





WHOLE HOME VOICE

Imagine a home that listens and
responds to your every command.

No buttons. No clutter. No effort.

A home that responds



Building for whole home voice.

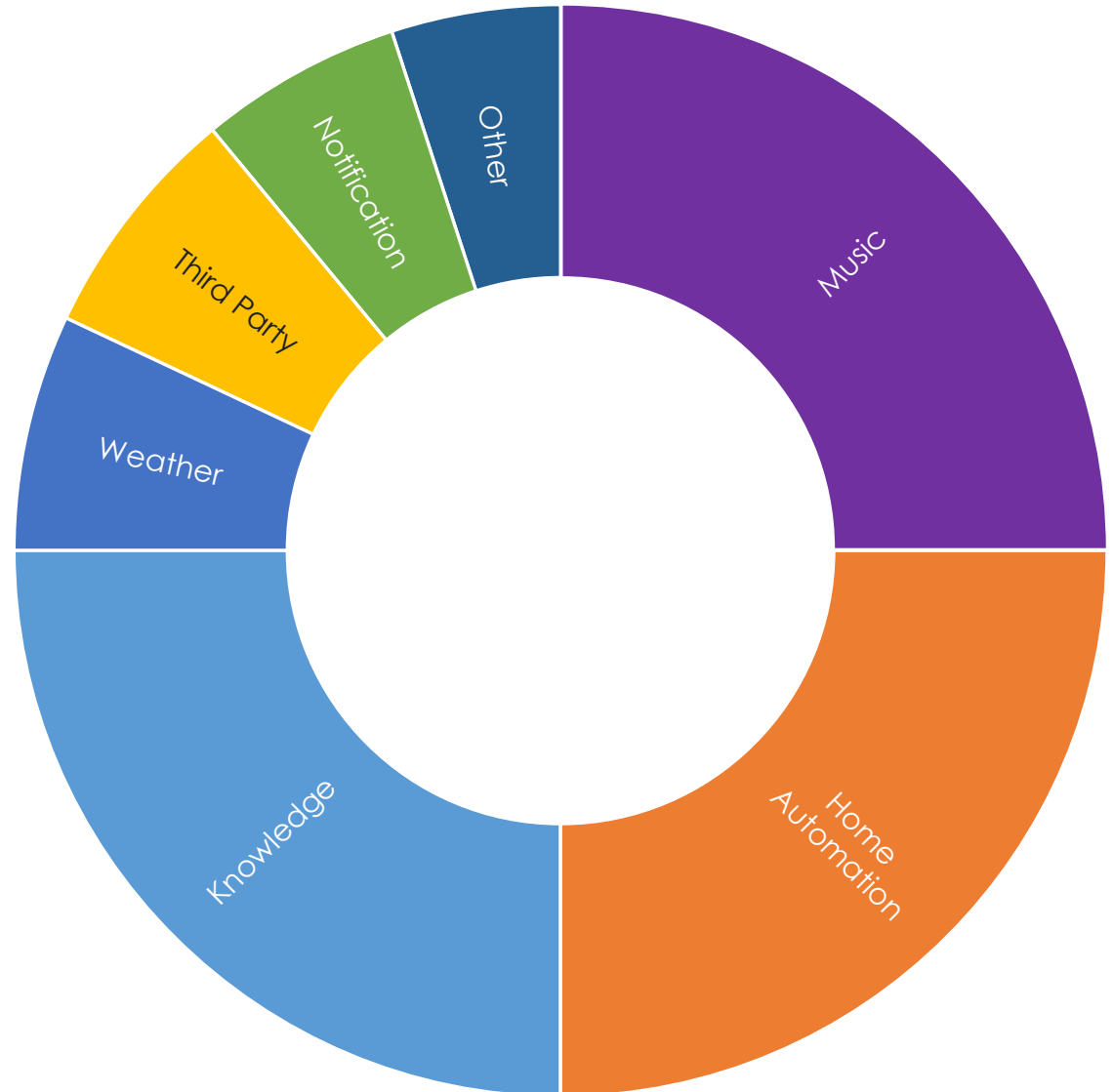
A word on Voice

- **It's Fast**
 - Humans can speak 150 words per minute vs. typing 40 words per minute
- **It's Easy**
 - Just speak ... removed (disintermediate) the smart phone
- **It's Context Aware**
 - Ability to understand a wide context of questions base on prior questions/interactions/ location/other semantics



