

NSTAR Data Mining Pilot

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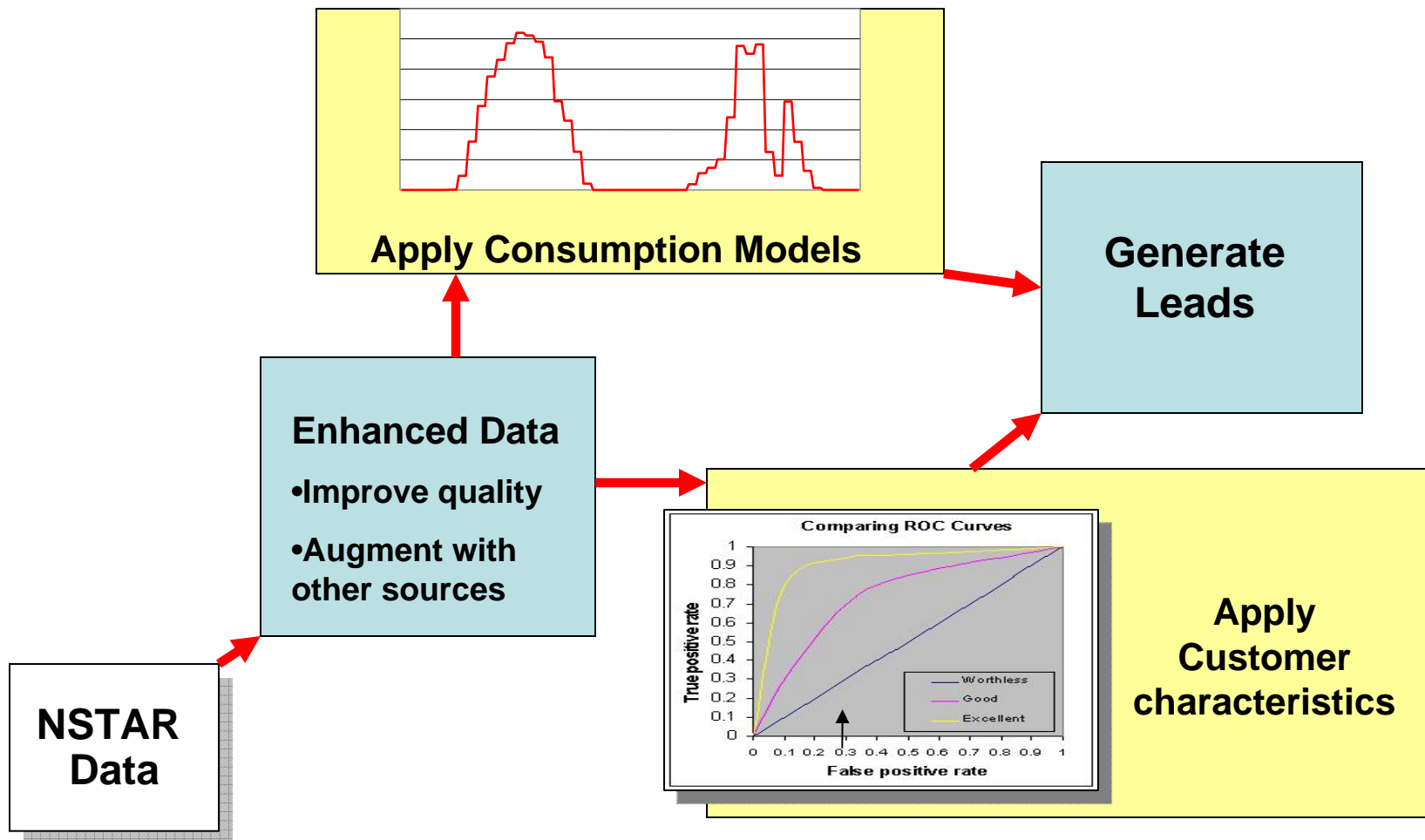


