Connecting the smart home to utilities and energy markets

About Bring Your Own Thermostat® demand response
40% of all thermostats sold today are internet connected
(Parks Associates)

Customers have choices

You’ll need to work with many of them to make a BYOT program work.

Traditional demand response
BYOT demand response

Device vendor

- Program marketing/recruiting
- Thermostat inventory management
- Customer acquisition
- Installation services
- Thermostat customer support

BYOT-specific challenges
- Maximizing device choice
- Reducing barriers to enrollment
- Creating effective marketing

Program design matters

- Utility 1
- Utility 2
- Utility 3
- Market programs

- Device 1
- Device 2
- Device 3
- Device 4
- Total
Onboarding multiple device vendors

For each partner, work through:
• Contracting
• Marketing support
• Enrollment integration
• DRMS integration
• Event execution
• Rebate administration
• Reporting

Onboarding multiple device vendors

A single contract covering key partners for your program. Only EnergyHub offers this.

Reducing barriers to enrollment

Limit enrollment steps
Require minimal information
Provide instant verification
Effective marketing through co-branding

- Utility marketing knowledge
- Device vendor expertise
- Co-branded messaging

How BYOT compares with traditional demand response

1.2 – 1.5 kW
DR capacity delivered per BYOT thermostat

Source: Middle 80% of EnergyHub BYOT deployments
BYOT yields lower 10-year program cost

Direct Install BYOT

Customer Incentive
Customer Support
Hardware
Installation
Marketing
Software/API Fees

Thank You

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