A word on Voice

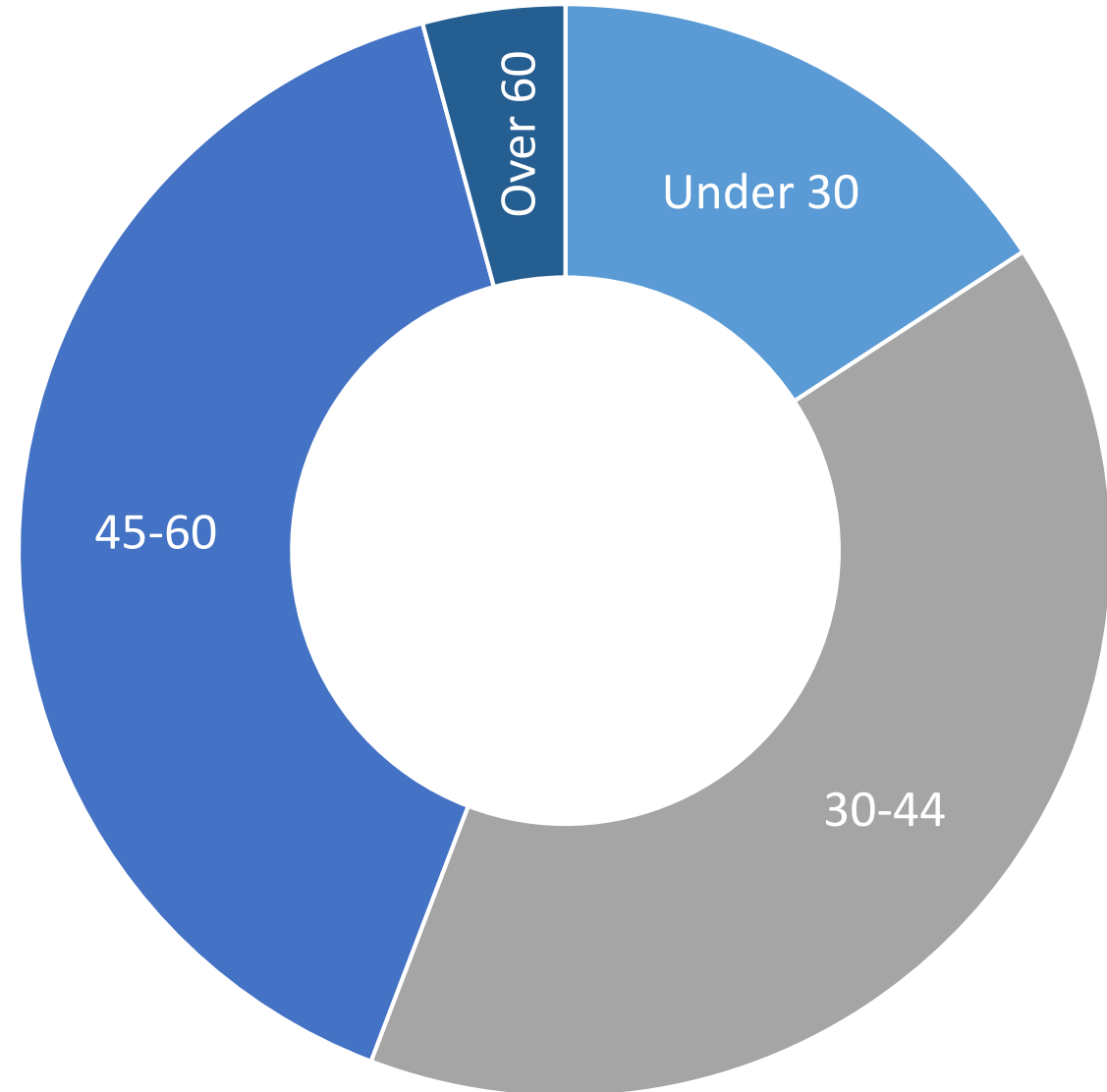
Top voice usage on ecobee e4
smart t-stat



A word on Voice

Age demographic of voice
device ownership...

