



CP&S

Product Governance & Innovation Management

Robyn Zander

Product Governance & Innovation Management

Customer Programs & Services

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2. How to use the CP&S Product Governance Process
3. How the CP&S Product Governance Process adds value
4. Appendix

CP&S Product Governance Process

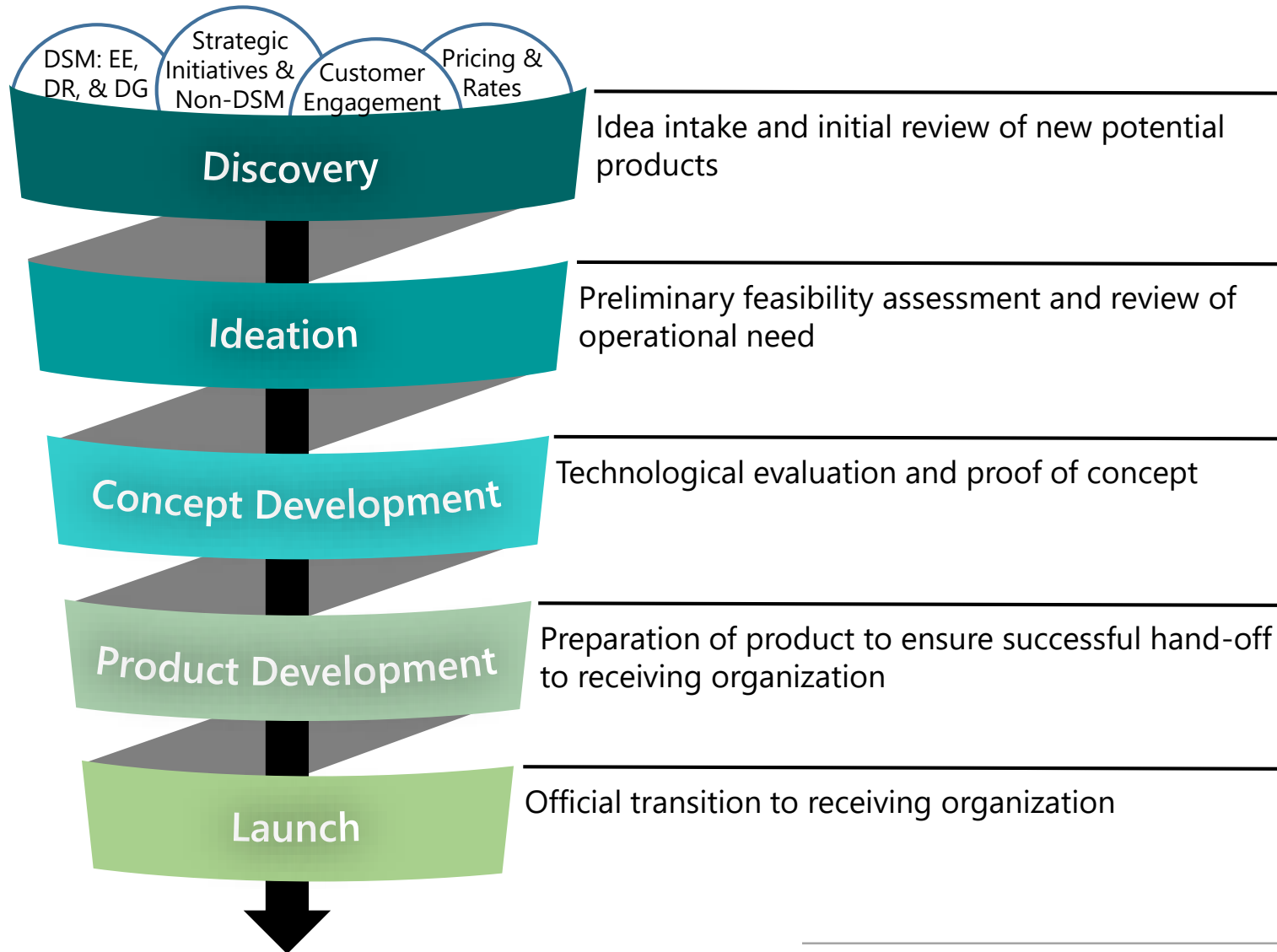
Objectives

The Product Governance Process is designed to:

- **Drive** customer-facing product and service selection, enhancement, and retirement decisions
- **Improve adoption**, performance, and utilization of products and services
- Bolster offerings for **underserved markets**, such as small and medium businesses
- Provide a forum for **cross-functional discussion and debate** in order to generate alignment on direction of individual or portfolios of products and services
- Ensure resources are allocated to products and services that **align with company goals**

CP&S Product Governance Stages

New Product & Program Ideas Screened by the Process



Focus Areas:

- Deliver New Products & Services
- Improve Portfolio
- Pilots & Projects
- Strategic Initiatives

Examples of Governance Reviews

Decisions

- Innovative New Products
 - EE, DR, DERs, Pricing & Tariffs, etc..
- Other Operating Revenue (OOR)
 - Secondary land use
- Letters of Support
 - Across Customer Service

Information only

- Mandates
- Studies

Roles and Responsibilities

Team members are responsible for representing their division and communicating information.

