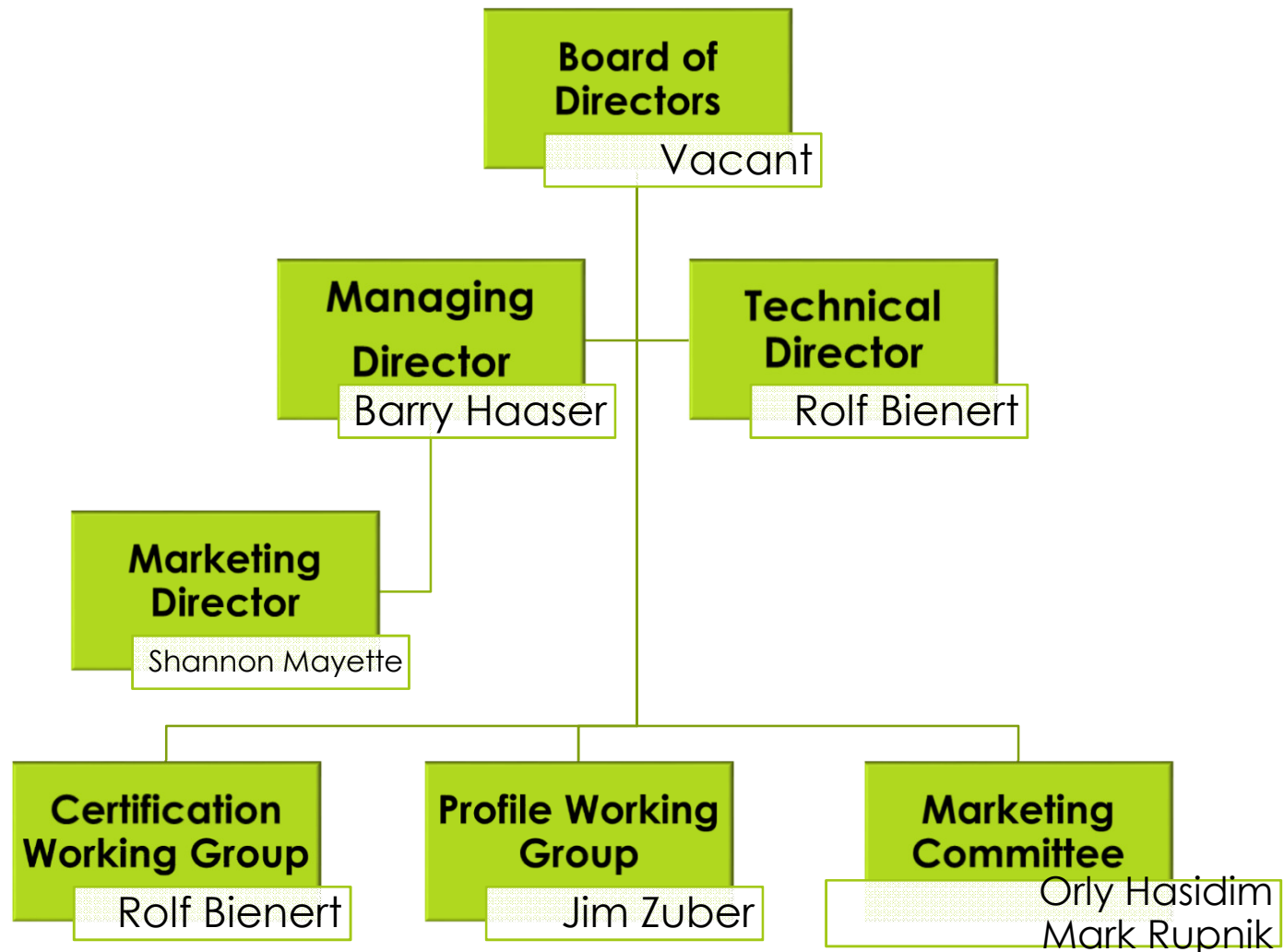# OpenADR Alliance Update

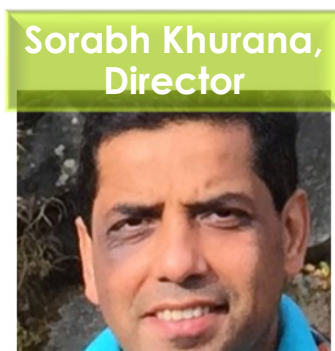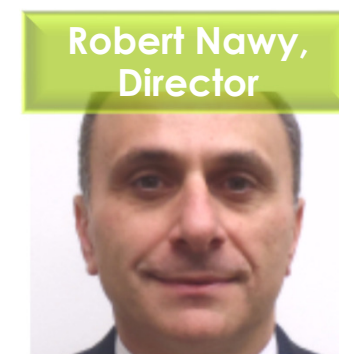Annual Member Meeting

May 25, 2016

OpenADR Mission

The mission of the OpenADR Alliance is to foster global development, adoption, and compliance of Open Automated Demand Response (OpenADR) standards through collaboration, education, testing, and certification.

Organizational Structure

Board of Directors
Vacant

Managing Director
Barry Haaser

Technical Director
Rolf Bienert

Marketing Director
Shannon Mayette

Certification Working Group
Rolf Bienert

Profile Working Group
Jim Zuber

Marketing Committee
Orly Hasidim
Mark Rupnik

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Board of Directors

**Vice Chair
Mary Ann Piette**

**Albert Chiu,
Secty/Treasurer**

**Mark Martinez,
Director**

**Robert Nawy,
Director**

**Sorabh Khurana,
Director**

**Rahul Kar
Director**

**Pierre Mullin,
Director**

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OpenADR Team

Barry Haaser Managing Director	Rolf Bienert Technical Director	Shannon Mayette Marketing Director	Ute Bienert Member Services

