We earned the 2021 Industry Grid Innovator Award from Grid Forward!

By Sara Patnaude
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E Source CEO Wayne Greenberg with the Industry Grid Innovator Award



We're pleased as punch to share that we've won the Industry Grid Innovator Award for the critical work we do, delivering the power of data science services and machine learning to utilities with E Source OneInform!

Grid Forward, a nonprofit organization championing grid modernization, presents its Grid Innovation Awards annually to recognize the individuals and organizations that are helping to modernize the electric grid. We're honored to be this year's winner in the industry category. During the online ceremony, Grid Forward board member Josh Keeling remarked, "E Source. What can I even say? E Source basically invented utility innovation stuff."

"E Source basically invented utility innovation stuff." —Josh Keeling, Grid Forward board member

We're proud of OneInform's capabilities and expect it to serve as the data science backbone for the

future of utility customer programs. The traditional approach of viewing customer programs as check-the-box exercises, where the goal has been to sign up a certain number of "average" customers, no longer works. Accepting the award, E Source CEO Wayne Greenberg said:

> Data about customers has changed. They are no longer a cluster of 'averages.' They are unique individuals who could be good or bad at engaging with utility programs. As an industry, we have an opportunity to leverage this data and data science to better understand and engage our customers to improve participation and satisfaction while simultaneously supporting our ambitious clean energy goals.

Ready to put OneInform to work for you?

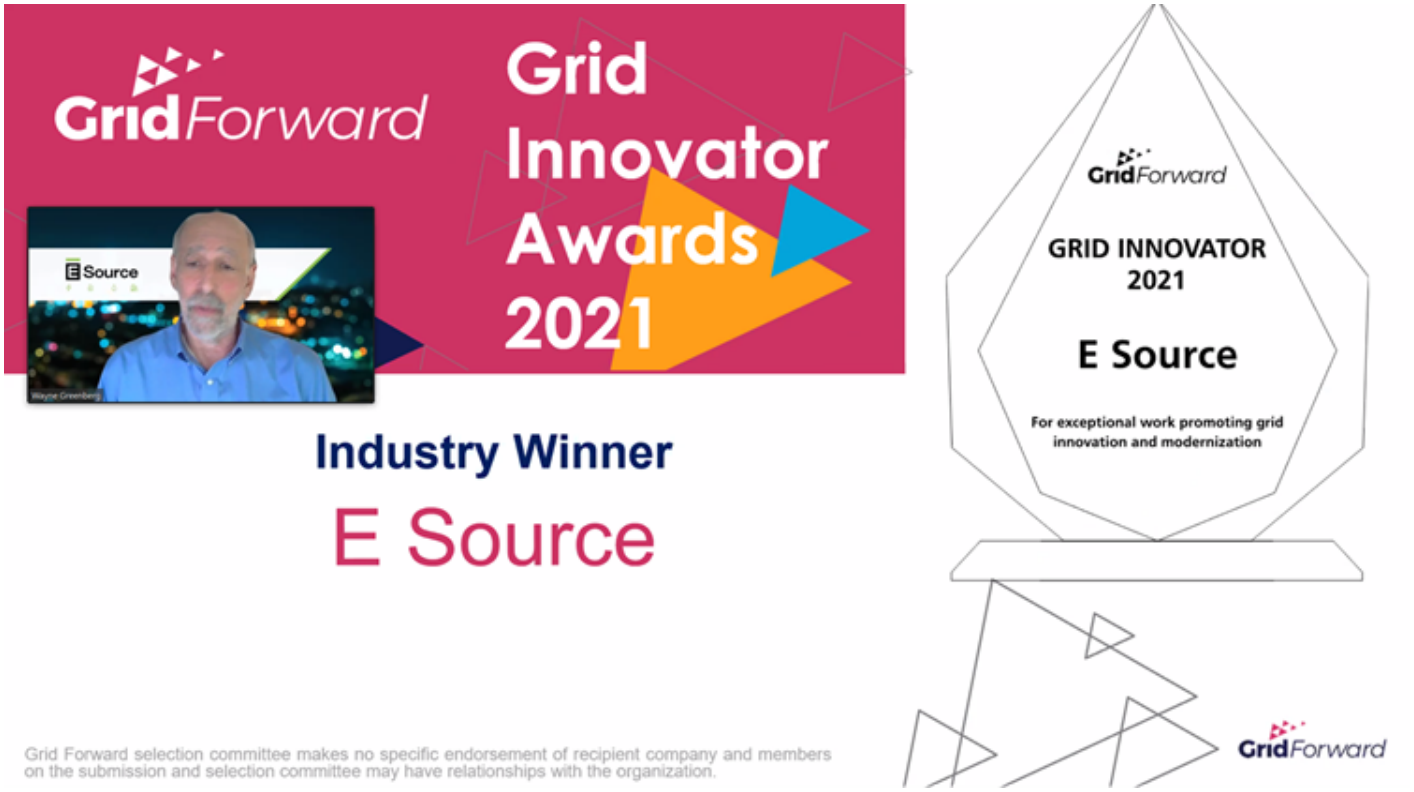
Visit www.esource.com/oneinform for case studies and information about becoming a client.

Whether the priority is increasing program participation, reducing demand on a specific feeder, or tapping into customer resources to avoid a costly system upgrade, OneInform uses data science and machine learning to match the right programs with the right participants. In a world that's rapidly and continuously changing, this specificity is critical for a utility's success.

Our clients apply the OneInform methodology to a variety of customer-facing challenges, and we're proud to be their trusted data science adviser. We want to thank Grid Forward for recognizing our data science services team with this award. We're excited to continue to see OneInform change how utilities connect with and serve their customers. And you can read about the other award winners in Grid Forward's announcement Grid Forward Reveals Winners of 2021 Grid Innovator Awards at Virtual Annual Meeting.

E Source takes home a Grid Innovator Award for its data science–based OneInform grid innovation solution

In an online ceremony at its annual member meeting on June 10, 2021, Grid Forward presented E Source CEO Wayne Greenberg with its Grid Innovator Award: Industry for our OneInform solution that matches utility customers with utility programs.



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