The teams perform the following functions:

Sub-Steering Team	Steering Team
Drive development, execution, and review of Portfolio - Review for strategic alignment - Review progress through the Product Development stage - Recommend priorities for new opportunities - Provide "Go/No-Go" decisions - Manage portfolio and investment budget and authorize spend	Provide oversight and guidance for the Portfolio - Provide oversight and guidance of portfolio investments - Review roadmaps for strategic alignment - Reserve veto rights for portfolio investments that are misaligned
The Governance Process is necessary to develop and maintain the Portfolio and to drive decisions on investments.	

How To Use the Product Governance Process

ON.SCE.COM/IDEAS



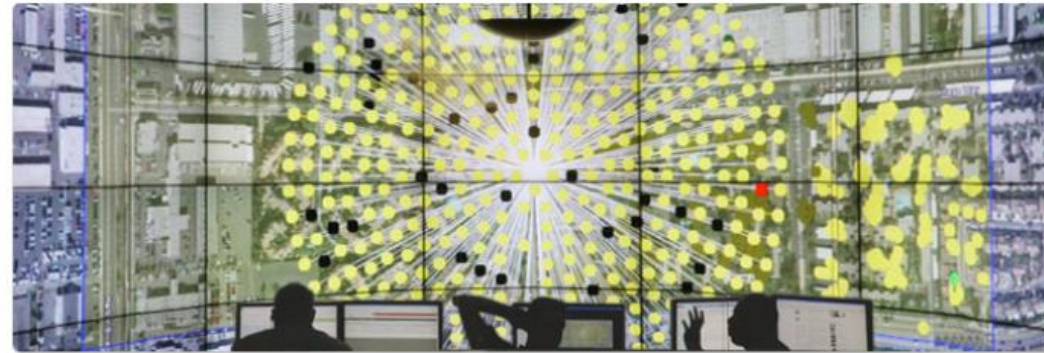
Share Your Ideas

Home > Partners & Vendors > Consulting Services > Share Your Ideas

X

Help Us Energize the Future

Please share your ideas to help us save energy, reduce demand, and improve our operations!



Submissions - How This Works

If you have a great idea for a new product or service we want to hear about it. To submit your idea for consideration, please complete an intake form. The form will provide guidance on what is needed for the review. Submit this form along with any supporting documentation to our New Products and Services team at DSMideas@sce.com.

After we receive your completed submission form, our team will review it and contact you with an assessment and next steps.

Get Started >

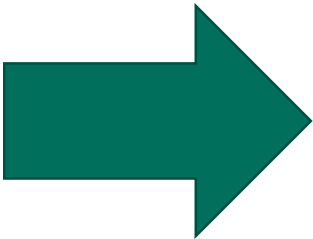
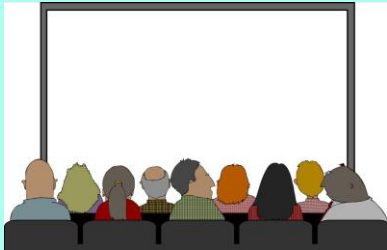
Questions? Please contact us at DSMideas@sce.com

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Share by Email

Print

Discovery



EDISON CP&S Governance Team
SCEandSCE.com

Intake Form

This form is used to provide information necessary for Southern California Edison (SCE) to screen product, service, or program ideas that save energy, reduce demand, address market requirements of the Demand-Side Management Portfolio, align with the California Energy Efficiency Strategic Plan, or meet other customer needs.

INSTRUCTIONS:

- Be sure to complete all the required fields, and attach any supporting documents.
- E-mail the form to: sce@edison.com

When we receive your form, a qualified staff member will review your submission and work with you throughout the process. To be considered, ideas must be cost effective, beneficial to customers, and align with SCE's strategy.