Sponsor Members

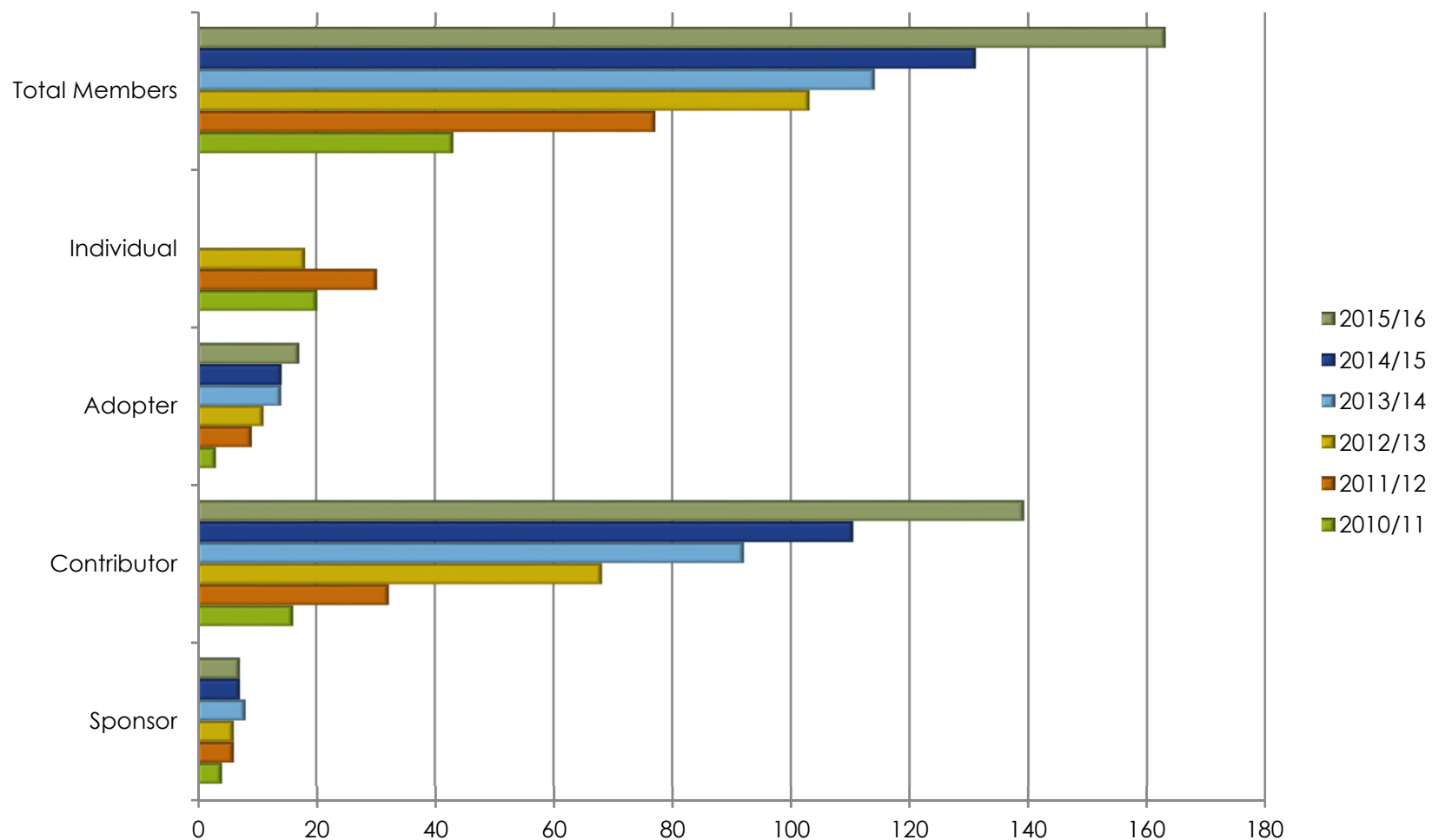