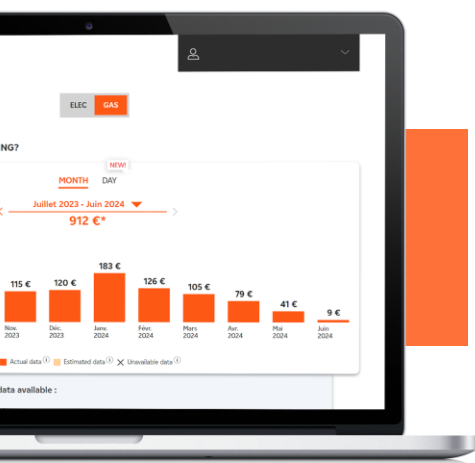


ENERGY DATA MANAGEMENT TO SERVE UTILITIES STRATEGY AND OFFER A TAILOR-MADE CUSTOMER EXPERIENCE



LET'S UNLOCK THE FULL VALUE OF DATA

By combining algorithms, machine learning and data science, numerous indicators and advanced analyses are made available to consumers.



In a context of energy efficiency, Datanumia – an EDF subsidiary – works hand in hand with energy marketers and suppliers to help residential customers understand their energy consumption better and reduce their carbon footprint.

As an energy supplier, the HOME platform integrates seamlessly within your ecosystem via APIs and thus enriches the customer experience thanks to intuitive energy monitoring interfaces.

Combined to our brand-new recommendation engine and our innovative marketing automation program, your customers have all the keys needed to take a step forward towards energy optimization.

A CONCRETE RESPONSE TO YOUR MAIN CHALLENGES



Offering a personalized experience

Bring customers along in the energy transition via various solutions especially developed to take actions and turn to a less energy-consuming way of life:

- HOME, a energy-monitoring platform offering a unique dashboard for users to take control of their consumptions
- A calculation engine based on data processing to recommend more energy-efficient equipments and services, in line with consumption profiles
- Relationship programs to set campaigns up and guide users to reduce their carbon footprint while increasing the recurrence of use of the platform



Diversifying incomes

Identify and offer more energy-efficient products and services (heat pumps, inertia heaters, etc.) to your residential customers, and that are in line with new uses (EV chargers, connected objects, etc.).



Improving customer engagement

Thanks to gamification and a self service app, the digital experience is enriched, increasing your customers' overall satisfaction and managing the relationship at a lower cost.

HOME: THE MARKET'S MOST COMPREHENSIVE PLATFORM

Advanced features made available to residential customers to optimize energy consumption:

- Detailed multi-fluid consumption monitoring (electricity, gas)
- Equipment simulator to evaluate the cost of use
- Setting targets in kWh and euros
- Disaggregation based on smart meters or monitoring devices
- Analysis of the carbon footprint (monitoring expressed in CO₂, CO₂ quiz, promotion of offers based on green energy, etc.)
- Indicators on the adequacy of the subscribed contract
- Comparison with similar households
- Anticipation of future consumption via forecasting models
- Personalized action plans to act and reduce consumption...



A NEW AI-POWERED CALCULATION ENGINE

Use algorithms and artificial intelligence to **identify customers' energy usage patterns** and recommend the best actions they can take. Our solution processes and analyzes **thousands of data points and variables** to provide tailored recommendations, such as:



Replacing gas
boilers with heat
pumps



Energy
renovation
projects



Switching from a
thermal vehicle to
an electric vehicle



Installing a
charging
station



Installing
solar
panels

RELATIONSHIP PROGRAM TO BOOST INTERACTIONS WITH YOUR CUSTOMERS

Support your customers with a **dynamic relationship program** aiming to promote more energy-efficient equipments and services:



Multi-channel marketing campaigns
(email, SMS, push...)



Adaptation to your brand guidelines to
improve conversion rates



Various routing options (one-shot,
automated, API calls...)



Tracking to measure campaigns effectiveness
(deliverability, open, click, reactivity rates...)



IN FIGURES...

+7.5M customized
emails sent yearly

15% energy
savings identified

10M data
processed daily

10+ industrial
partners connected

OUR REFERENCE: THE EDF GROUP

- **20 million** subscribed users
- **200 million** monthly visits

