

# Data Drives Better Decisions

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# NC Electric Cooperatives

Your Touchstone Energy® Cooperatives 

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*As member-driven organizations, North Carolina's electric cooperatives are responsible for finding new ways to meet and exceed the growing expectations of their members.*

Data coordination and analysis unlocks the potential to transform member engagement by offering personalized co-op member services and a better member experience that builds understanding, highlights operational efficiencies, and speaks to the cooperative core mission of providing the highest quality service at the lowest possible cost.

In order to fully realize these advantages, North Carolina Electric Membership Corporation (NCEMC) is creating a **data environment** focused on:

WHAT	WHY
Consistent, curated and high-quality meter data	To reveal energy consumption patterns, a key player in creating target profiles for adoption
Integrating and modernizing existing data stores	To create efficiencies and introduce new capabilities that support future growth and needs.
Cyber-awareness	To ensure sufficient controls are in place to create the safest possible operating environment.



*Data acquisition and analysis unlocks the potential to transform member engagement*



## This environment is enabling:



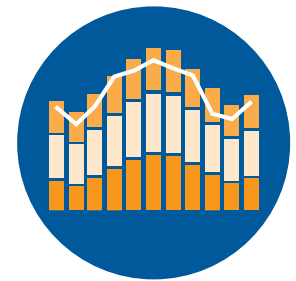
### Distributed Energy Resources

Better match local power needs with local power resources through the data-driven orchestration of demand response and distributed energy resources.



### Targeted Marketing Capabilities

When paired with demographic and behavioral data sets, meter data tells the unique stories of our member segments, allowing us to match the right solutions with the right members.



### Improved Load Forecasting

Consistent, accurate data is improving the precision of load forecasts, allowing co-ops to make operational decisions and manage times of peak demand.