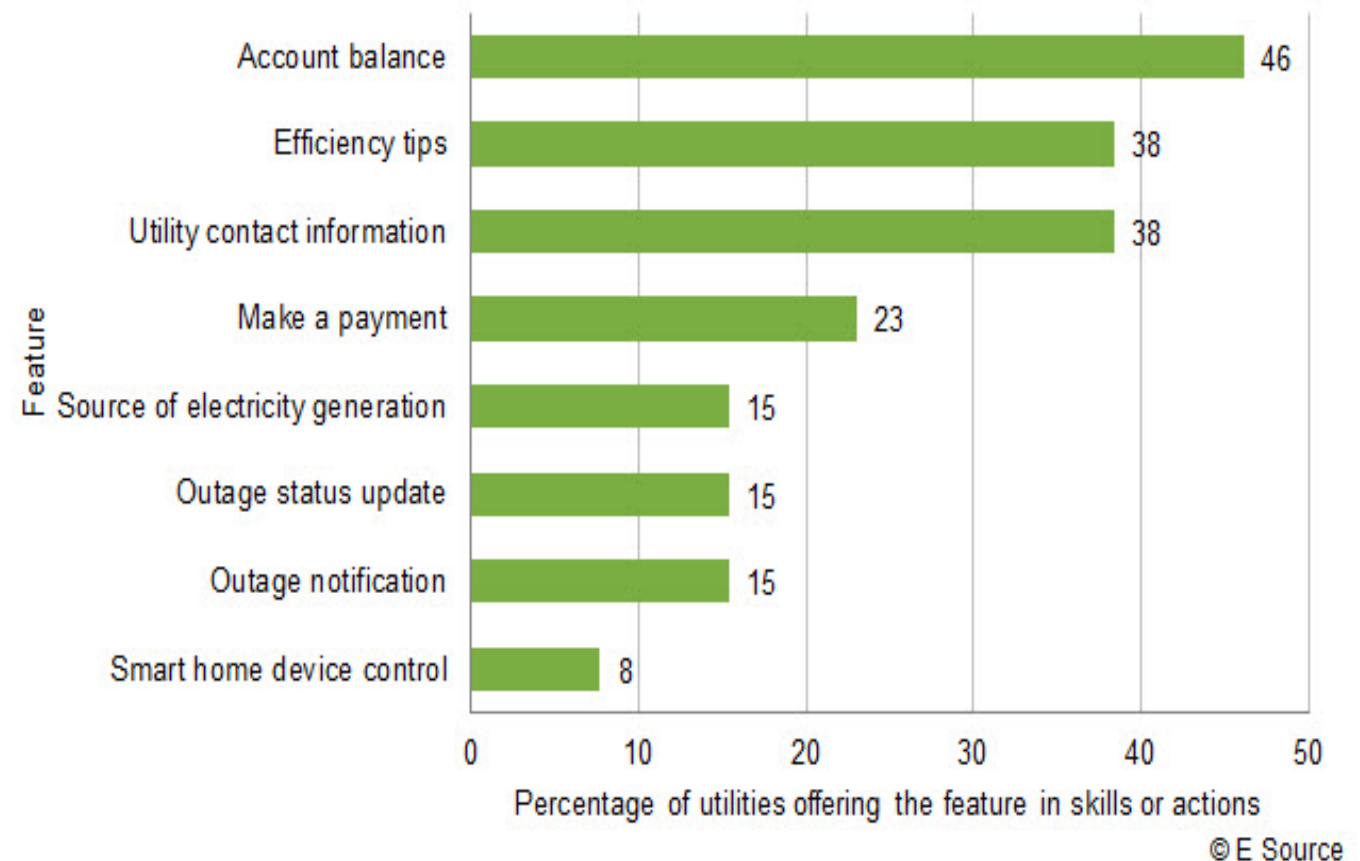
Overlaps with energy program
participation



A word on Voice – utility skills

E Source research shows that 60% of smart speaker owners said they're “probably” or “definitely” be interested in a utility app that makes use of voice-activated skills.

A dozen utilities have voice skills, which provide:



Small to Medium Business / Multifamily / Schools

Built for businesses of all sizes and sectors

SmartBuildings can manage any number of thermostats. Each ecobee thermostat model was designed to accommodate specific industry needs—making SmartBuildings the ideal solution for retail, schools, hotels, restaurants, multi-family buildings, and more.





**FOR ALL THE PLACES
WE CALL HOME**



Set-up for Success

Build support and belief in the mission.



LEARN ABOUT THE COMMUNITY

- What factors affect comfort?
- What hardware is required?
- What do residents prefer?



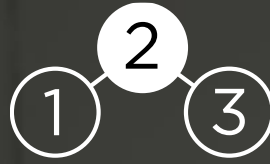
INVOLVE STAKEHOLDERS

- Understand priorities and build a shared vision



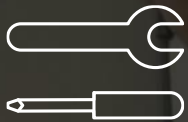
ENGAGE RESIDENTS

- Early and frequently
- Support program partners with people-first training



Create an Installation Experience

Use install moment as an opportunity to educate and engage.



