speakers:

- ▣ **Marten van der Laan** senior business consultant smart energy at ICT & delegated to USEFs Design Team as EV lead and one of the senior industry professionals.
- ▣ **Anton Stekelenburg** works as Smart Energy Consultant at DNV GL. Within USEFs design team Anton focuses on processes and information exchange within and outside the framework, using the standards available.





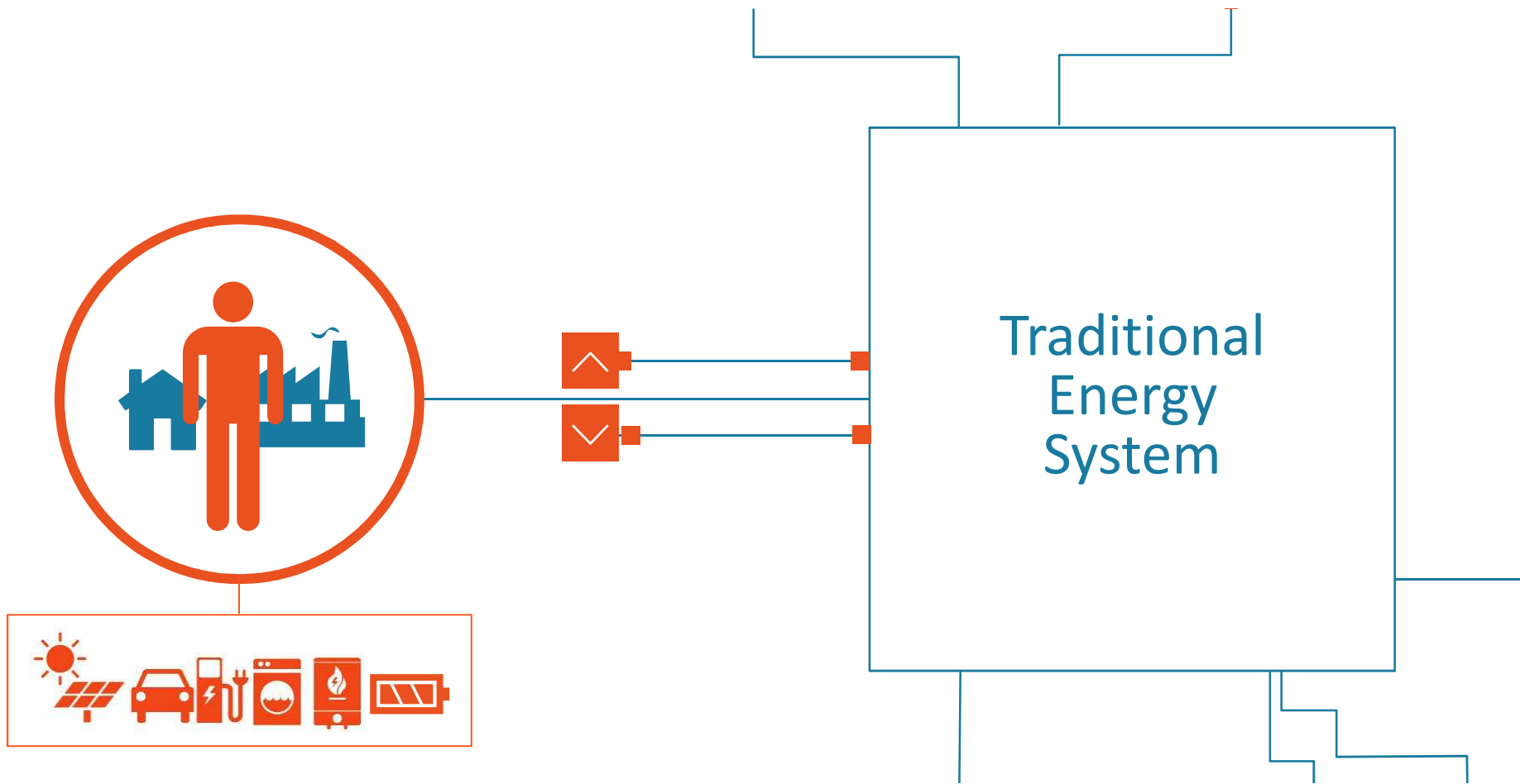
USEF: Universal Smart Energy Framework

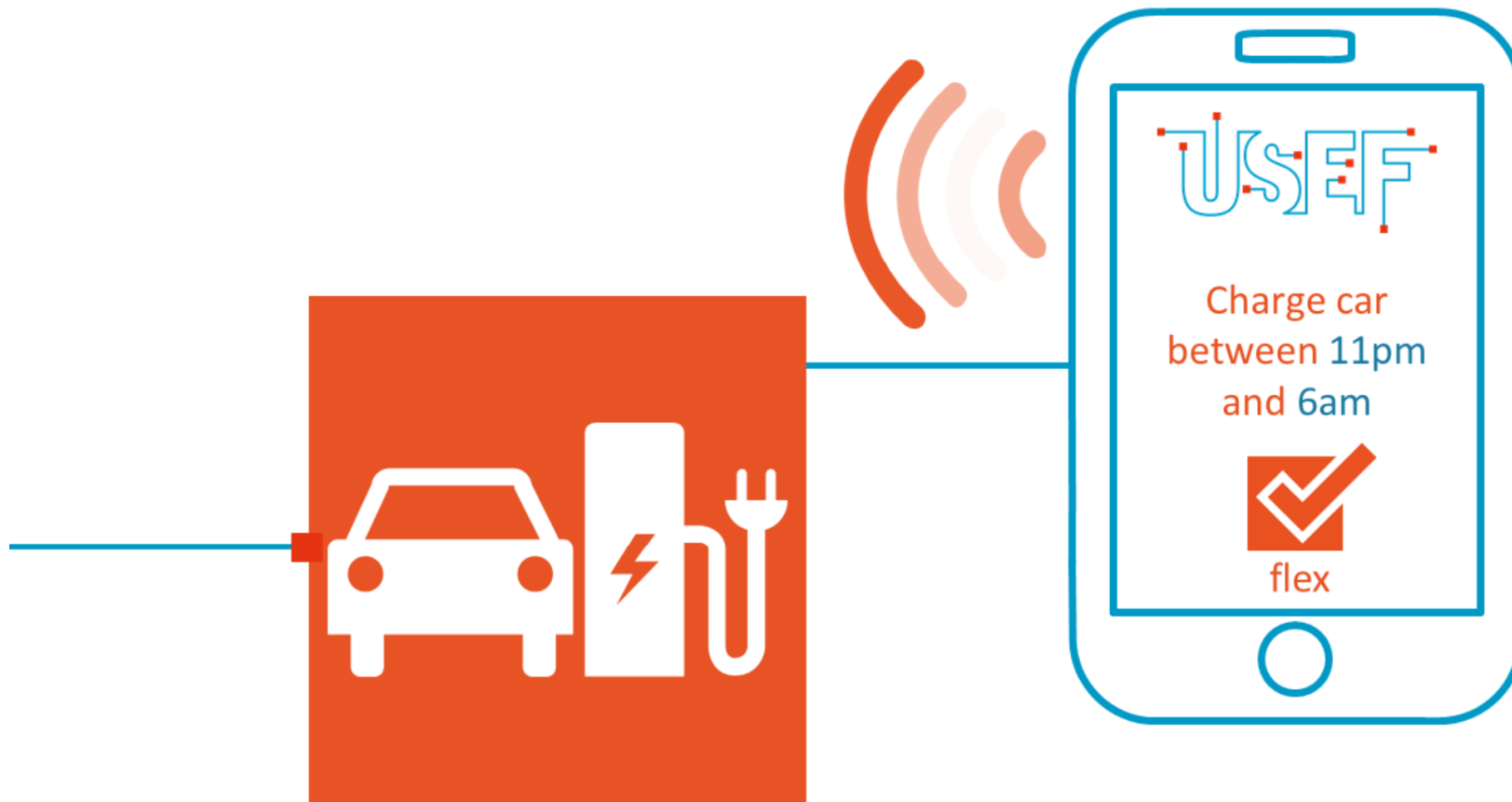
Creating an optimized market for connected smart energy systems