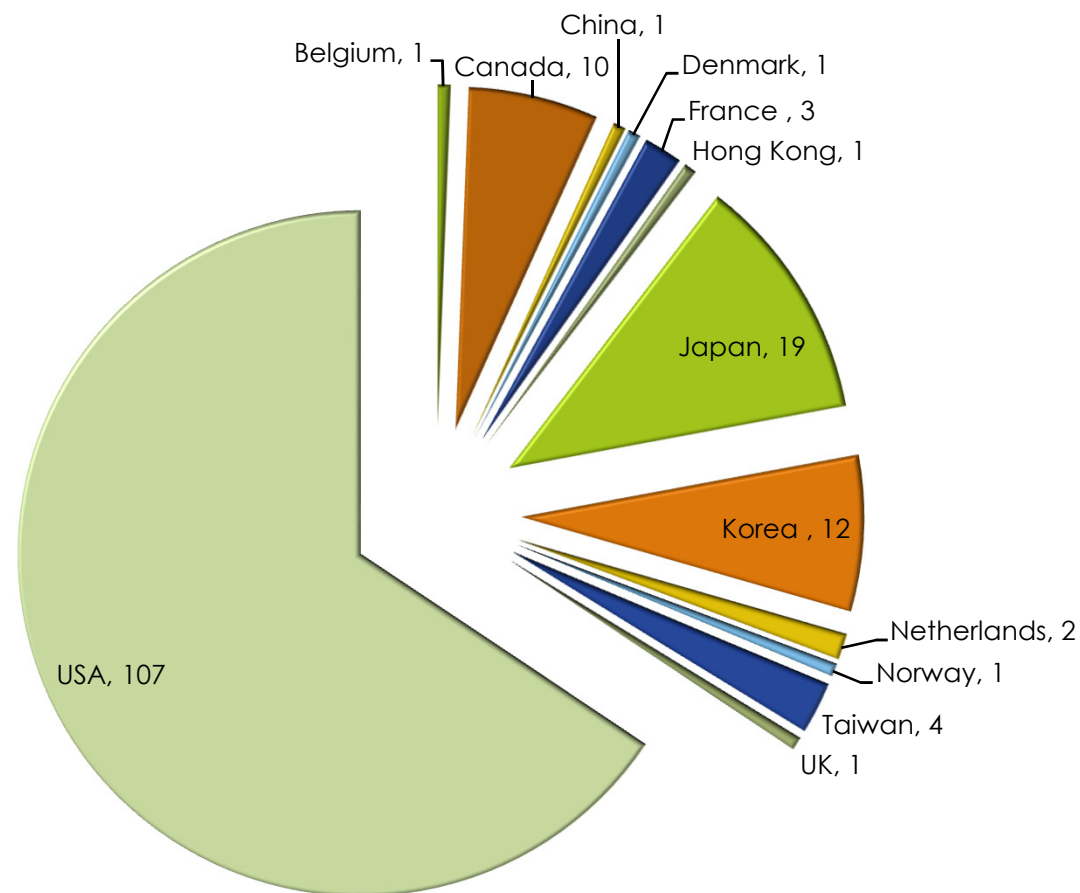# Members Here Today