INSTALL AND
CUSTOM SET-UP



REVIEW FACTORS AFFECTING
THEIR COMFORT



LET THE RESIDENT ENGAGE
WITH THE PRODUCT



Ensure Service and Support

Long-term thermostat use by the resident will ultimately make the impact.

.....



ROUTINE FOLLOW-UPS

Leverage data
and analytics



COMMUNITY INVOLVEMENT

Create ambassadors



STAKEHOLDER SUPPORT

Maintain dialogue
with program
implementation
partners



TECHNICAL SUPPORT

Specially trained
staff familiar with
your program

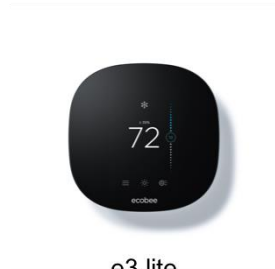
Device & SmartBuildings options

Residential

Single family



e4



e3 lite

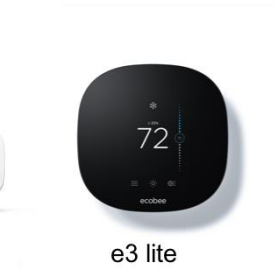


Switch+

Income
Qualified



e3 Recertified



e3 lite

Multifamily

ecobee SmartBuildings



e4

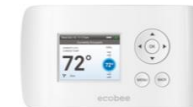


e3 lite



Switch+

SMB Configurations



EMS Si
WiFi Thermostat



EMS
Web Portal



EMS
Mobile App

ecobee SmartBuildings



e4



e3 lite



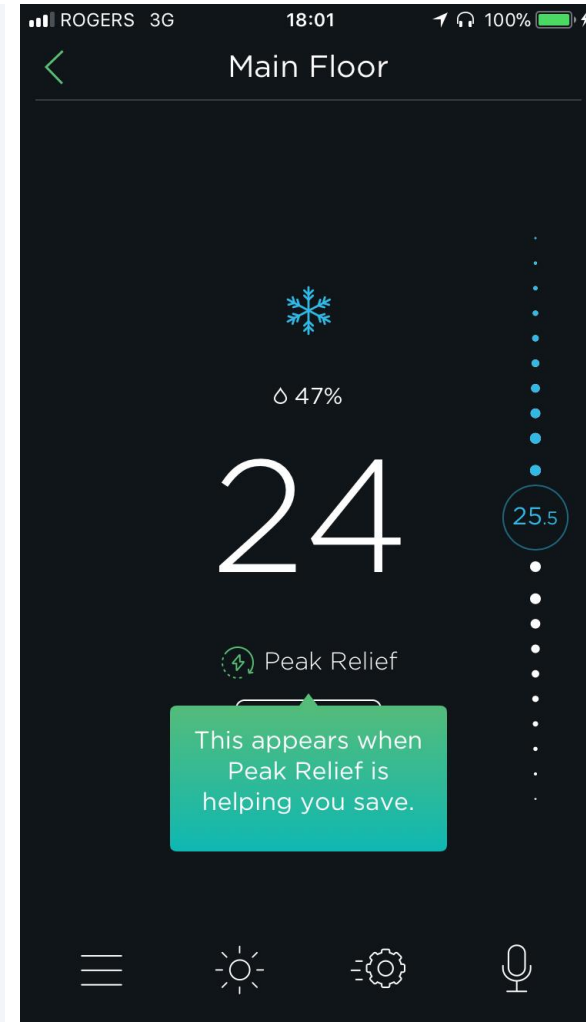
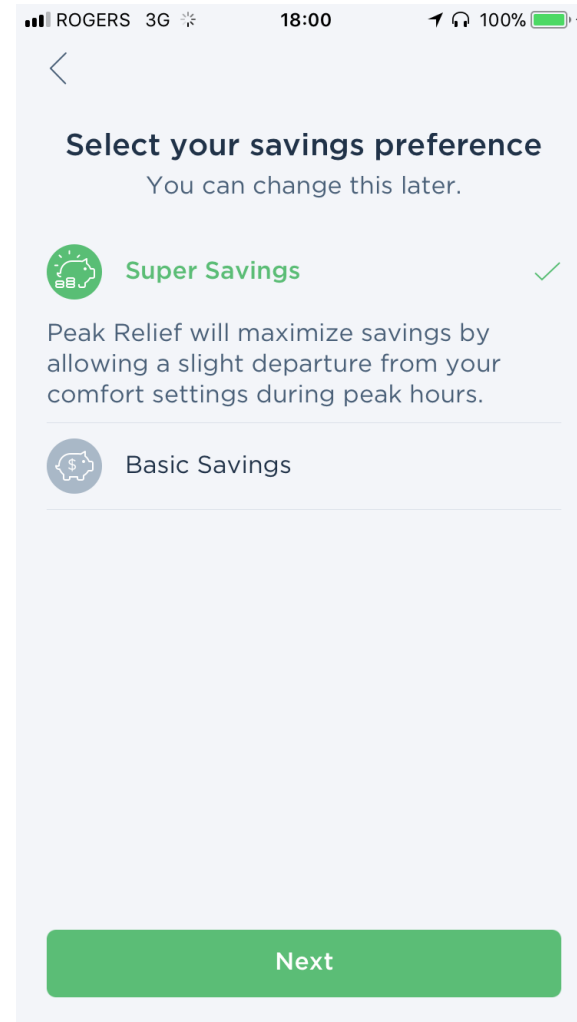
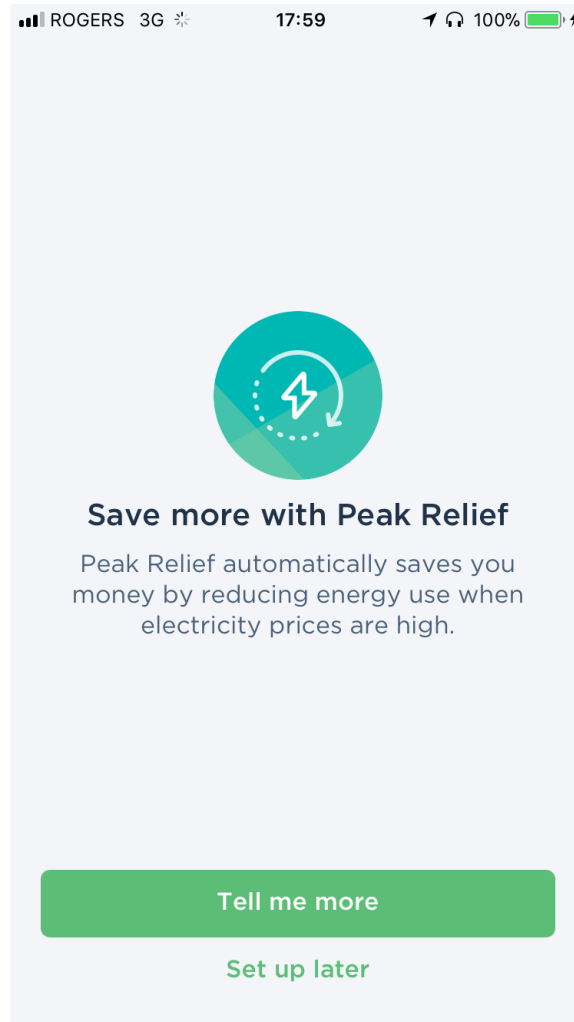
Switch+

Services – Peak Relief (New)

Time of Use (TOU)
solution for all
devices

Won't interrupt DR
programs

Always on once
enrolled



Resourcing our energy partnerships

Peter Black, Director of Canada

Jordan Agnew, Account Manager Canada (New)

Dain Nestel, Director of NA West (New)