A solid foundation for smart energy futures

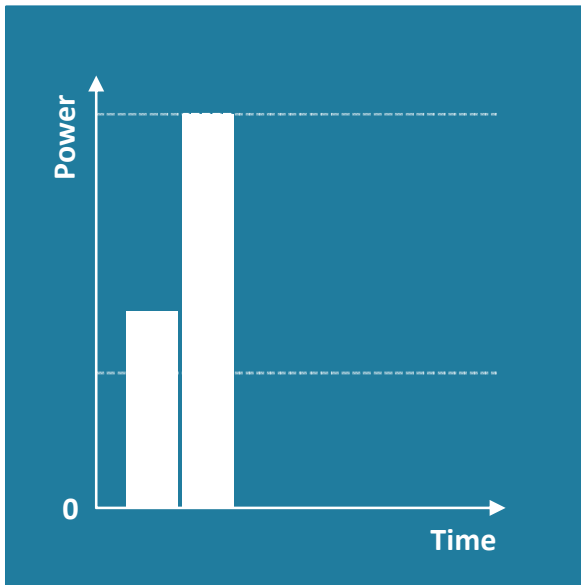




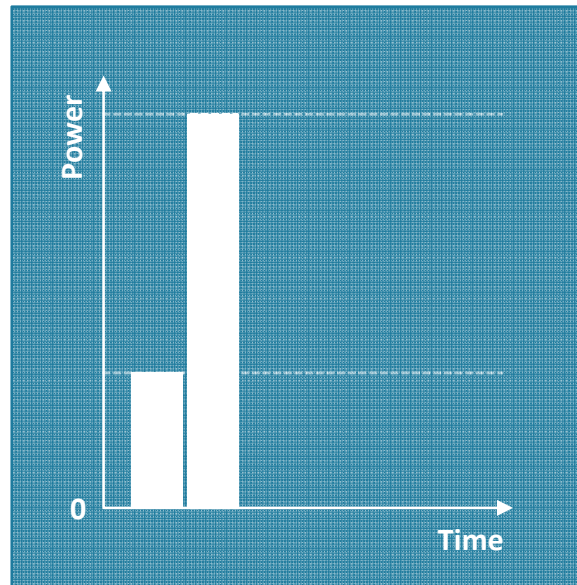


Flexibility relieves system pressure:

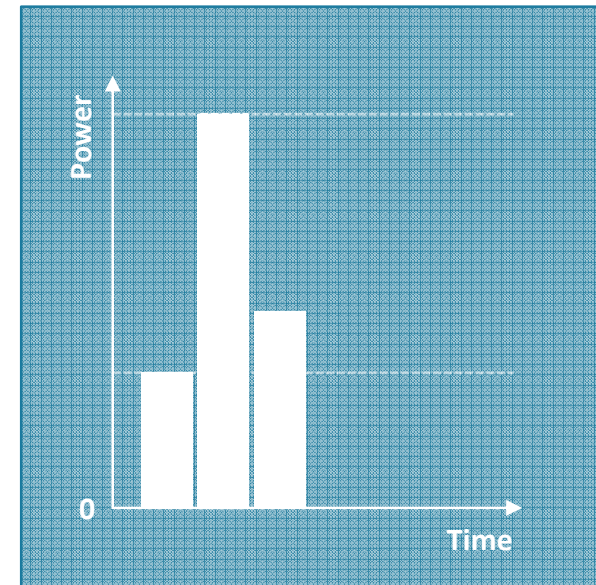
1. Peak Shaving



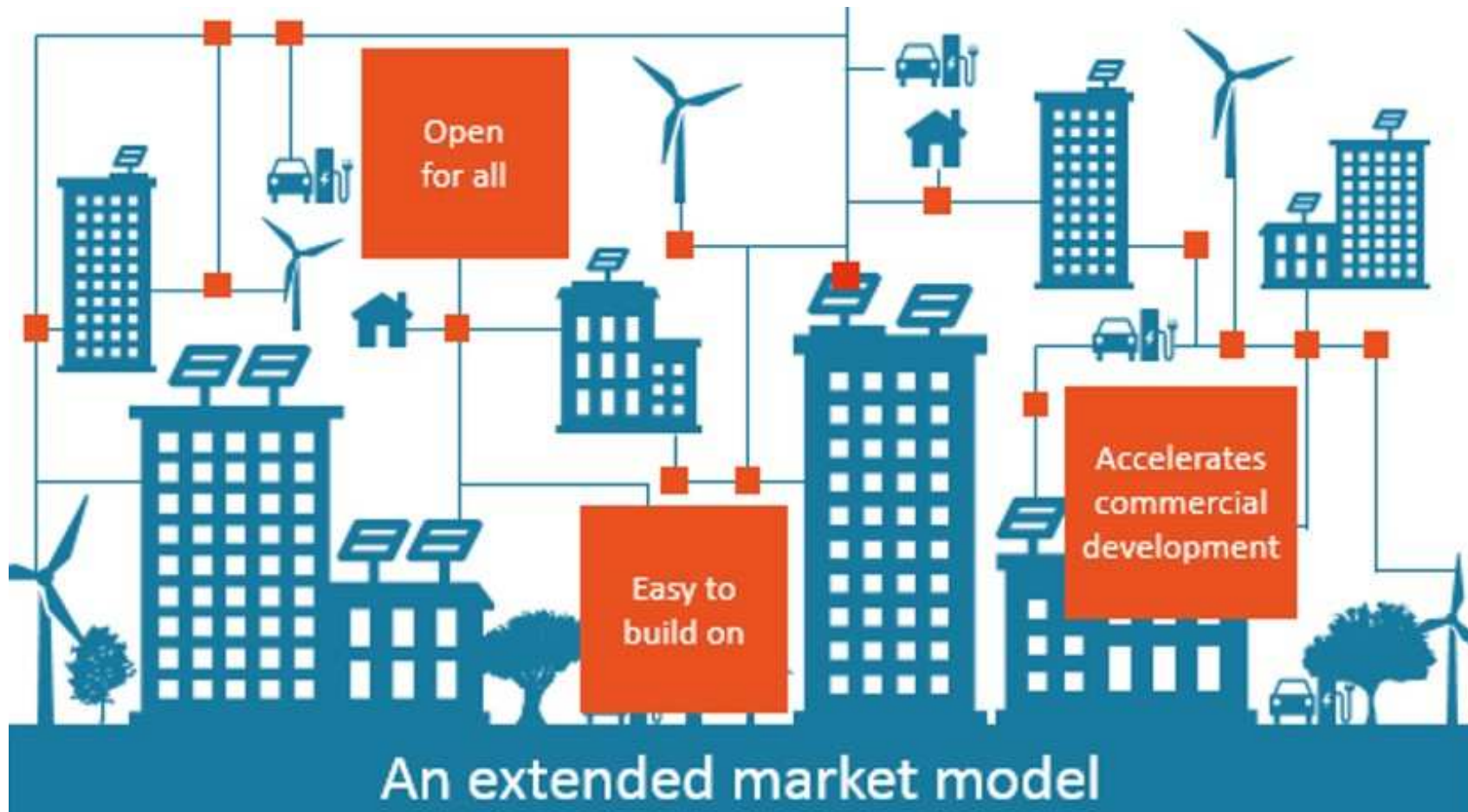
2. Time Shifting



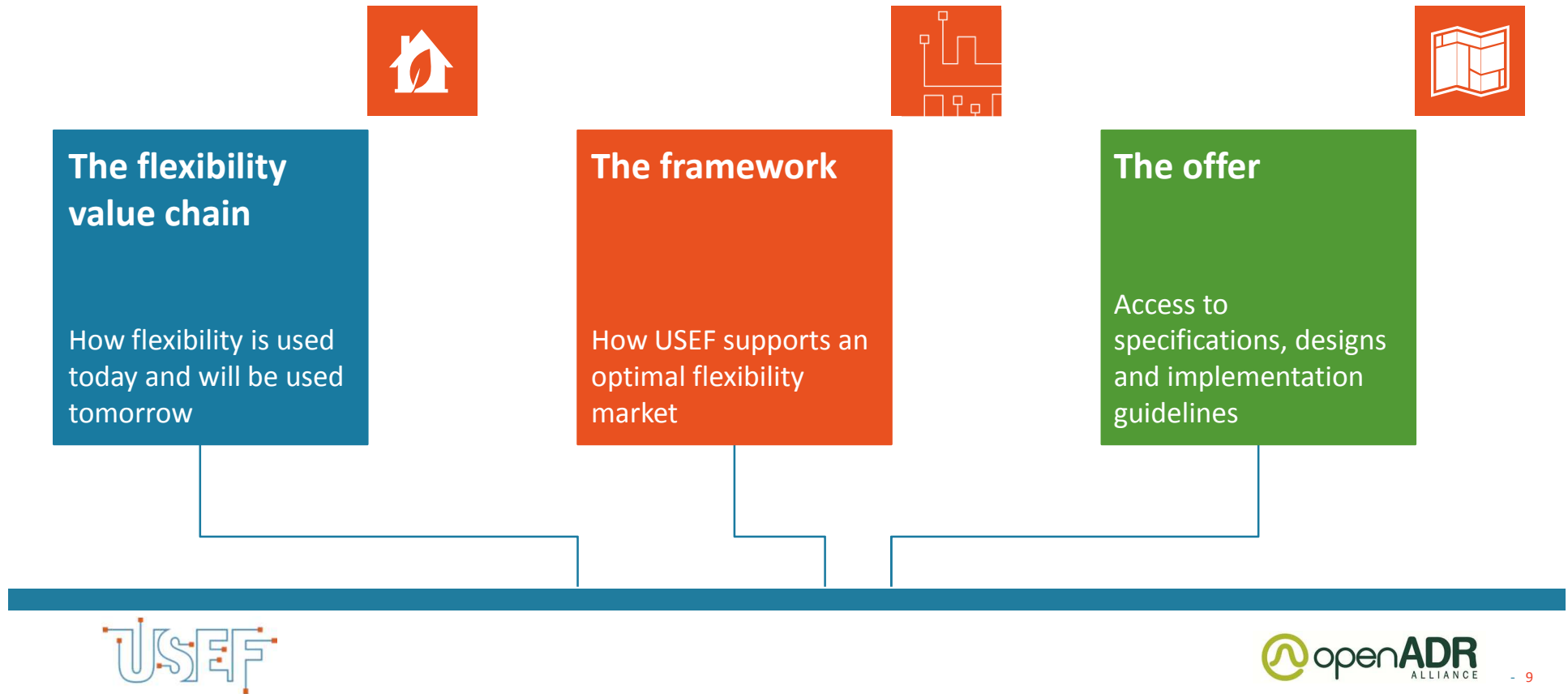
3. Flexibility in Time and Amount



FLEXIBILITY



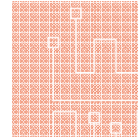
How working along one common standard enhances value creation





The flexibility value chain

How flexibility is used today and will be used tomorrow



The framework

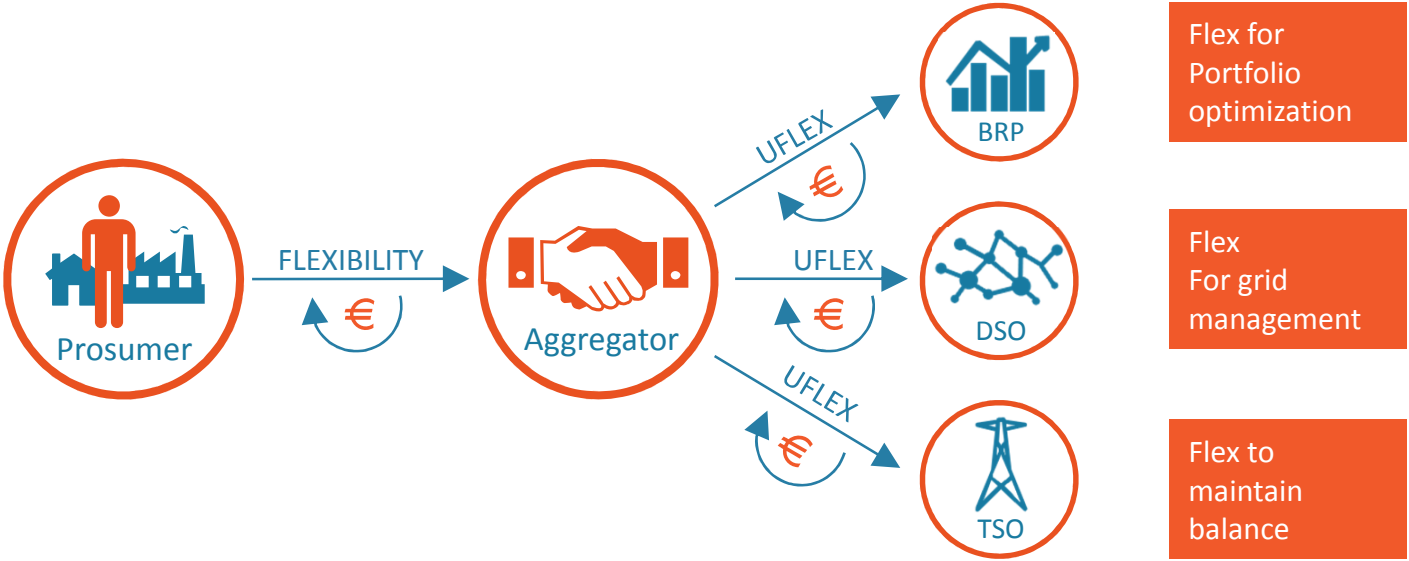
How USEF supports an optimal flexibility market



