

# Demand Intelligence Group

**Demand Intelligence** is about understanding how customers use electricity and the numerous factors that influence usage.

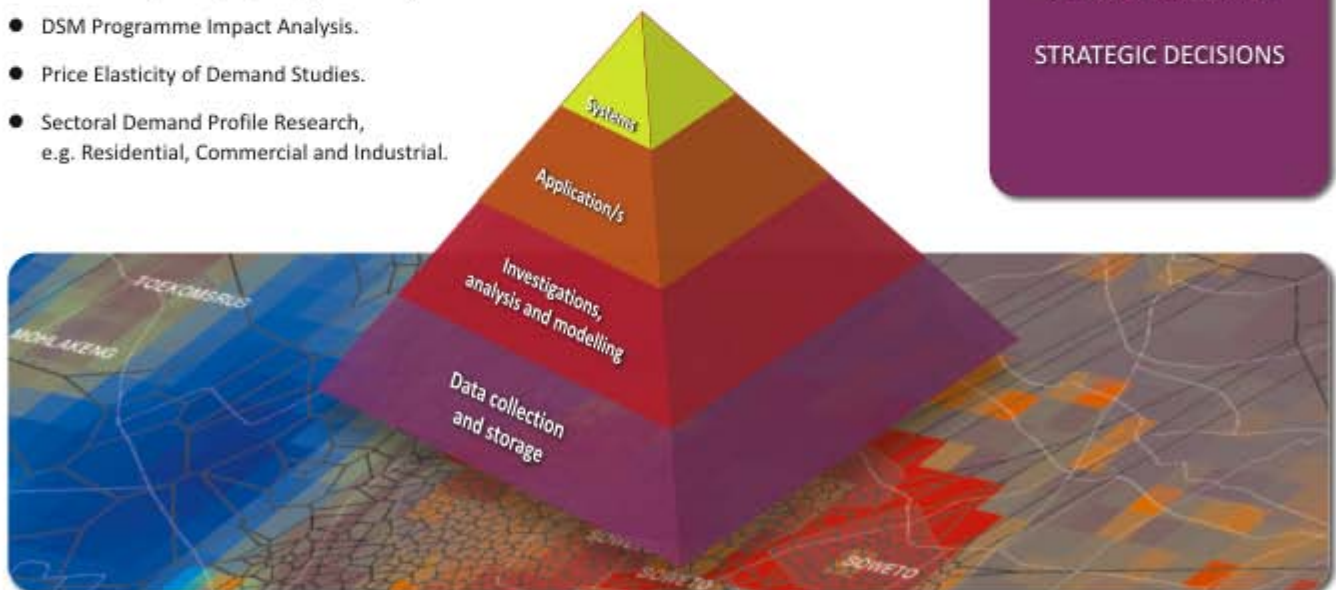
Demand Intelligence plays a critical role in rate design, capacity planning, load forecasting, distribution system planning, customer relationship management and energy efficiency program design and evaluation.

Enerweb has established a Demand Intelligence Group (DIG) as a 'centre of excellence' in the field and employs some of the foremost authorities in Southern Africa.

## Services

Enerweb's Demand Intelligence services include:

- Medium and Long Term Demand Forecasting (Demand and Energy).
- Tariff Impact Analysis and Tariff Design Support.
- Demand Response (DR) Programme Impact Studies.
- DSM Programme Impact Analysis.
- Price Elasticity of Demand Studies.
- Sectoral Demand Profile Research, e.g. Residential, Commercial and Industrial.