Maitreyi Viswanathan, Account Manager NA West

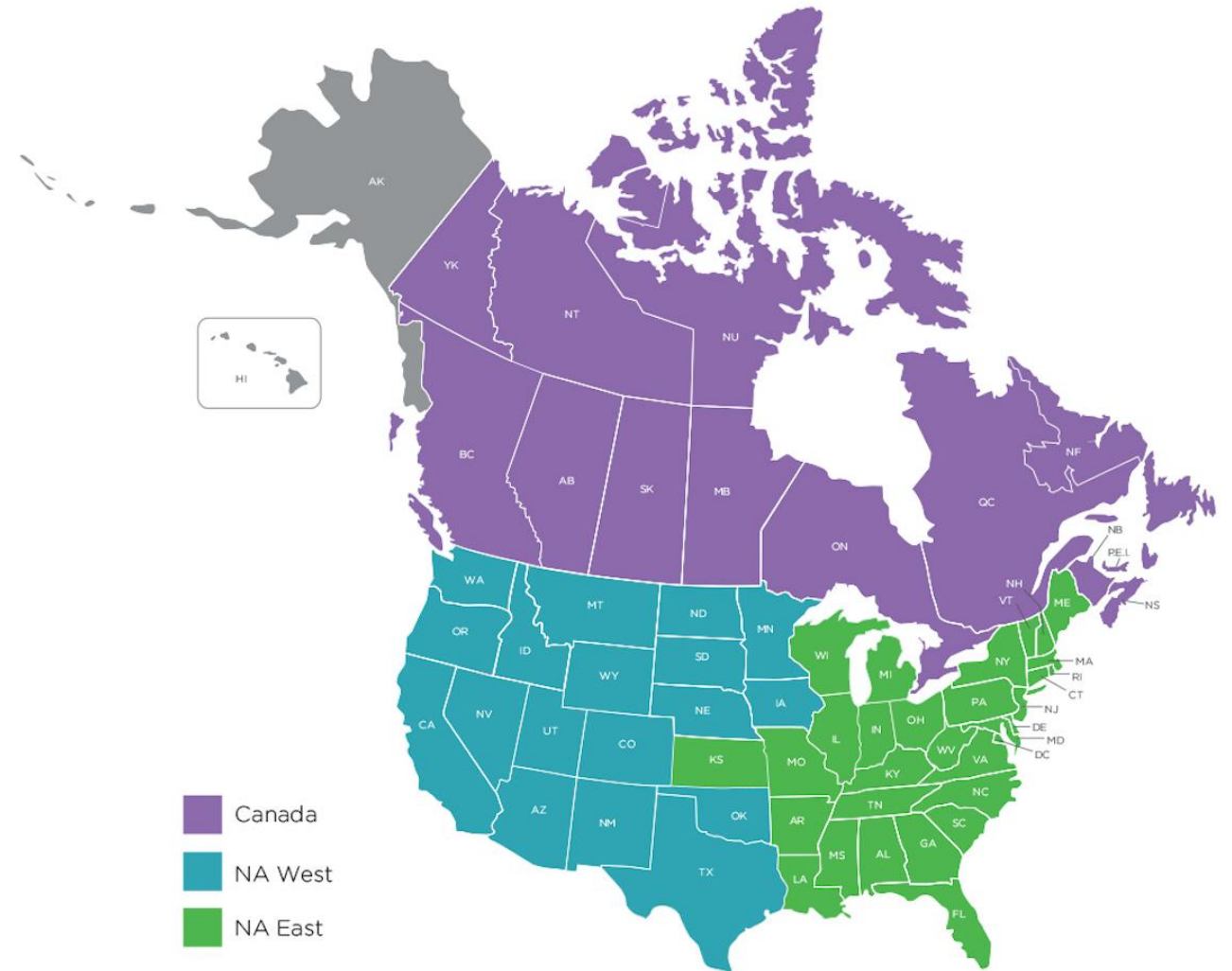
Sarah Colvin, Director of NA East

Lisa Scott, Account Manager NA East (New)

Sam Kashani, Director of Retail

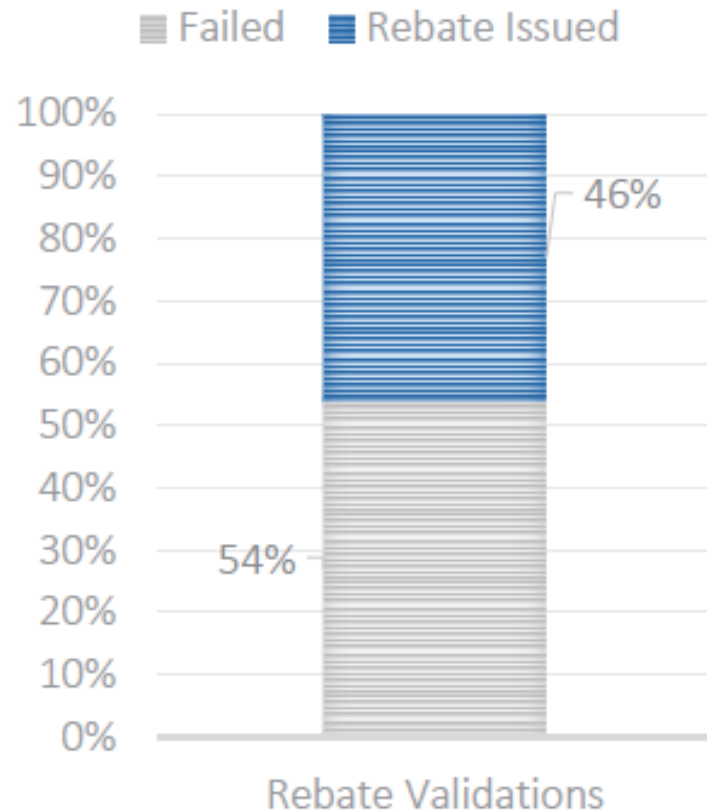
Joseph Le Selva, Manager of Retail

Greg Gabel, Manager of Retail



Resourcing retail / instant rebates

DOWNSTREAM REBATE SERVICE



Failed validations include:

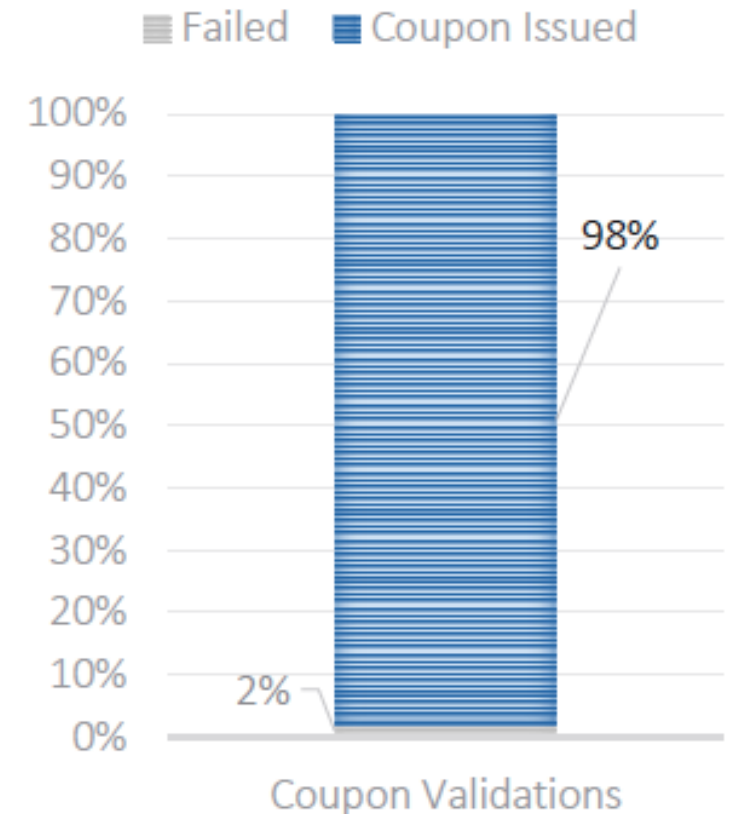
- Not in utility system-of-record (not a customer, closed account, etc.)
- Incorrect information provided (name doesn't match address, etc.)
- Wrong account type (Commercial accounts, etc.)

Downstream Only:

- Wrong Product (Product not eligible for rebate)
- Double-dip requests (already applied, received rebate, etc.)