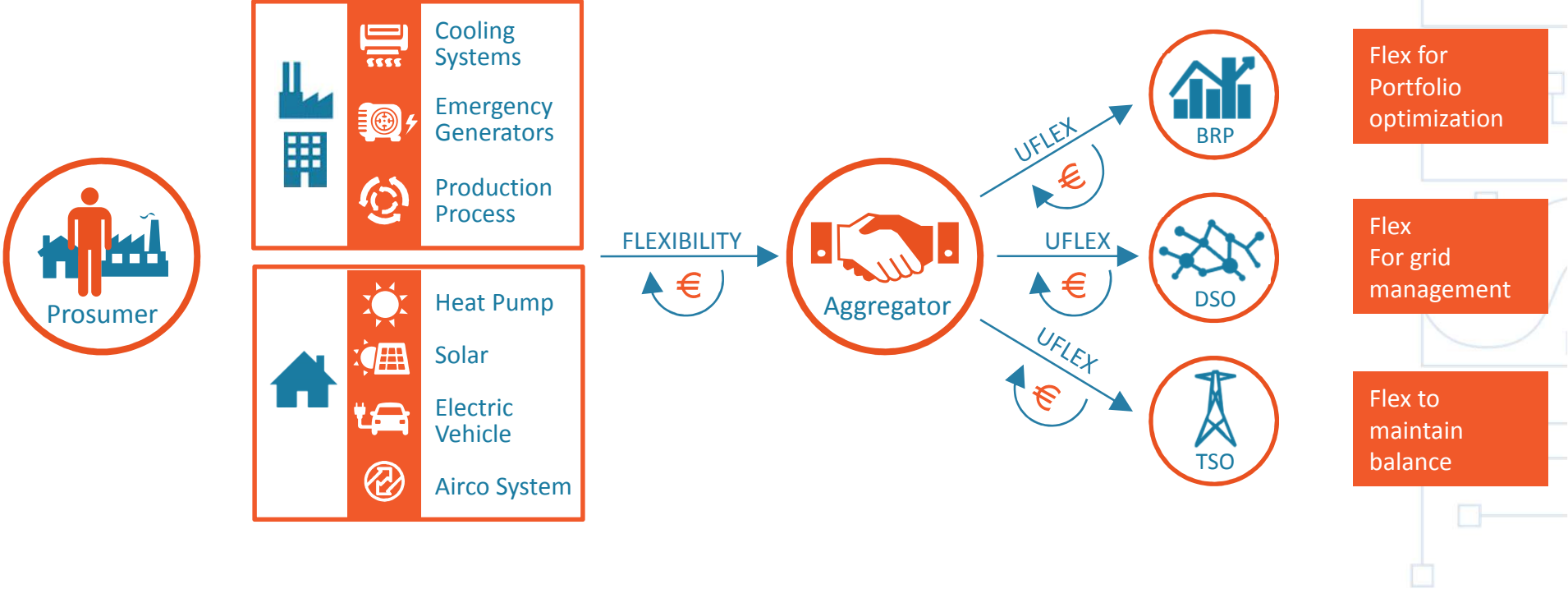
The offer

Access to specifications, designs and implementation guidelines

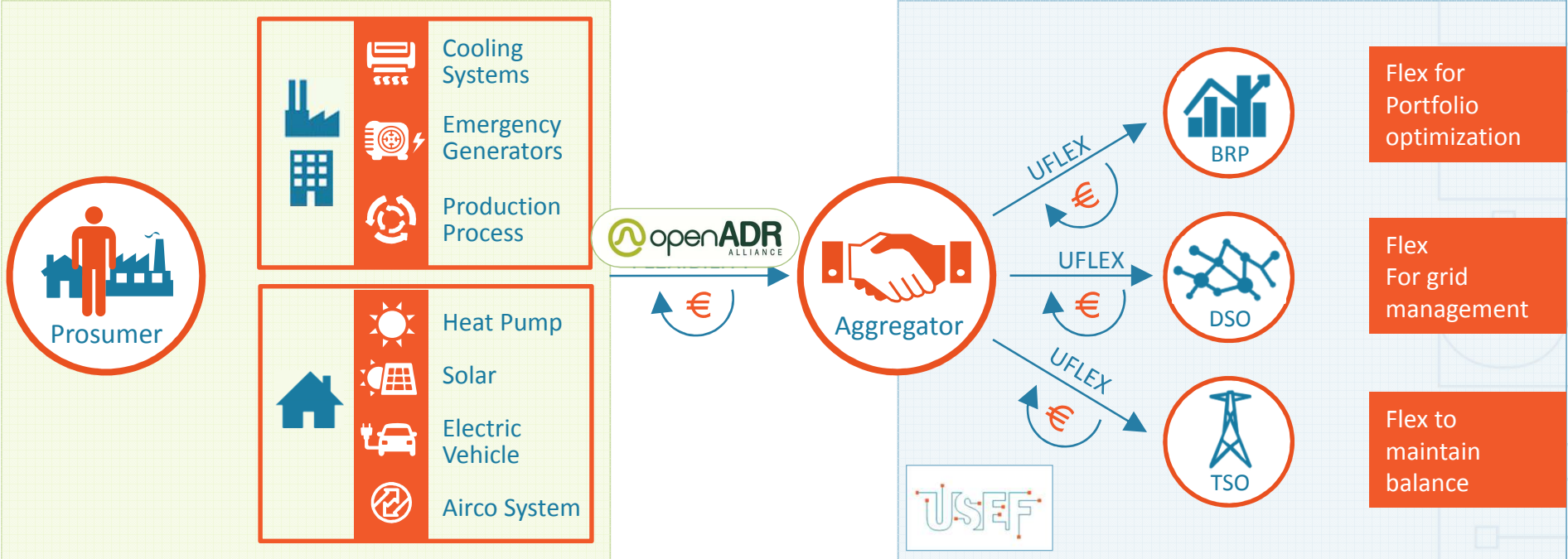
USEF Flexibility Value Chain



USEF Flexibility Value Chain



USEF Flexibility Value Chain

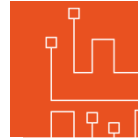


The Bigger Picture





The flexibility value system
How flexibility is used today and will be used tomorrow