REQUESTOR INFORMATION (required fields)

Name: _____	Date: (mm/dd/yyyy) _____
Title: _____	Phone: _____
Company: _____	E-mail: _____
Organization: _____	Stakeholders: _____
URL: _____	Request Type: Select One
Are you an Affiliate? Select One Does this support a specific goal or mandate? Select One	
Please provide details: _____	

DESCRIPTION (required fields)

Product Name: _____
Briefly describe the request, product or service offering (in 250 words or less): _____
What is your desired outcome or expectation from a utility review of your product (inclusion in DSM Portfolio, customer adoption, feedback, etc.)? _____
Product Stage: Select One If the product is already commercially available, how many years has it been on the market? _____ Describe the existing technology this will replace: _____
Product Category: Select One
Product Sub-Category: Select One

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BENEFITS AND COSTS (if applicable)

What are the benefits? Primary Secondary Other	
Unit of Measure: (amp, etc.) _____	Product (\$/Unit): _____
Annual Savings (kWh/Unit): _____	Installation Cost (\$/Unit): _____
Demand Reduction (kW/Unit): _____	Annual Operational Cost (\$): _____
Expected Useful Life (EUL) yrs: _____	Project Cost (\$): _____

TECHNOLOGY INFORMATION (if applicable)

Describe the technology functionality, or the type of technology required to implement this product. List incumbent technology, baseline, or how it delivers value (saves energy, reduces load, improves customer engagement, messaging, etc.): _____

Is a vendor required to install or implement this product, program, or service? **Select One**

If yes, please describe in detail: _____

Is additional technology development required, or is data exchange necessary to interface with this product? _____

Describe known back-office system impacts (Data Warehouses, website alterations, CIS, SCE.com, etc.) Please describe in detail: _____

Please provide copies of reports from independent studies or certification (UL certification, performance certification, etc.): _____

MARKET INFORMATION (if applicable)

Primary Market: Select One	Target Market (Multi-family, Office, Retail, Food Processing, EV Owners, etc.): _____
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Describe any market barriers that may be associated with this product, program, or service: _____

Enter the estimated near-term (1-5 years) annualized market adoption rate in SCE's service territory: _____

State the estimated number of customers, users, or installations to date, within and outside California (units sold, utilities currently using the product, etc. If none, please enter "None"): _____

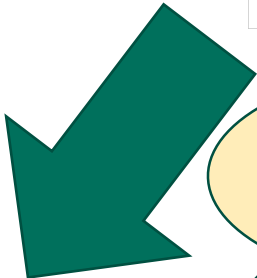
State advantages (beyond energy savings) that will assist with market acceptance (improved maintenance, societal benefits, customer satisfaction, operational savings, Green House Gas mitigation, meet regulatory or legal mandates, process re-engineering cost savings, customer awareness, conservation impacts, etc.): _____

What is the desired market launch date? (mm/dd/yyyy): _____

Please provide the rationale for this timing (if applicable): _____

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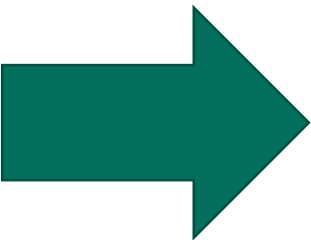
Initial Review



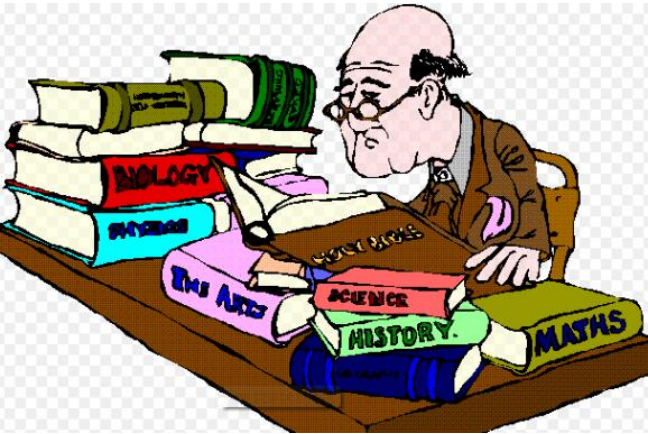
After reviewing this, I recommend...

Do we agree or disagree?

Sub-Steering Team



Ideation



Research
Assessment
Benefit
Alignment with
Priorities
Capacity
Resource
Requirements



Plan for next stage

Do we agree
or disagree?