State Of The Alliance

- Financially healthy with strong cash reserve

- Stable membership at around 160

- Growing international footprint in Japan, Korea, Europe

- Expanding ecosystem of over 100 certified products

- Evaluating technical direction

Member Growth

OpenADR Members by Country

Belgium, 1
China, 1
Canada, 10
Denmark, 1
France , 3
Hong Kong, 1
Japan, 19
Korea , 12
USA, 107
Netherlands, 2
Norway, 1
Taiwan, 4
UK, 1

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Preliminary Goals

- Clarify the role of the use of the OpenADR standard for more than just DR, such as Distributed Generation (DG) and Distributed Energy Resources (DER).

- Drive utility adoption outside of California and the US focusing more attention on Europe and Ontario Canada.

- Increase utility education and awareness about the benefits of using OpenADR to make DR faster, better and cheaper than traditional.

Preliminary Goals

- Getting more utilities to standardize and specify OpenADR, instead of relying on single vendor proprietary solutions.

- Clarify the roles of OpenADR and SEP2 in DER and in premises.

- Write specification language for OpenADR to support use in new construction projects in CA that are Title 24 compliant.

- Increase OpenADR education and awareness within NARUC and its members in the regulatory community

Preliminary Goals

- Increase the number of certified products in the market.

- Clarify the roll and costs of security certificates provided by NetworkFX.

- Help members of the ISO/RTO Counsel (IRC) and FERC understand how OpenADR can be used for wholesale DR, instead of the standard recommended by the former SGIP PAP 19 Wholesale Demand Response (DR) Communication Protocol.

- Modify the certified product database to support more granular searches by market, application and use, such as Indoor vs. Outdoor use, NEMA enclosures, etc.

Key Questions

- What's next for the OpenADR Alliance?

- Where should we focus our energy?

- What are the priorities/hot buttons?

- What would you like to see?

Enabling The Standard for Automated Demand Response

Technical Update

Rolf Bienert
Technical Director OpenADR Alliance

Agenda

- How things work

- What's new in the Alliance?

- International Activity

- Up next

Quick start guide

- Member site is hosted by MemberClicks
  - Manage your profile, E-Lists, etc

- Key E-Lists and groups: All Members, Marketing, Implementation Working Group, Profile Working Group

- Several certification labs; Documentation to certification@openadr.org

- Always feel free to send a question to the email lists

- Follow us on Twitter, etc.

What's new in the Alliance?