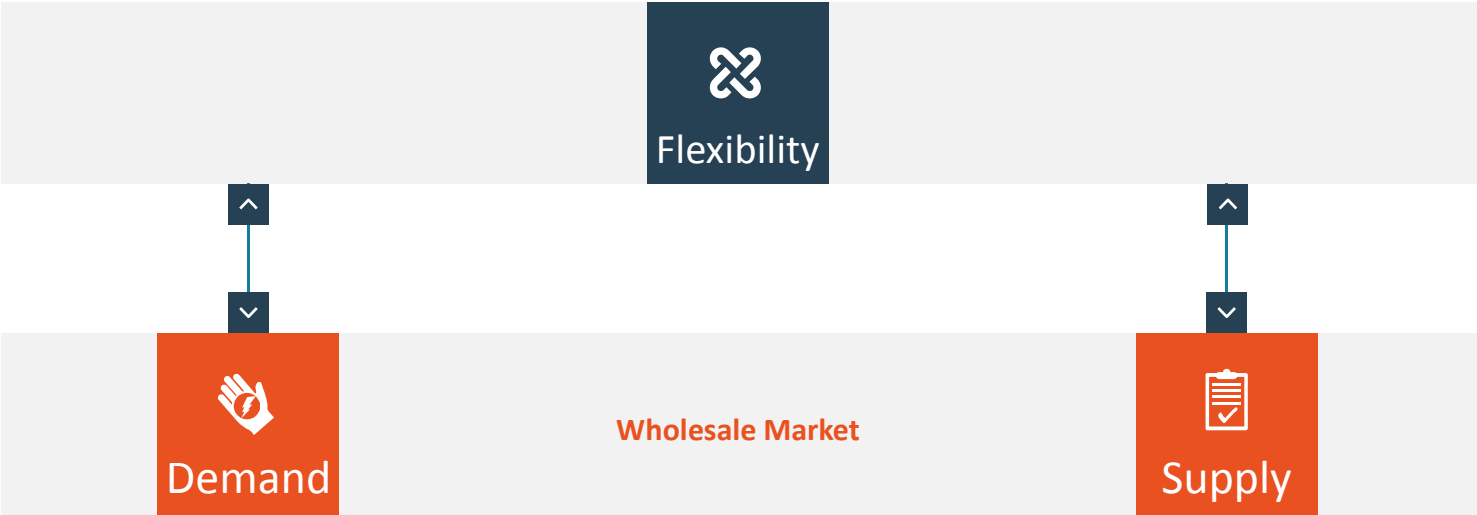


The framework
How USEF supports an optimal flexibility market



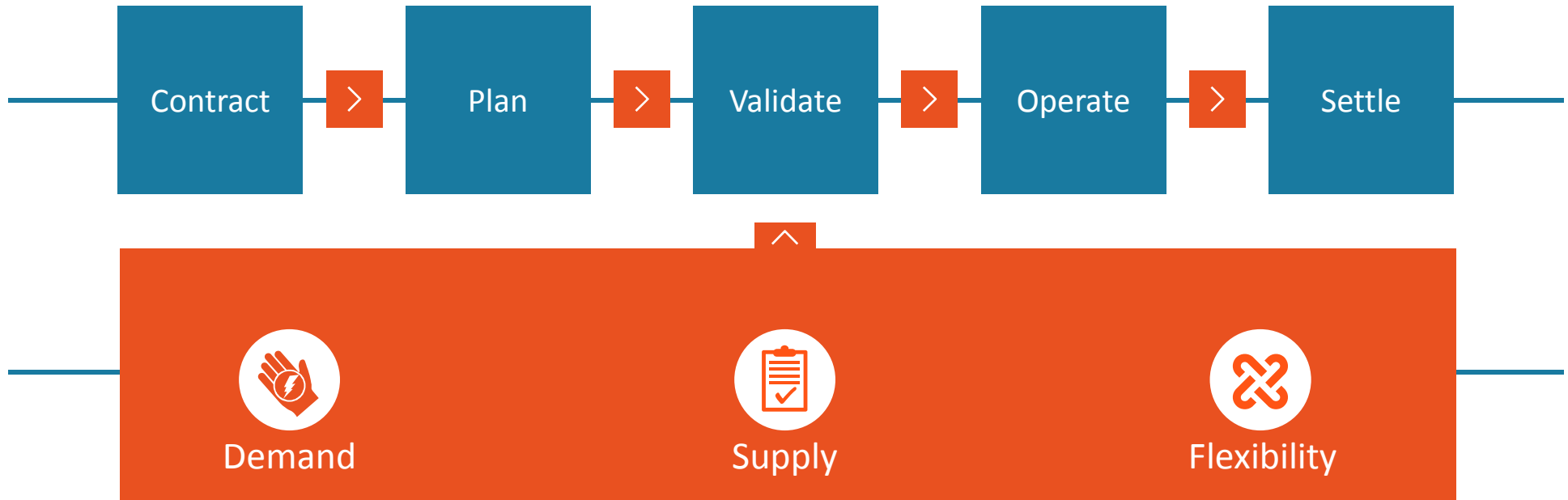
The offer
Access to specifications, designs and implementation guidelines

