Broadband and the
Energy Information Economy

Federal Communications Commission

November 30, 2009

VERISAE

Verisae is a leading provider of Sustainability software, enabling our clients to measure monitor, and manage:

1. Energy Efficiency & Energy Reduction Strategies

2. Environment compliance & carbon reduction strategies

3. Lifecycle cost of facilities and equipment assets

Leveraging broadband technologies to deliver:

1. Behind the meter Smart Grid solutions
2. The "energy information economy"

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Verisae Defines Sustainability Resource Planning

Def (v) – A platform approach to cover the core functions of sustainability needs by combining multiple business processes and systems into one database to use across the enterprise.

ENVIRONMENT

ENERGY

SRP

ASSETS

Requirements:
- Data
- "No boundaries"
- Radical collaboration
- ROI

Value:
Regulatory Compliance
Operational Efficiency
Brand Reputation

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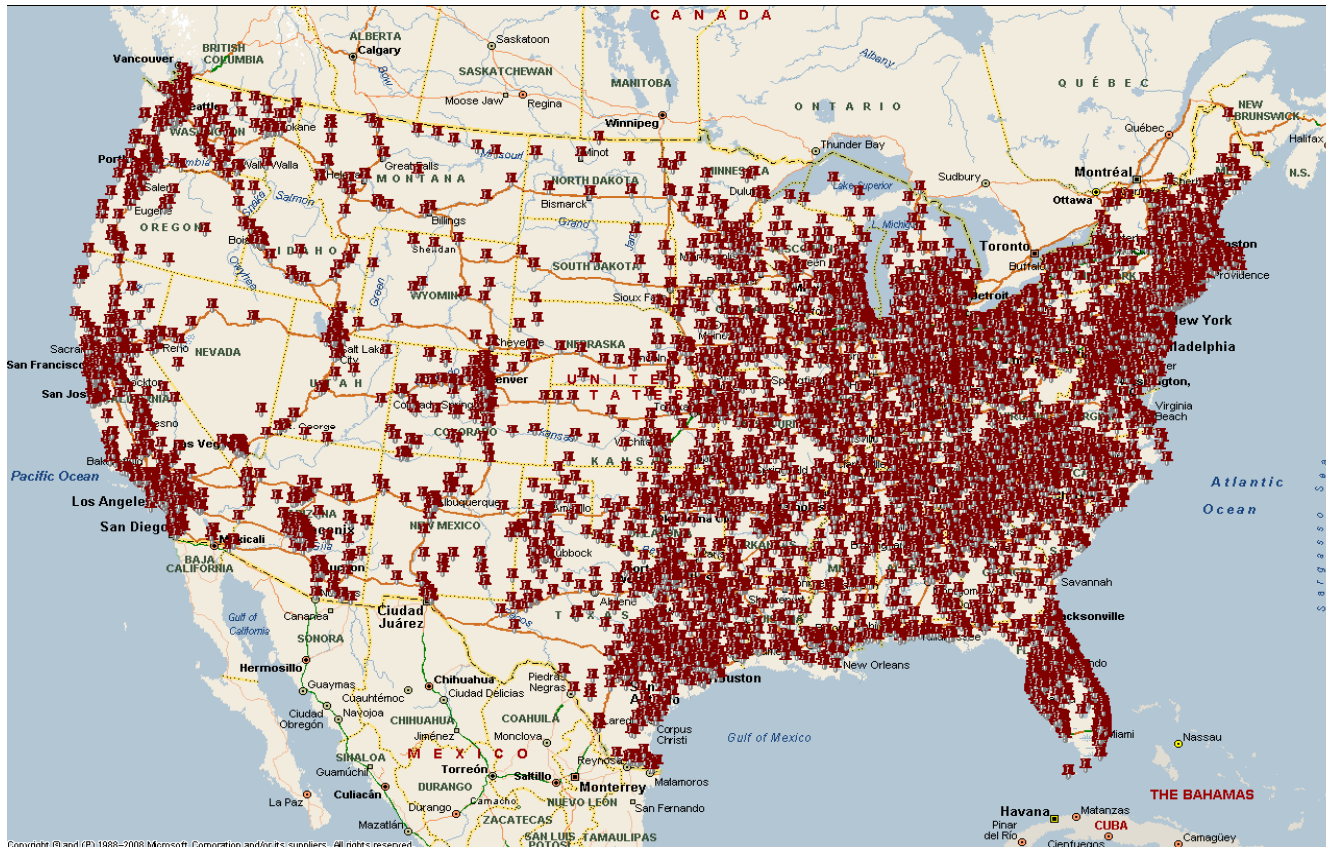
Worldwide Network Leveraging Broadband Technologies to Link