- ☐ Over 100 certified products

- ☐ Updated test harness

- ☐ DR Program Guide published

The OpenADR Demand Response (DR) Program Guide

Read the Press Release

See the companies endorsing the OpenADR DR Program Guide

What we noticed

- There was no such thing as a standardized DR program

- Each DR program design tends to be unique based on the structural, regulatory, and regional needs

- And each program has numerous possible deployment scenarios involving a variety of actors

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What we noticed

- Utilities are not sure what to ask for

- Manufacturers are not sure what features to support

→ Demand Response Program Guide

→ Visit http://www.openadr.org/dr-program-guide for more information

International

- OpenADR 2.0b in CDV (Comment Draft for Vote) process in the IEC.

- Several European groups are looking at OpenADR
  - USEF – Universal Smart Energy Framework
  - Denmark - Demand-Response Capacity Management in Commercial Buildings
  - Germany – Large utility evaluating OpenADR
  - Germany – enera project (https://www.youtube.com/watch?v=6SgEK0TBWjY)
  - UK, Scottland, etc.
  - Korea – several certified devices
  - Japan – Required from Utility to Aggregator

Up next

IOT – DER - TE

- Afternoon sessions to define, discuss, and start our involvement

What to do?

- How does OpenADR enable this area? (DER, TE, IOT)

- What is it and what's happening in the community?

- What is happening in development and demonstration?

- Is there any impact or implication for how the alliance should move forward?

Marketing Update

Shannon Mayette

Member Meeting

May 25, 2016

Marketing Chair & Co-Chairs

Chair

- James Mater, General Manager, QualityLogic

Co-Chairs

- Mark Rupnik, CEO, BPL Global

- Orly Hasidim, Business Development, Universal Devices

The MWG Committee has bi-weekly calls on Fridays at 11am-11:45am. Next call is scheduled for June 3.

Marketing Objectives

- **Raise Brand Awareness**

  - Engage and educate the industry about the OpenADR Alliance and standard

- **Build Membership**

  - Strategically build OpenADR membership domestically and internationally

- **Support adoption OpenADR 2.0 certified products**

  - Generate awareness for OpenADR certified products

OpenADR Press Releases

- **May 2016:** OpenADR to Host Member Meeting and Open House

- **February 2016:** OpenADR Demand Response Program Guide
  - A number of utilities and manufacturers support the DR Program Guide go to www.openadr.org to see quotes

- **January 2015:** DTECH Media Advisory
  - Over 30 members exhibited and members BPL Global, GridPoint, GridPoint, Honeywell, IPKeys and QualityLogic participated in OpenADR booth

Media Coverage

- Continue to see positive-neutral coverage regarding OpenADR.

- 855 articles that mention OpenADR January –May

- Six media/analyst meeting since Jan

OpenADR and Members in the News

□ Two key articles featured in EnergyBiz focused on OpenADR in February

  □ *Pushing for a better energy standard – article on OpenADR and the new DR Guide*

  □ *US firms move in to assist in electric market reforms – quote from Barry Haaser on OpenADR adoption in Japan*

□ Hawaiian Electric & Greenlots Test EV Charging and Energy Storage as Ideal Grid Allies

□ US Utility Signs AutoGrid to Improve Demand Response

□ Dialight Launches Enterprise Software for Lighting Controls to Maximize LED Efficiency, Automation and Flexibility

Events/ Endorsements

- National Town Meeting on DR + Smart Grid- July 11-13, Ronald Reagan Building and International Trade Center, Washington D.C.

- Transactive Energy Conference- May 17 -19, World Trade Center, Portland, Oregon

- PLMA 2016 Spring Conference, April 19-20, San Francisco-strong member presence and OpenADR focus in sessions

- Smart Energy Summit, Feb. 22-24, Austin, TX –Barry Haaser panelist for the Interoperability, Integration and Energy Mgmt panel

- DistribuTECH 2016, Feb 9-11, Orlando, FL

Webinars –Thought Leadership

- **January 2016:** Creating an Optimized Market for Connected Smart Energy Systems (over100 registered)

- **March 2016:** OpenADR and the Internet of Things (IoT) – (over 200 registered)

- Webinar page since January has received 400 views

  - All webinars being promoted with pre and post email blasts by OpenADR and members via social media, e-newsletter and word of mouth. Over 100 registrants per webinar.