USEF connects markets

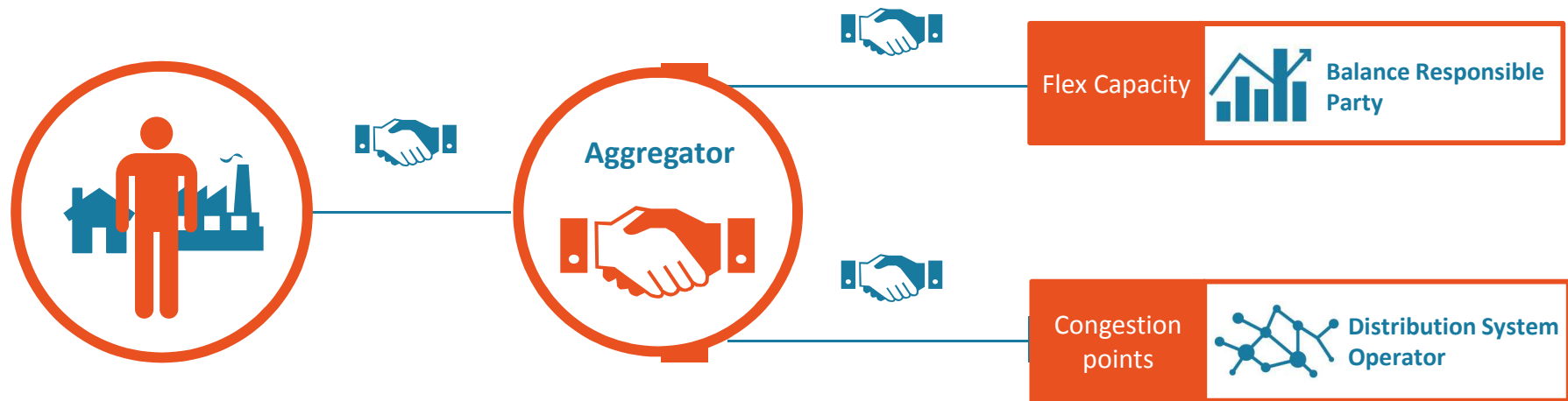


USEF connects markets





Contract





Flex for
portfolio
optimization



Balance Responsible
Party

Congestion
points



Distribution
System Operator



Flex for portfolio optimization



Balance Responsible Party

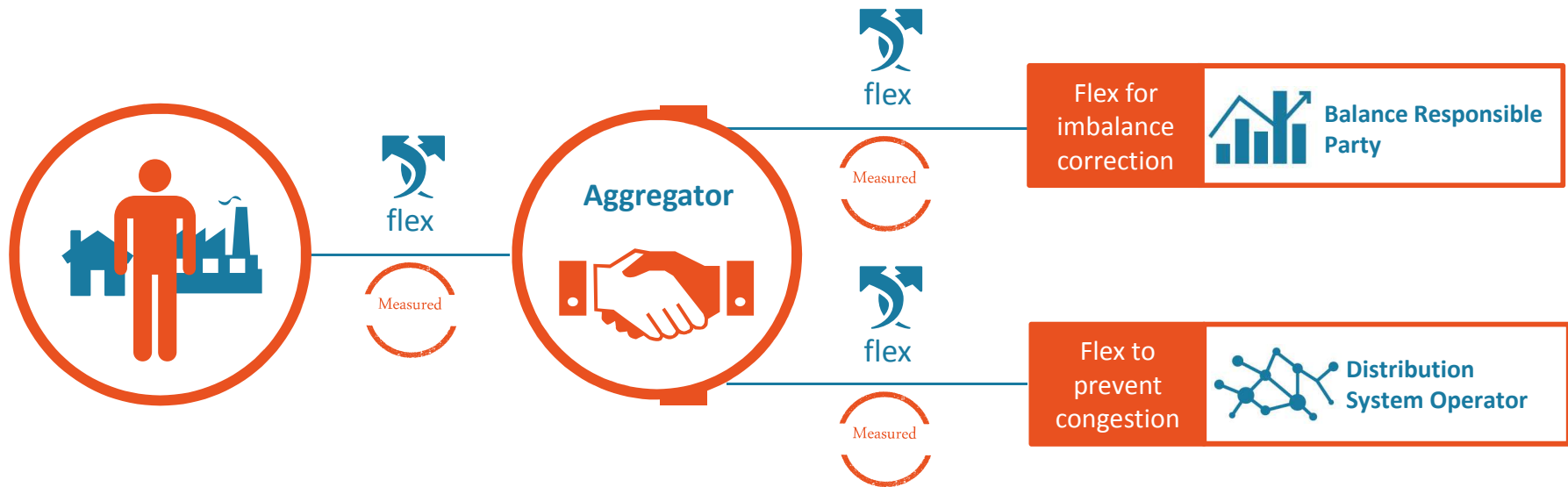
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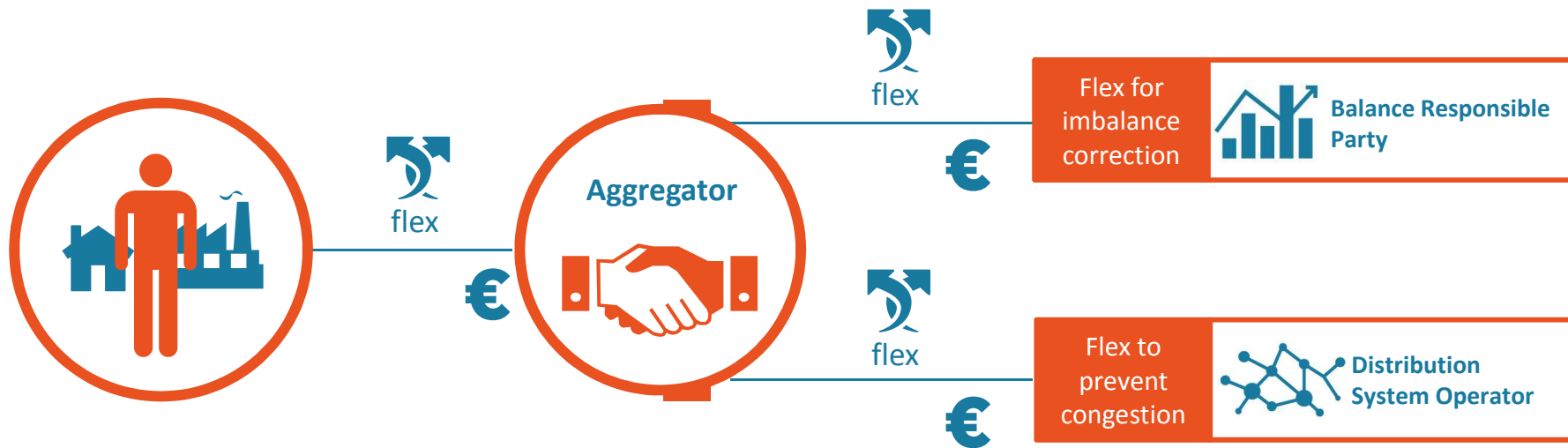
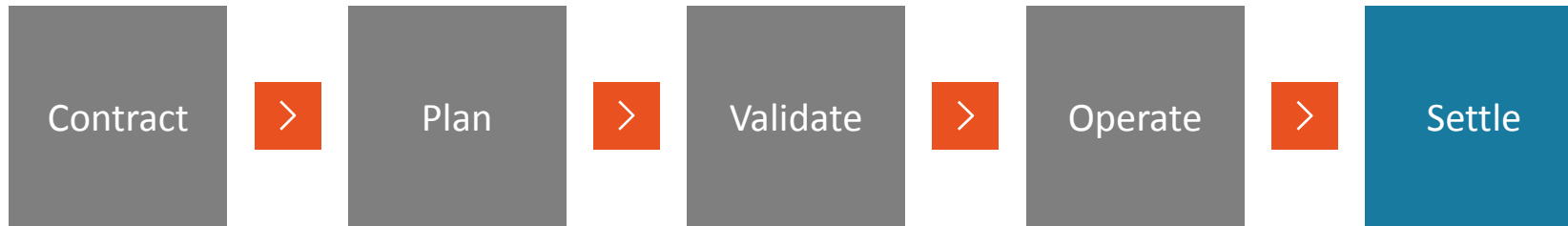
Flex to prevent congestion

