



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*