NSTAR's goal was to effectively reach small business market

3 Step Process

- 1. Enhance NSTAR data to create leads**
- 2. Prep leads with customized analysis**
- 3. Follow-up by Small Business Solutions
vendor**

Step 1. Enhance NSTAR data to create leads

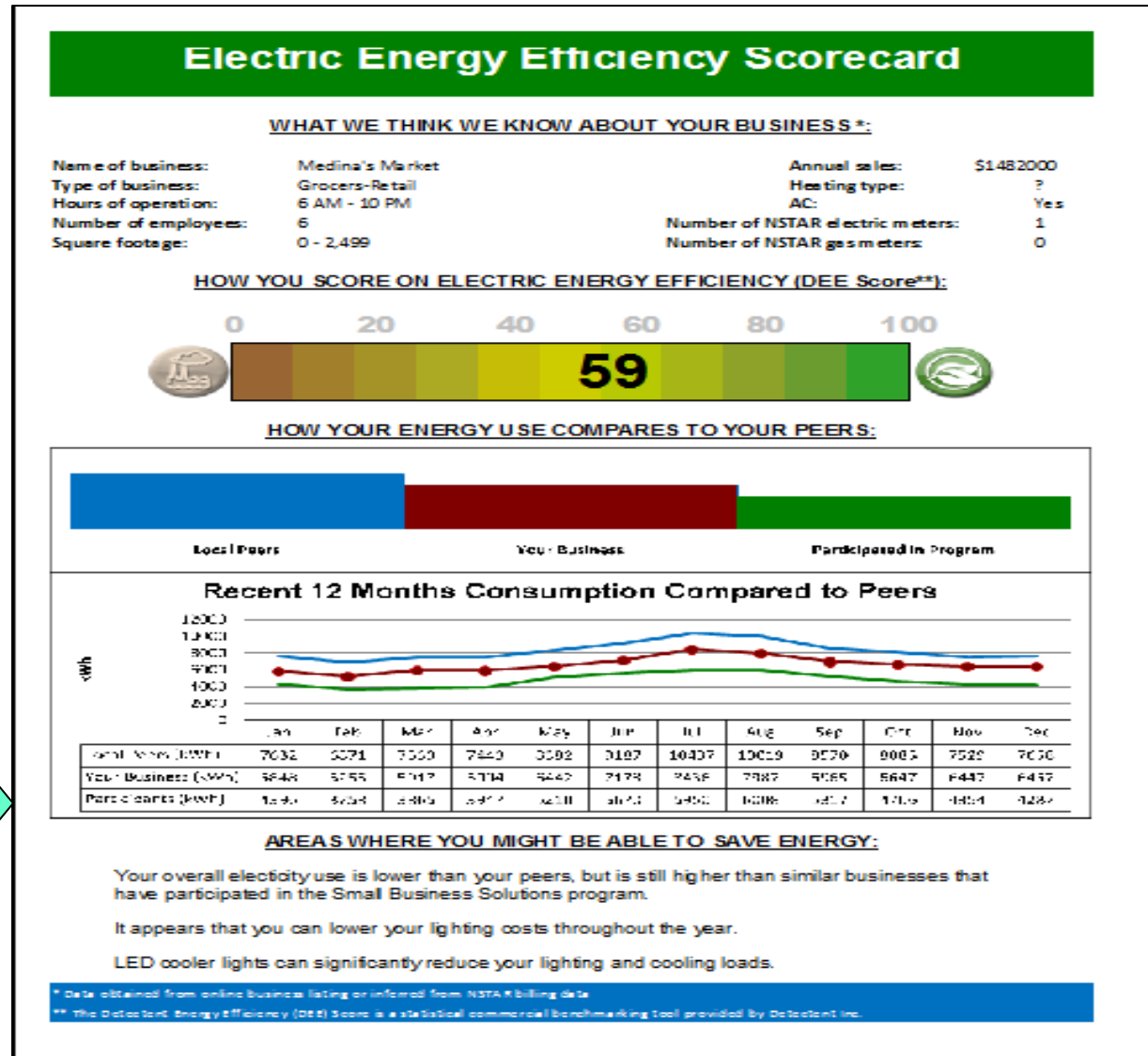


Step 2. Prep leads with customized analysis

Assembled data used to find appropriate peers