Web Stats (Jan-May)

- TOP COUNTRIES: United States, Japan, Canada, S. Korea, Taiwan, India, Germany

- Page views 39,278 (62% new visitors)

- Top pages:
    - Home
    - Specification
    - FAQ
    - Webinar series
    - About Us

Social Media Clippings

OpenADR Community Growing:

-884 followers on Twitter
    over 100 new followers in last 12 months

-Since January: 53,700 impressions; 755 profile visits & 53 mentions

Encycle Corporation @encyclecorp Apr 28
Don't miss the @OpenADRAlliance event in PA to discuss the future
of Automated #DemandResponse:
http://www.openadr.org/2016_meeting

Nakul Wali @nakul_wali Apr 23
Toward's a smarter energy consumption #SmartHome
#energyefficiency #tssg_pas @TSSG_WIT @OpenADRAlliance

OpenADR Alliance @OpenADRAlliance Apr 6
Join us in downtown Philadelphia, May 24-25 for an
@OpenADR Workshop and Open House.

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Engage the Community

- Ways to boost profile and drive engagement
  - Highlight notable media coverage
  - Promote speaking opportunities and upcoming events
  - Share OpenADR news and member news
  - Follow industry media and influencers
  - Follow OpenADR members
  - Twitter: Include hashtags #OpenADR, #DemandResponse, #SmartGrid, etc

Follow OpenADR

Follow: @OpenADRAlliance

Connect: OpenADR Alliance Open Group

Like: OpenADR Alliance

Explore: OpenADR Alliance Channel

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Focus for 2016

- Continue Webinar Series

- DistribuTECH 2017 Planning

- Thought Leadership at key speaking engagements across the globe

- Utility focus outside of California – Road show to provide local educational opportunities for utilities, vendors, regulators and anyone else interested in understanding how to use the OpenADR standard for automated demand response programs.

- Call for Participation: Kick off this summer new working groups focused on DER and IoT and Bring Your Own Thermostat (BYOT)
  - Generate application stories and case studies
  - Drive market education and awareness with webinars and conference sessions
  - Create utility guidelines based on implementation guide
  - Accelerate the number of utility based projects and programs

DistribuTECH 2016

Feb. 9-11

Orlando, FL

Member Pavilion

Goals:

- Grow membership (Barry in discussions with potential new members)

- Demonstrate client and server implementations (demos at kiosks/ theater presentations)

- Gather new projects that emerged from booth discussions, etc (50 leads captured with retrieval-but lots of interest and conversations at the booth)

- Media coverage – secure quality article opps from show

Objectives:

- Create awareness of the OpenADR Alliance and standard

- Create a strong sense of community for members (Pre-show and at show promotions)

- Coordinate key announcements from members/Alliance

- Create an understanding of the OpenADR standard and why is important for utilities and system operators to adopt

Promotion

BEFORE SHOW

- OpenADR media alert

- Pre-show email blast sent from PennWell- to all registered for conference

- Email blast to contacts/social media/OpenADR newsletter–ongoing by OpenADR

AT SHOW:

- Full page ad in DistribuTECH show guide

- Business Cards to promote online collateral /media materials

- Flyer with members exhibiting and member signs

Member Companies Exhibiting at DistribuTECH 2014

OpenADR Member	Booth #
Aclara	2130
AutoGrid	4223, 3811
Eaton	2313
ECOBEE	2246
Embertec	3737
Enbala Power Systems	3139
EnerNOC	3921
EPRI	4217
Fujitsu	3811
Hitachi	4305
Intelligent Energy Solutions	4107
Lockheed Martin	3245
Mitsubishi Electric	3523
Panasonic	2322
Powerit Solutions	3811
Quality Logic	4013
Schneider Electric	1913
SIEMENS	1719
Silver Spring Networks	1221, 1226
Sumitomo Electric	3816
Toshiba	2912
Universal Devices	3811