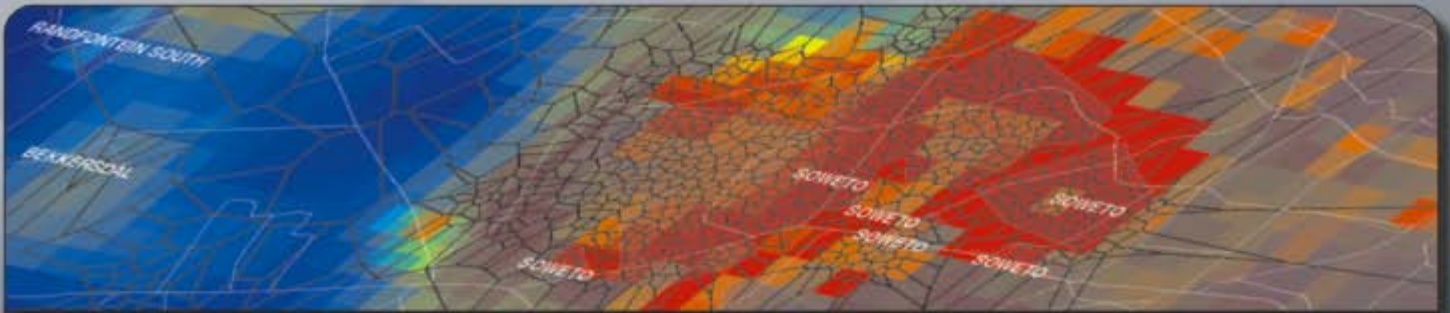


DEMAND  
INTELLIGENCE

PROVIDING THE  
INTELLIGENCE

TO ENABLE UTILITIES  
TO MAKE INFORMED  
STRATEGIC DECISIONS

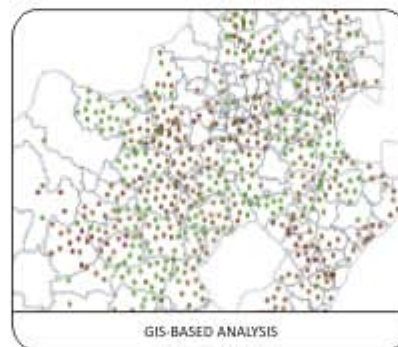
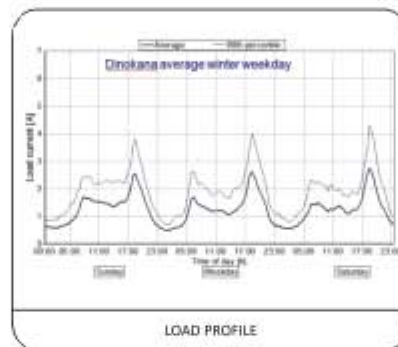
SOLUTIONS FOR A SMART GRID FUTURE



# Demand Intelligence Group

## Study of Customers to Model and Characterise Customer Response to Pricing, the Economy and the Environment

- **Residential Load Studies** - Domestic customer behaviour across broad range of classes.
- **Rate Design Decision Support** - Response of customers to pricing signals and new and existing tariffs.
- **Sectoral Analysis Support** - Spatial and economic load studies.
- **Temperature Sensitivity** - Sensitivity of customers to climate, both short term and long term.
- **Demand/Energy Forecasting Support** - Reliable models and tools to assist forecasters.



## Making Sense of Loads

- Systems of collection of data from the field (load and 'soft' data from customers and other background data from different client systems).
- Data organisation, validation, and integration, using hard and spatial linkages, allowing diverse data sources to be harnessed.
- Analysis to identify standard patterns of behaviour and customer responses.
- Development of models to predict customer behaviour over time (load, sales, demand response) in response to the real world signals (weather, price of electricity, movement of the economy).
- Applications built on models that assist decision support.
- Integrated business solutions that integrate models into corporate systems.

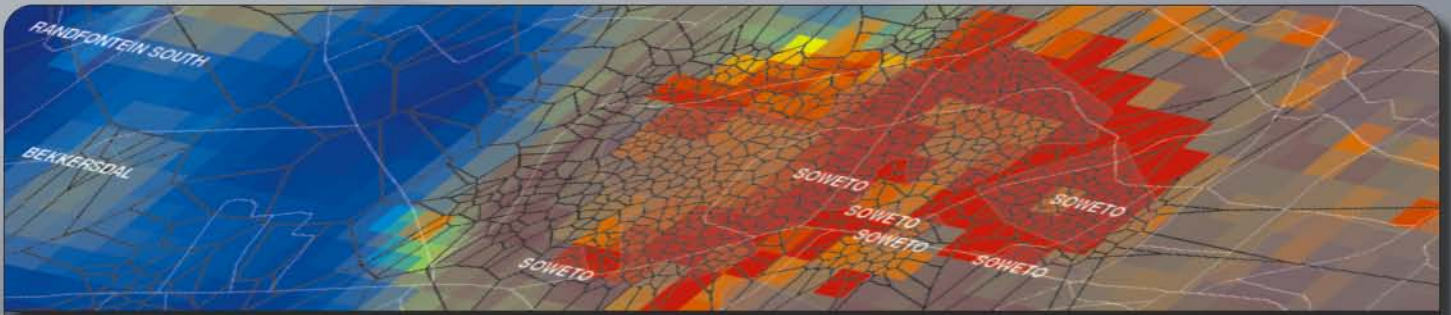


Enerweb is a niche solutions provider focusing on the Utility Sector in Southern Africa and plays an important role in the development of the electricity industry in the region.

Enerweb has embraced the 'Smart Grid Future' concept - which seeks to balance supply and demand side resources - with its solutions being positioned in key areas in the Smart Grid Technology matrix.

Megawatt Park, Maxwell Drive, Sunninghill, Sandton  
 Postnet Suite 187, Private Bag X26,  
 Sunninghill 2157, South Africa  
 Tel. +27 (0)11 800 4063  
 Fax. +27 (0)11 800 5970  
[www.enerweb.co.za](http://www.enerweb.co.za)

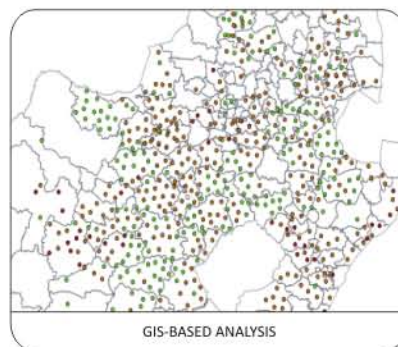
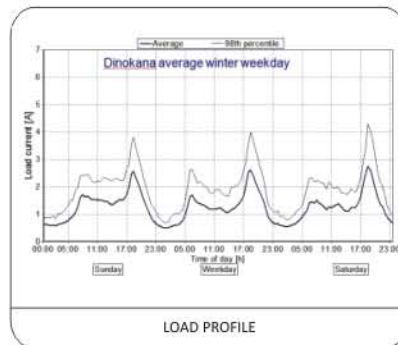




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