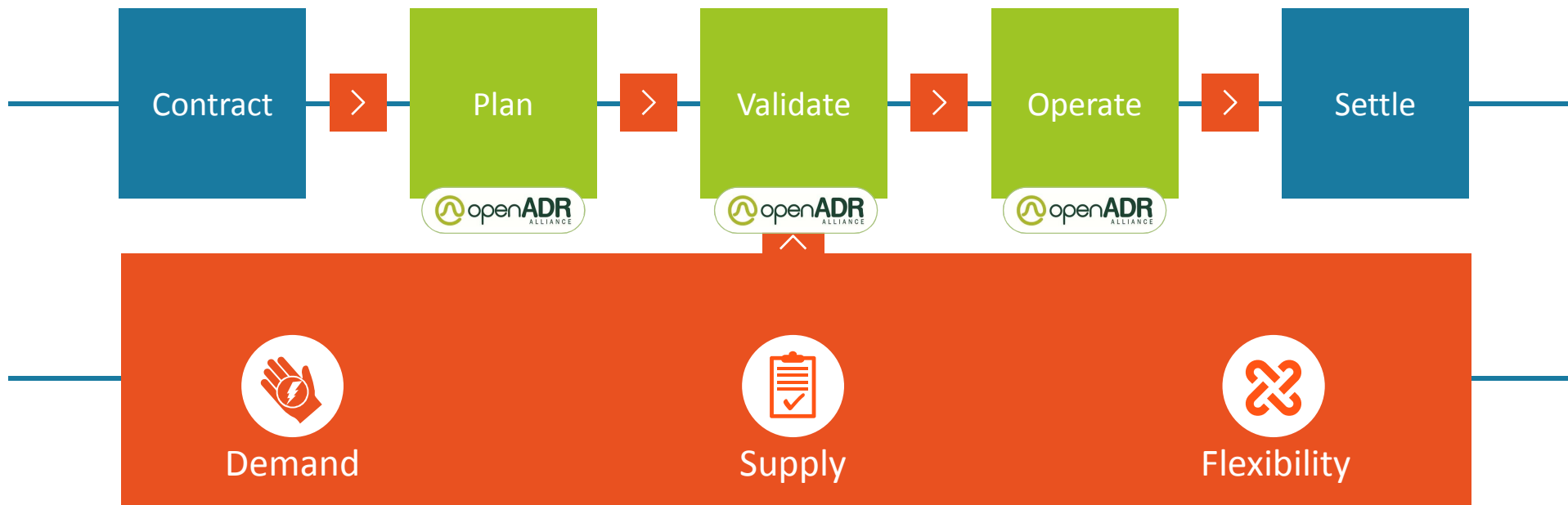


Distribution System Operator

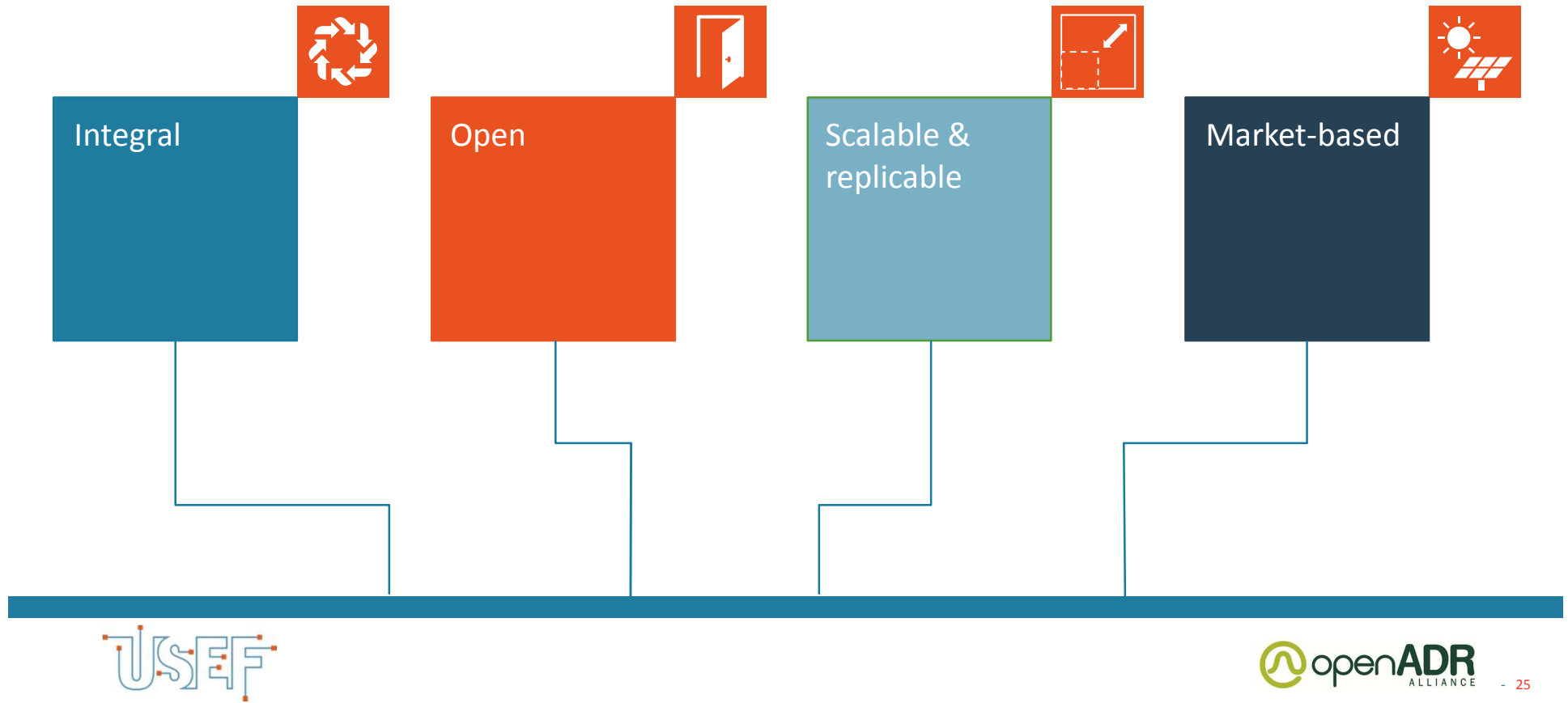
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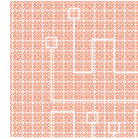
Our solution





The flexibility value chain

How flexibility is used today and will be used tomorrow



The framework

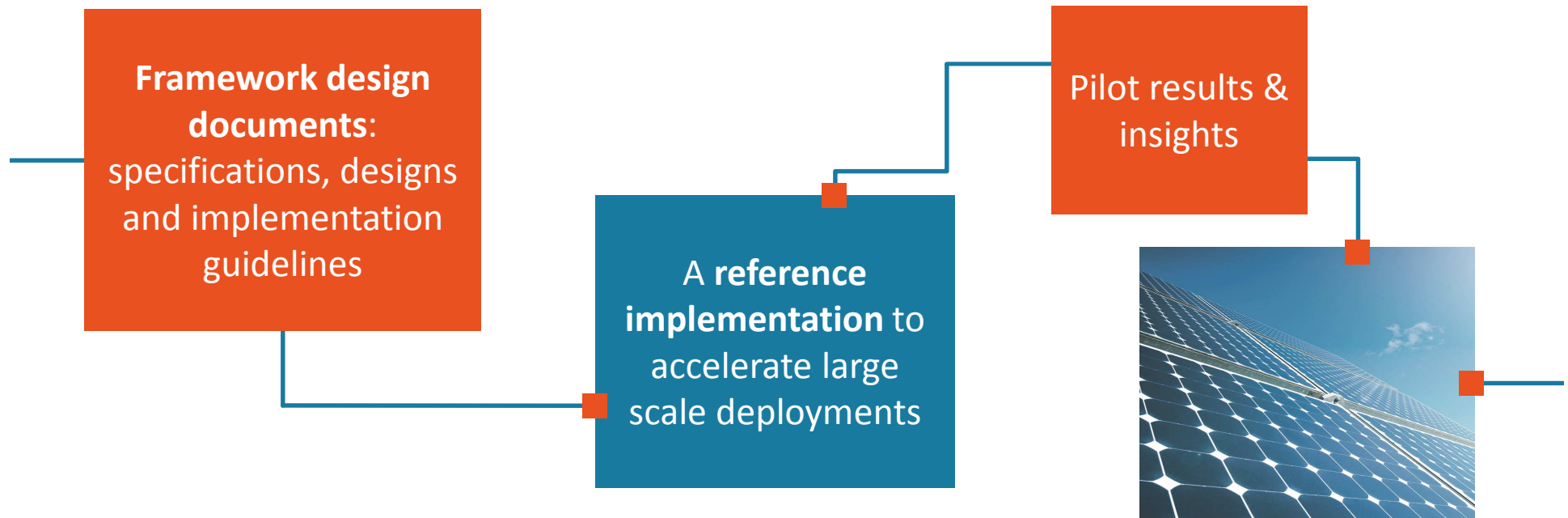
How USEF supports an optimal flexibility market



