

## The Virtual RCx™ (VRCx™) Energy Efficiency Program

### Cultivating savings and relationships with hard to reach organizations

Power TakeOff's Virtual RCx™ (VRCx™) energy efficiency program provides utilities with a mass market solution for hard-to-engage small to medium sized businesses (SMB) and public institutions.

Leveraging interval meter data to pinpoint operational saving opportunities, Power TakeOff virtually and remotely engages hard-to-reach non-residential customers with pinpointed, low to no-cost efficiency solutions. There are no program costs, on-site visits, or enrollment forms, making the participation process quick and easy for customers.

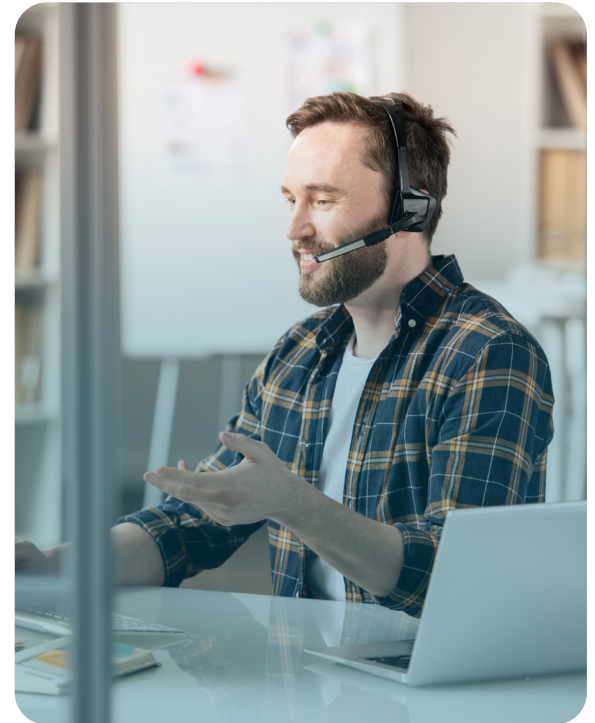
### Challenge

Although SMBs and public institutions often account for >80% of all non-residential accounts, this market is frequently underrepresented as a percent of total non-residential portfolio savings for utilities. The sheer volume of SMB accounts, minimal access to capital, remote locations, facility leasing, and limited knowledge of energy efficiency

### Innovative Solution

Utility investment in advanced metering infrastructure (AMI) has created new opportunities to better understand the needs of SMBs through remote assessment. Capitalizing on this opportunity, Power TakeOff's software and analytical platform distinctly and confidently identifies unusual energy usage data abnormalities as leading indicators of efficiency savings potential.

Trained energy advisors individually review every identified account to verify the opportunity, develop customized recommendations, and quantify savings potential. These consultants then virtually engage each individual, pinpointed account to deliver personalized solutions.



### Program Highlights

**7.3**

Year effective  
useful life.

**18.4%**

Average annual  
savings per SMB  
participant.

**31**

Average project  
days.

**80%**

VCx™ participants  
have no prior DSM  
participation.

**100%**

Pay-for-  
performance  
program cost.

**~300 kW**

Most participants  
range in peak  
demand from 15kW-  
500 kW.