



DEMAND RESPONSE NOTIFICATIONS

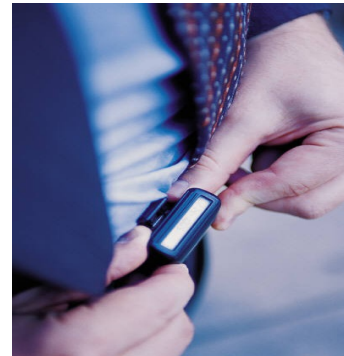
The notification of Demand Response events to your customers is a time-consuming and costly process for a Demand Response provider. But, this process is extremely critical to ensure the success of a Demand Response provider.

Ziphany's Demand Response Notification module is an enterprise grade application to notify your customers that a Demand Response event has been called.

Not only does the module keep track of who has been notified, it also tracks your customers responses to the notifications. For instance, if a customer is notified via email of an event, the email will have the option for the customer to accept or decline, with the default being decline. If the customer does not respond to the email then it is assumed that they are declining.

The system also includes a Notification Dashboard, where the demand response Provider can review all communications with their customers for an event. This allows the Demand Response Provider to only address customers that have not responded to automated notification methods.

Additionally, in customer locations where real-time metering is installed, Ziphany provides a Event Performance Dashboard, which shows the provider who is and who is not performing in real-time during the event.



Notification Triggering

- Automatically from ISO event email
- Manual triggering by the Demand Response Provider.
- Testing mode, to test the system and your customers responses.

Notification Methods

- E-mail
- Pager
- Cell Phone / Text Message
- Automated Voice Phone Call
- Customized Notifications are available.

Response Tracking

- E-mail
- Web-Page
- Pressing # on their phone when an Automated Voice Call is placed to their phone.

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