| 42 Customers | 7,500 Suppliers | 23,000 Locations | 60,000 Users |

VERISAE

Global Fortune 500 Customers

Tesco | 3000+ sites | Worldwide
Asset Management

Sainsbury's | 1100 sites | UK
Asset Management
Environmental Management

John Lewis | 800+ sites | UK
Asset Management
Environmental Management

Ahold | 740+ sites | US
Environmental Management

Costco | 600+ sites | US
Environmental Management

Fresh & Easy | 160+ sites | US
Asset Management
Environmental Management
Energy Management

Bashas' | 160 sites | US
Asset Management
Environmental Management
Energy Management

Safeway | 1200+ sites | US
Environmental Management
Energy Management

Target | 1100+ sites | US
Asset Management
Environmental Management

Wal-Mart | 4100+ sites | US
Environmental Management

SuperValu | 1500+ sites | US
Asset Management
Environmental Management

A&P | 300+ sites | US
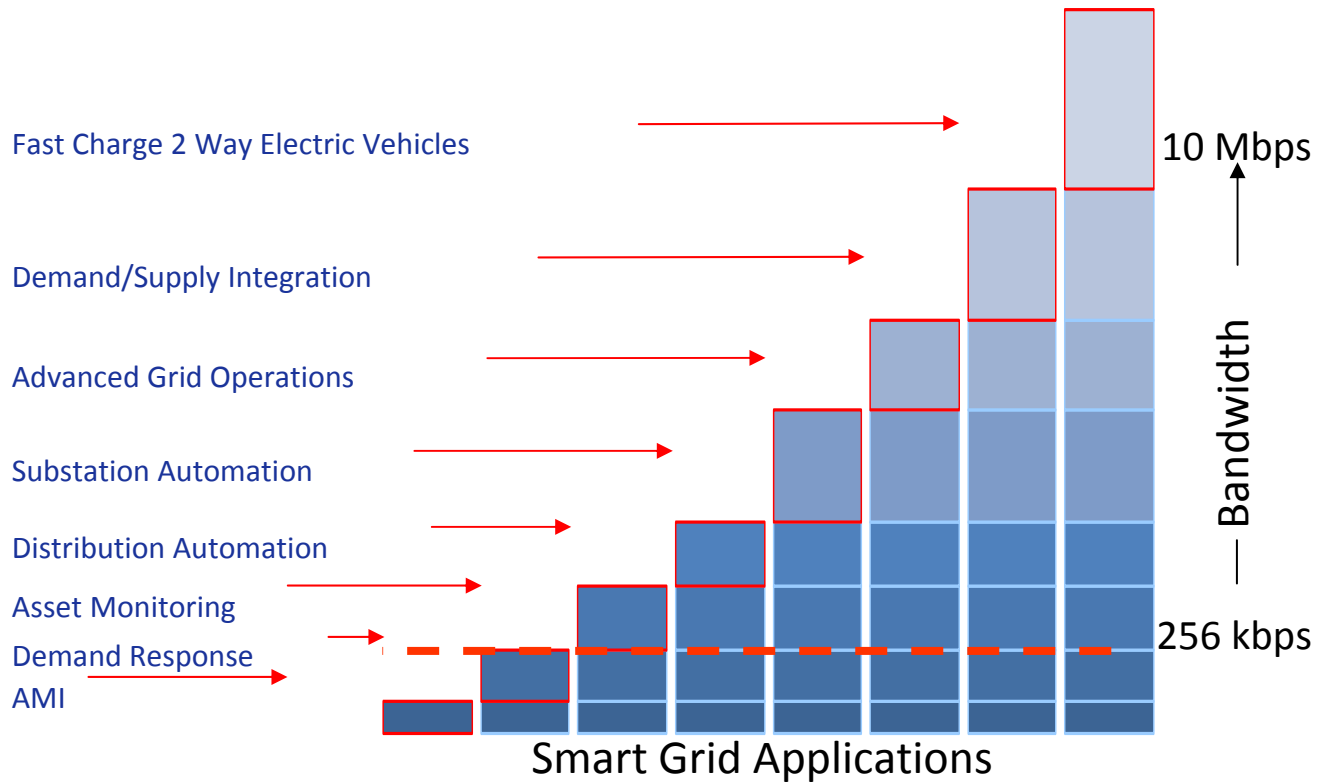Asset Management
Environmental Management