The offer

Access to specifications, designs and implementation guidelines

USEF describes the market for flexibility and provides access to



We believe that opening up an integral market for flexibility enables smarter solutions for energy exchange to the benefit of all in the system.

Plus, we believe that in order to create such a market, we need to work together, along one common standard, joining forces across roles and boundaries.

ONE INTEGRAL MARKET





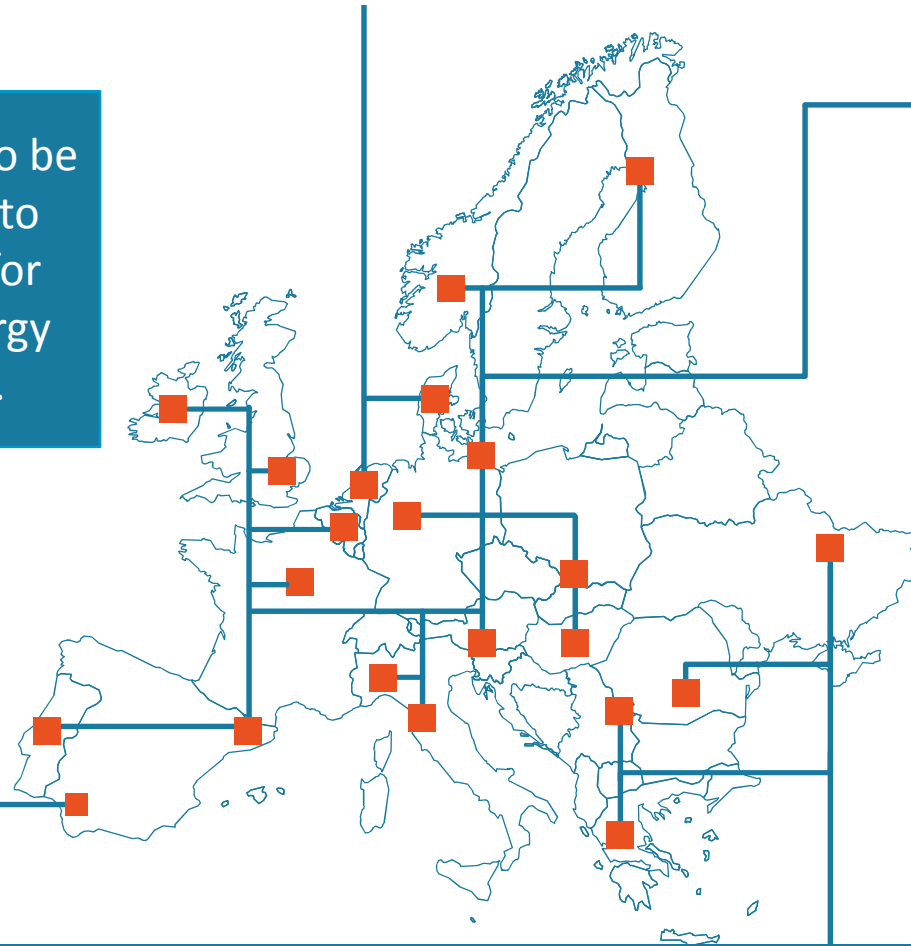
One strong answer to the challenges ahead:

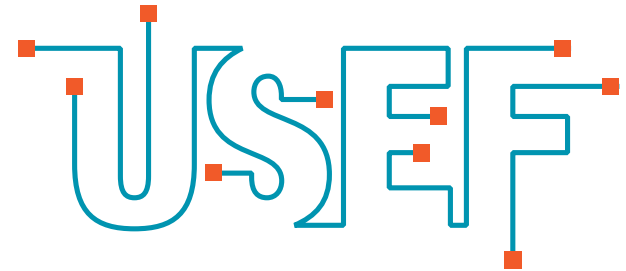


Ambition

USEF aims to be the de facto standard for smart energy systems.

In 2020 we want to be part of 25% of all smart energy systems in at least 5 different markets.





OpenADR – USEF Partnership

1. Benefits for OpenADR

Frontrunning position of USEF in Europe
Alignment with European initiatives

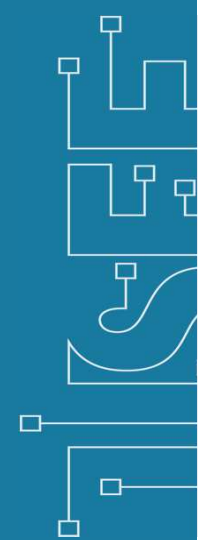
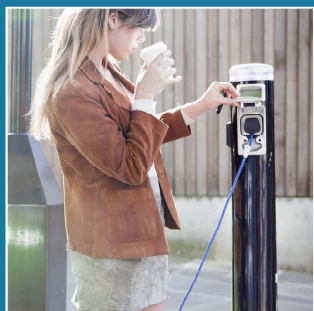
2. Benefits for USEF

OpenADR adopted by equipment manufacturers
Practical experience with DR programs

3. Benefits for OpenADR Community

Enlarge the market potential of DR products and services





Questions?

Anton Stekelenburg

+31 6 15063693

astekelenburg@usef.info

Marten van der Laan

+31 6 27087385

mvanderlaan@usef.info



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USEF Foundation

www.usef.energy

**A solid
foundation for
smart energy
futures**



Q&A

- Recording and slides from this presentation will be available at www.openadr.org.
- The OpenADR Webinar Series will continue throughout 2016. More information on future webinar topics can be found on www.openadr.org.
- Be sure to visit the OpenADR Alliance along with co-exhibitors: BPL Global, GridPoint, GridWiz, Honeywell and QualityLogic at DistribuTECH 2016 in Booth 413

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Thank You!

Rolf Bienert
Technical Director

rolf@openadr.org
+1 925 336 0239

Barry Haaser
Managing Director

barry@openadr.org
+1 408 310 9213

Shannon Mayette
Marketing Director

shannon@openadr.org
+1 602 882 4733

www.openadr.org