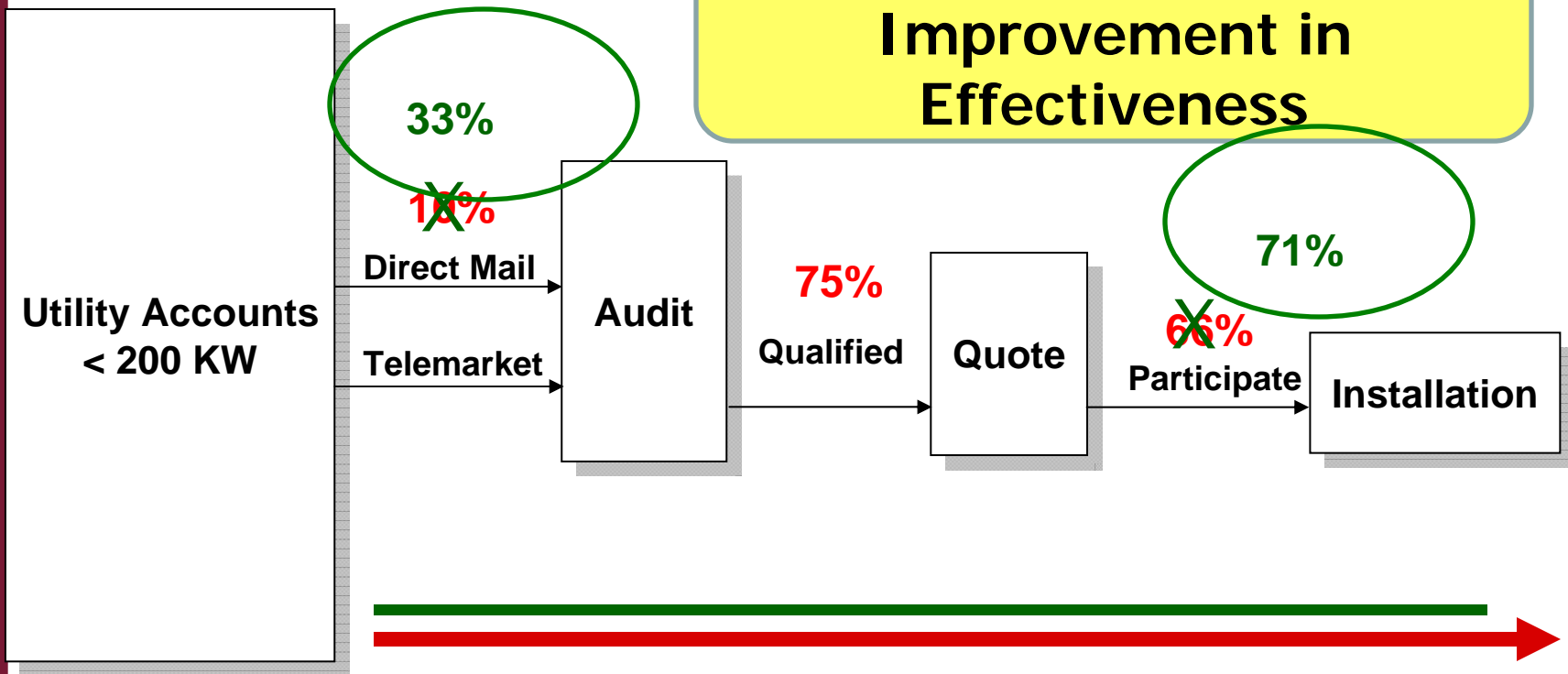
Provides a comparison to peers and participants

Makes recommendations based on assembled info



Step 3. Follow up with Small Business Solutions Vendor

Result – 300% Improvement in Effectiveness



Data Mining Pilot Results: 330 contacts = 100 audits = >53 installations

Typical results: 1000 contacts = 50 installations