Giant Eagle | 150+ sites | US
Asset Management
Environmental Management

Publix | 1100+ sites | US
Environmental Management

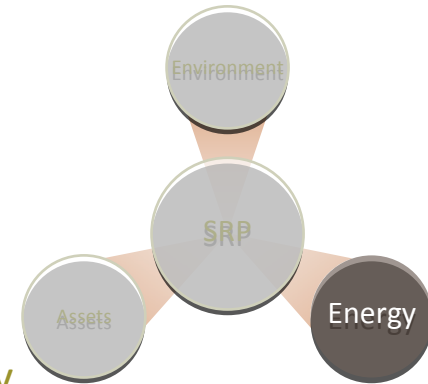Hy-Vee | 300+ sites | US
Environmental Management

Fast Charge 2 Way Electric Vehicles

10 Mbps

Demand/Supply Integration

Advanced Grid Operations

Bandwidth

Substation Automation

Distribution Automation

Asset Monitoring

Demand Response

256 kbps

AMI

Smart Grid Applications

Trilliant

High bandwidth is critical to enable the Smart Grid & the energy economy

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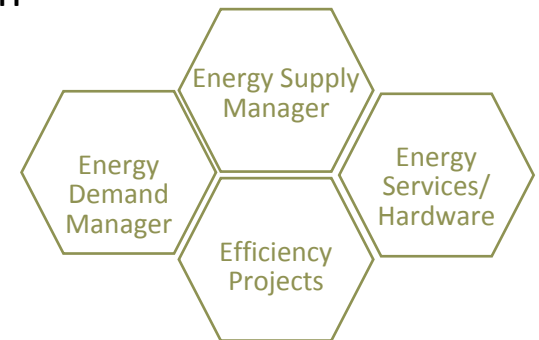## The Value of Broadband Enabled Energy Management

- **Answer these questions:**
  - What are my best /worst performing sites?
  - What systems are driving my energy costs?
  - How much can I reduce via DR or RPR?
  - ...and then we enable/automate that reduction strategy.

- **Financial Returns**
  - 8% Reduction in Use = more than $15,000 per location
  - Additional optimization via DR and RPR

- **Success Stories**
  - Fresh & Easy – 37 kWh/ft2 = $5.4M savings annually
  - Penn Traffic – 10% reduction = $2.3M annually
  - Whole Foods – 17% lighting reduction = $408,000 annually for one region

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**Broadband is the foundation of the Smart Grid and
Linking sites, systems, and software to enable high ROI**

1.Energy Efficiency & Energy Reduction Strategies

2.Comprehensive Energy and CarbonTracking & Reporting

3.Automated DR & RPR "Active Energy Response"

4.Environment compliance, CO2 footprint & reduction strategies

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