Strategic electrification: Insights to spark your interests

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During the 2018 E Source Forum session Strategic Electrification and the Next Generation of Efficiency Programs, we polled the audience about marketing strategic electrification. The results showed that 69% of respondents had already started or are planning to start marketing strategic electrification to their customers. Our infographic shows you the drivers, cost-favorability, and technological areas of focus utilities are looking at.

Download the Strategic electrification infographic (PDF)

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