



PJM Demand Response

Get Paid to Reduce Energy with EnerNOC DemandSMART™ in PJM

EnerNOC DemandSMART is part of a comprehensive suite of energy management applications and services that can help you earn money, save on energy costs, and mitigate carbon emissions. As an official PJM Curtailment Services Provider (CSP), EnerNOC helps thousands of organizations across PJM's service territory maximize the benefits of demand response (DR) through DemandSMART, its comprehensive DR application. Participating in demand response has never been easier.

What is EnerNOC DemandSMART?

EnerNOC DemandSMART provides a no-risk opportunity for commercial, institutional, and industrial organizations in the Mid-Atlantic and Midwestern region to earn money and drive energy savings through PJM's Emergency Load Response Program. Your participation helps maintain reliable and affordable electricity in your region.

Program participants receive recurring payments in return for agreeing to reduce electricity consumption in response to abnormally high electricity demand or electricity price spikes. EnerNOC manages your participation from start to finish to help ensure that you receive the highest possible financial rewards.

How do I Participate?

EnerNOC makes participation easy. We take care of the complex details so you can stay focused on running your business.

1. Our expert team will identify your energy reduction potential and create an enrollment strategy that delivers maximum value with the minimum impact on your operations. We outline these measures in a detailed energy reduction plan.
2. We install necessary metering devices at your facility to establish communication with our Network Operations Center (NOC), so we can monitor your energy consumption levels in real time, 24/7.

Fast Facts

DR Dispatch Trigger

System emergency
(e.g., extreme heat wave or power plant outage)

DR Dispatch Notification

Approximately 2 hours

Frequency of DR Dispatches

1-2 dispatches per year (on average); no more than 10 dispatches are called per year

DR Dispatch Duration

1-6 hours

What are the Benefits?

Maximize Payments to Your Bottom Line

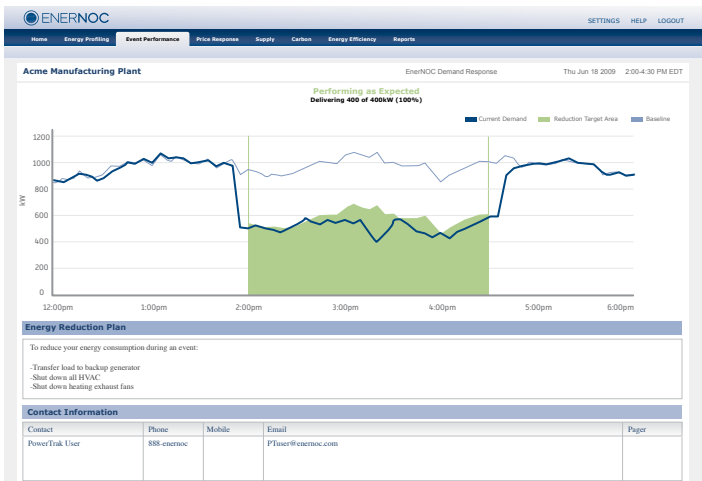
EnerNOC has helped thousands of customers maximize the financial benefits of demand response and has provided tens of millions of dollars in payments to organizations like yours since 2003.

Reduce Energy Costs Today

DemandSMART provides the transparency you need to make better energy decisions by providing on-demand access to the real-time energy information you need to better manage your energy costs.

Support Your Community

Your participation helps maintain affordable electricity in your local region and provides a clean, cost-effective alternative to building new power plants in the community.



What Types of Reductions Can I Make?

EnerNOC has extensive experience creating reduction strategies that work within the operational limitations of a wide variety of unique facilities, including food processing and cold storage, manufacturers, universities, malls, office buildings and more. Common examples include:

- Lighting
- Manufacturing processes
- HVAC equipment
- Battery chargers
- Pumps
- Industrial freezers

Our customers find that many energy – intensive processes can simply be shifted by a few hours to facilitate dispatch participation. In certain states, the use of backup generation is also allowed. EnerNOC handles all generator permitting and management. Ask us about our experience working with customers like you.

DemandSMART provides on-demand access to your energy data—giving you the information you need to perform your best during demand response dispatches and to better manage overall energy costs.

3. EnerNOC simulates a DR dispatch to ensure that you are comfortable with your energy reduction plan. At any time during a dispatch, you can log into login.enernoc.com to view your performance in real time.
4. Your site is then enrolled and ready to respond if and when a DR dispatch is called. Throughout the process, we fully handle your enrollment, measurement, verification, and payments on your behalf.

What Can I Expect During a DR Dispatch?

Notification

When PJM anticipates the need for support; it dispatches the EnerNOC network into action. EnerNOC will then send you a notification via email, phone, or SMS informing you that the dispatch will begin.

Response

At the start of the dispatch, your facility will reduce its electricity usage according to your pre-determined energy reduction plan — either on your own, or automatically through the NOC.

Support

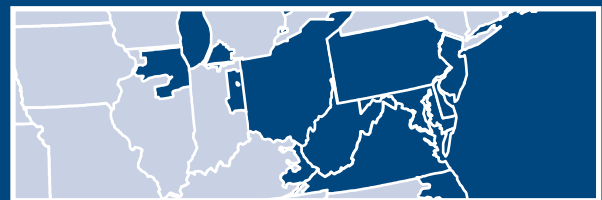
Before, during, and after the dispatch, the NOC remains in communication with your facility. Our staff is available 24/7/365, supporting you to ensure that you achieve the highest possible levels of performance and payments.

Want More Information?

To learn more about how your business can benefit from DemandSMART, call (866) 366-7820 or visit www.enernoc.com/for-businesses

About EnerNOC and PJM Interconnection

PJM Interconnection (PJM), one of the largest regional transmission organizations in the world, oversees the electricity resources for all or parts of thirteen states across the eastern United States. EnerNOC DemandSMART provides PJM with quick, reliable energy reductions to help it meet electricity demands across the region.



The PJM Region