



# Large Customer Engagement Strategies

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# Medallion Concept

- » There are a small number of very large customers
- » We can engage these customers differently than how we do “volume customers”
- » Hypothesis
  - Customized portfolio focused on customer
  - Flexibility & transparency
  - Top down engagement by NSTAR and customer
    - *Full buy in and support*
    - *Multi-year partnership*
    - *Formalized through an MOU*

# Efficiency Forward

- » MIT signed first MOU
- » 34M kwh reduction over 3 years
- » Key concepts –
  - 3-year plan
  - Portfolio of projects
  - Simple, all inclusive incentive mechanism
  - Re-investment of savings back into program
  - Partnership on piloting new technologies and strategies
    - *Performance based behavioral*
    - *Performance based realization*
    - *Integrated M&V*