DISTRIBUTECH 2015

To access the OpenADR Alliance Media Kit please visit **www.openadr.org/dtech2015**

Media Briefings

Energy Central – Allen Greenberg, Editorial Director –pre-show article on DR Guide

Gartner- Chet Geschickter Research Director, Energy & Utilities Industry Advisory Services

FierceEnergy, Smart Grid News, FierceWater-Barbara L. Vergetis Lundin Editor-in-Chief –pre-show article on DR Guide

Jeff St. John –Senior Editor -GreenTech Media –post show coverage

Kathleen Davis –Editor in Chief- Intelligent Utility-Article Opp on DR Guide

Booth

BPL Global, GRIDWIZ, GridPoint, Honeywell SGS, IPKeys and QualityLogic

Booth –Theater and Reception

Theater Schedule

Theater Schedule

Time	Company	Title
Tuesday, Feb. 9th		
12:00 PM	GridPoint	GridPoint: Intelligent Energy Management
1:00 PM	Honeywell SGS	Smart, Robust and Responsive Load Reduction Solution
2:00 PM	GridWiz	Gridwiz Demand Response Service with OpenADR2.0 in Korea
3:00 PM	BPL Global	High-Definition (HD) Demand Management using OpenADR
4:00 PM	IPKeys	OpenADR 2.0b in DoD Facilities
4:30 PM	OpenADR Alliance	Standardizing Auto DR Programs
5:00 PM	QualityLogic	Getting Started with OpenADR
Wednesday Feb. 10th		
11:00 AM	QualityLogic	Getting Started with OpenADR
12:00 PM	GridPoint	GridPoint: Intelligent Energy Management
1:00 PM	IPKeys	OpenADR 2.0b in DoD Facilities
2:00 PM	GridWiz	Gridwiz Demand Response Service with OpenADR2.0 in Korea
3:00 PM	BPL Global	High-Definition (HD) Demand Management using OpenADR
4:00 PM	Honeywell SGS	Smart, Robust and Responsive Load Reduction Solution
4:30 PM	OpenADR Alliance	Standardizing Auto DR programs
Thursday, Feb. 11		
10:30 AM	OpenADR Alliance	Standardizing Auto DR Programs
11:00 AM	BPL Global	High-Definition (HD) Demand Management using OpenADR
11:30 AM	GridWiz	Gridwiz Demand Response Service with OpenADR2.0 in Korea
12:00 PM	Honeywell SGS	Smart, Robust and Responsive Load Reduction Solution
12:30 PM	QualityLogic	Getting Started with OpenADR
1:00 PM	GridPoint	GridPoint: Intelligent Energy Management
1:30 PM	IPKeys	OpenADR 2.0b in DoD Facilities

DistribuTECH 2017

- ◘ OpenADR to work with media outlet like FierceEnergy to develop an OpenADR specific publication to be distributed at Conference
  - ◘ Highlight OpenADR 2.0 Case Studies
  - ◘ Member Certified 2. 0 Products
  - ◘ Thought-leadership columns: DER, IoT, Future of OpenADR
  - ◘ **Need support from members through ad placement to fund**

- ◘ Speaking proposals deadline June 13 —**need utility support outside of California**

- ◘ Booth Planning Options will begin within MWG
  - ◘ Small member pavilion
  - ◘ Unified image and messaging

Summary

- Get Involved! Join the Marketing Working Group

- Contact OpenADR staff for any OpenADR-related announcements, case studies, etc *(extension to your team to help promote via website, social media channels, monthly e-newsletter sent to over 6,000 contacts)*

- Mingle at the evening Networking Reception hosted by IPKeys and get to know others within the OpenADR Community

Thank You!

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