

Program Measurement And Verification

Virtual meters used to measure aggregate response to utility programs and events. Program effectiveness analyzed and customer response behaviors verified.



Problem

- + Effectiveness of utility program difficult to measure and analyze
- + The scale of large programs makes data processing difficult
- + Need to analyze sub-groups within programs
- + Need to adjust group definitions based on changing conditions

Why Fractal

Fractal Programming enables virtual meters that aggregate millions of individual meters.

Virtual meter definitions are easy to create and edit.

Fractal Programming performance enables real-time analysis.

Utility can now accurately measure and analyze program participation and effectiveness.

Solution



Virtual meters defined for program participants to analyze aggregate behavior



Each individual customer's behavior also analyzed

Virtual meters defined for each sub-group within the program



Virtual meters also defined for reference groups that do not participate in the program

Impact



Programs can be analyzed at overall program level and sub-groups to identify where program is most effective.



Program resources can be allocated based on effectiveness to maximize program impact and results.

