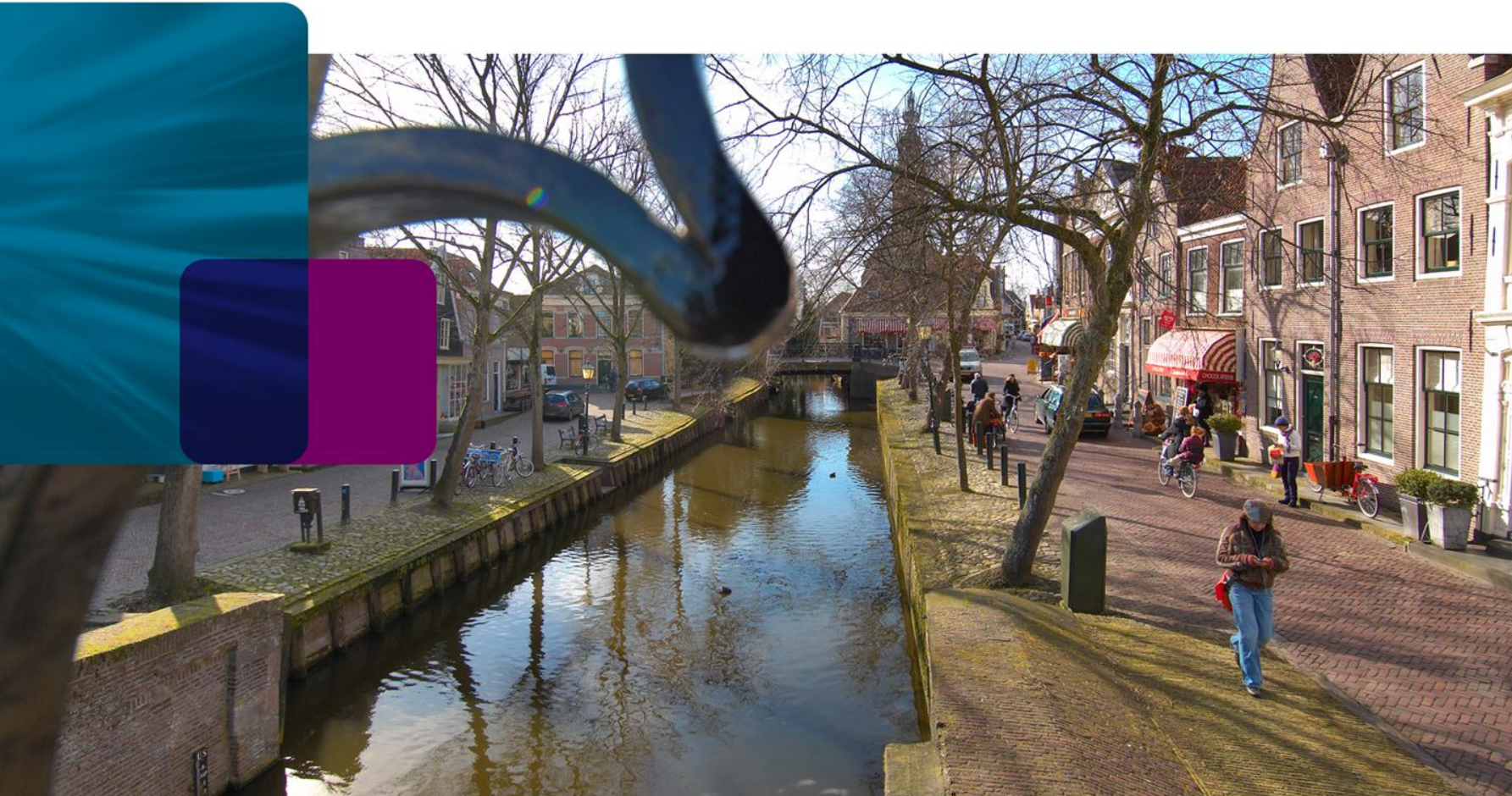


The Voice of the customer

Smart Grids



The Voice of the customer

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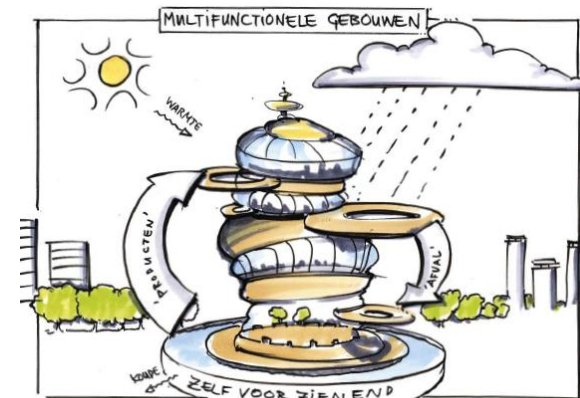


23 april 2012

Some customer trends



- **Experience economy**
 - Attention, Service, Luxury, Comfort.
- **Multifunctional buildings**
 - Building automation (Domotica), Changing demands energy grid.
- **ICT self thinking**
 - You're in Control, Anytime Anyplace Anyhow on any device
- **Privacy**
 - Wisdom of the crowd
- **Growing global dependency**
 - Europe 2030, Local for Local
- **“The prosumer”**
 - Size doesn't matter, Help, too many choices



Customer needs, Smart grids



1

**Business
security/
continuity
Energy**



3

**Service/
convenience**



2

**Low (social)
costs**



4

**Sustainability/
energy saving**

Benefits for the customer



- **The net is free of interference, also in the future.**
- **Even in situations of own production, storage and other new developments, such as e-cars, I have continuity of energy.**
- **Quality (voltage level) of the net is guaranteed.**
- **Insight into energy consumption, generators and storage (supply and demand in balance).**
- **Timely, fully and correctly informed in a transparent manner about things that hit me as a customer.**
- **Real time (online) business insight in one central spot.**
- **Modular choices in product/services and price, so I as a customer determine what I need.**
- **Self exciting/storage of energy must be simple to achieve.**
- **Information services help me responsible dealing with energy.**

The offer



Rule your own energy

Affairs a flexible and accessible energy grid that allows two-way traffic and that responds to the needs and specific situation of the customer.

More insight and better informed.

- Information services (data)
- You can see scheduled interruptions and malfunction status. Monitoring by customer