Information provided by each vendor's dashboard

VALIDATED INSTANT REBATE



Resourcing retail / instant rebates



DIGITAL ADVERTISING

Geo-fenced mobile, banner, text, social

IN-STORE SUPPORT

Off-shelf, on-shelf, standees, training

PARTNER MARKETING

Dedicated emails, social

PR

Local news sources

| | | | | | | | | | | | | | | | | | | | | |
|----------|---------|-----|---------|-------|----|------|------|----|------|---|---|---|---|------|----|---|------|---|------|---|
| 9/7/2017 | 0:35:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 49.4 | 1 | 0 | 0 | 0 | 68.5 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 0:40:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 49.4 | 1 | 0 | 0 | 0 | 68.5 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 0:45:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 49.4 | 1 | 0 | 0 | 0 | 68.5 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 0:50:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 49.4 | 1 | 0 | 0 | 0 | 68.5 | 54 | 0 | 68.5 | 1 | 66.9 | 0 |
| 9/7/2017 | 0:55:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 49.4 | 1 | 0 | 0 | 0 | 68.6 | 54 | 0 | 68.5 | 1 | 66.9 | 0 |
| 9/7/2017 | 1:00:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 48 | 1 | 0 | 0 | 0 | 68.6 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 1:05:00 | off | heatOff | Sleep | 77 | 64.4 | 67.8 | 54 | 48 | 1 | 0 | 0 | 0 | 68.7 | 54 | 0 | 68.5 | 1 | 66.9 | 0 |
| 9/7/2017 | 1:10:00 | off | heatOff | Sleep | 77 | 64.4 | 67.8 | 54 | 48 | 1 | 0 | 0 | 0 | 68.7 | 54 | 0 | 68.5 | 1 | 66.9 | 0 |
| 9/7/2017 | 1:15:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 48 | 1 | 0 | 0 | 0 | 68.6 | 54 | 0 | 68.5 | 1 | 66.9 | 0 |
| 9/7/2017 | 1:20:00 | off | heatOff | Sleep | 77 | 64.4 | 67.7 | 54 | 48 | 1 | 0 | 0 | 0 | 68.5 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 1:25:00 | off | heatOff | Sleep | 77 | 64.4 | 67.6 | 54 | 48 | 1 | 0 | 0 | 0 | 68.4 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 1:30:00 | off | heatOff | Sleep | 77 | 64.4 | 67.6 | 54 | 48 | 1 | 0 | 0 | 0 | 68.3 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 1:35:00 | off | heatOff | Sleep | 77 | 64.4 | 67.6 | 54 | 48 | 1 | 0 | 0 | 0 | 68.3 | 54 | 0 | 68.5 | 0 | 66.9 | 0 |
| 9/7/2017 | 1:40:00 | off | heatOff | Sleep | 77 | 64.4 | 67.5 | 54 | 48 | 1 | 0 | 0 | 0 | 68.2 | 54 | 0 | 68.3 | 0 | 66.9 | 0 |
| 9/7/2017 | 1:45:00 | off | heatOff | Sleep | 77 | 64.4 | 67.5 | 54 | 48 | 1 | 0 | 0 | 0 | 68.1 | 54 | 0 | 68.3 | 1 | 66.9 | 0 |
| 9/7/2017 | 1:50:00 | off | heatOff | Sleep | 77 | 64.4 | 67.5 | 54 | 48 | 1 | 0 | 0 | 0 | 68.1 | 54 | 0 | 68.3 | 1 | 66.9 | 0 |
| 9/7/2017 | 1:55:00 | off | heatOff | Sleep | 77 | 64.4 | 67.5 | 54 | 48 | 1 | 0 | 0 | 0 | 68.1 | 54 | 0 | 68.3 | 0 | 66.9 | 0 |
| 9/7/2017 | 2:00:00 | off | heatOff | Sleep | 77 | 64.4 | 67.5 | 54 | 48 | 4 | 0 | 0 | 0 | 68.1 | 54 | 0 | 68.3 | 1 | 66.9 | 0 |
| 9/7/2017 | 2:05:00 | off | heatOff | Sleep | 77 | 64.4 | 67.4 | 54 | 47.6 | 4 | 0 | 0 | 0 | 68 | 54 | 0 | 68.3 | 1 | 66.9 | 0 |
| 9/7/2017 | 2:10:00 | off | heatOff | Sleep | 77 | 64.4 | 67.4 | 54 | 47.6 | 4 | 0 | 0 | 0 | 68 | 54 | 0 | 68.3 | 1 | 66.9 | 0 |
| 9/7/2017 | 2:15:00 | off | heatOff | Sleep | 77 | 64.4 | 67.4 | 54 | 47.6 | 4 | 0 | 0 | 0 | 67.9 | 54 | 0 | 68.3 | 0 | 66.9 | 0 |
| 9/7/2017 | 2:20:00 | off | heatOff | Sleep | 77 | 64.4 | 67.4 | 54 | 47.6 | 4 | 0 | 0 | 0 | 67.9 | 54 | 0 | 68.3 | 0 | 66.9 | 0 |
| 9/7/2017 | 2:25:00 | off | heatOff | Sleep | 77 | 64.4 | 67.4 | 54 | 47.6 | 4 | 0 | 0 | 0 | 67.9 | 54 | 0 | 68.3 | 0 | 66.9 | 0 |
| 9/7/2017 | 2:30:00 | off | heatOff | Sleep | 77 | 64.4 | 67.4 | 54 | 47.6 | 4 | 0 | 0 | 0 | 67.9 | 54 | 0 | 68.3 | 0 | 66.9 | 0 |
| 9/7/2017 | 2:35:00 | off | heatOff | Sleep | 77 | 64.4 | 67.3 | 54 | 47.6 | 4 | 0 | 0 | 0 | 67.8 | 54 | 0 | 68.3 | 0 | 66.9 | 0 |

The Bigger Picture – Donate Your Data





Discussion

www.ecobee.com