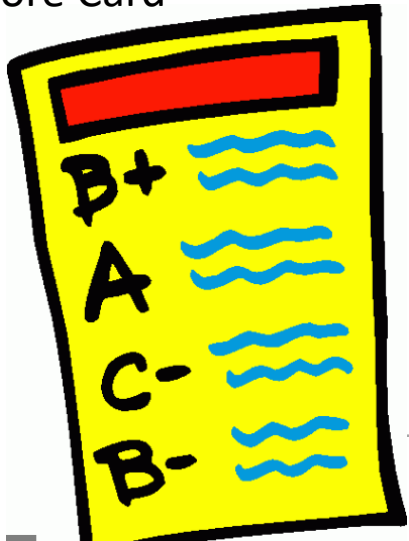
Sub-Steering
Team



Assessment
Team



Score Card



Concept Development



Evaluation

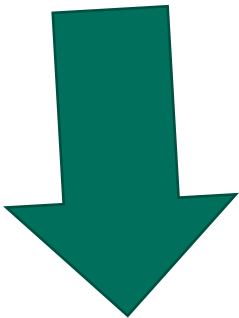
Benefit/Cost Analysis
Scope, Schedule ,Budget



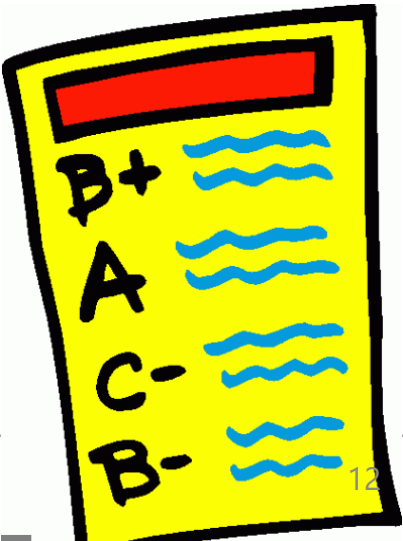
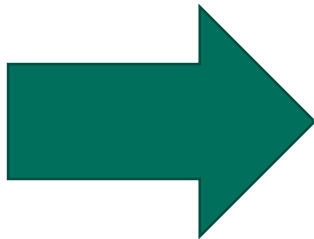
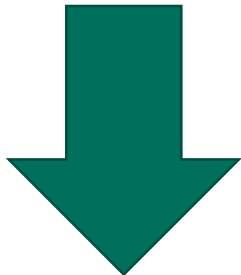
Assessment
Team



Plan for next stage



Sub-Steering
Team

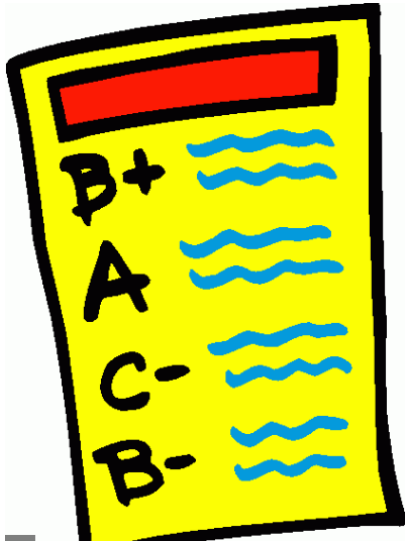


Score Card

Product Development



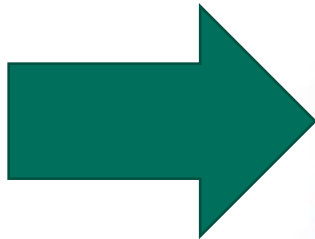
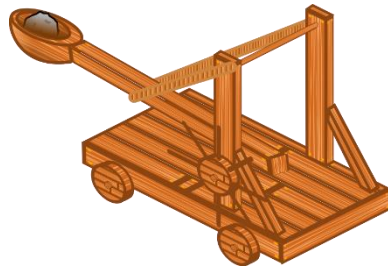
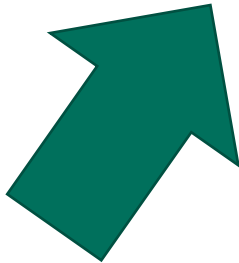
Implementation Plan
Cross-functional Engagement
Pilot Development
Launch Plans
Vendor PO
Work paper
Development



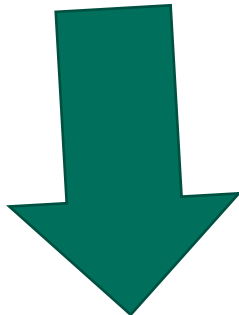
Score Card



Assessment Team



Plan for next stage



Sub-Steering Team

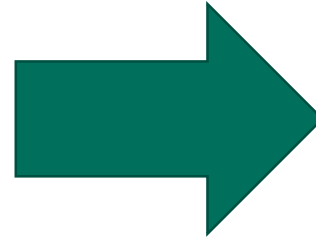


An EDISON INTERNATIONAL® Company

Launch



Offering Package
IT back-office
systems
Launch report
Stabilization
Criteria



Implementation/Operations

CP&S Product Governance Process Flow

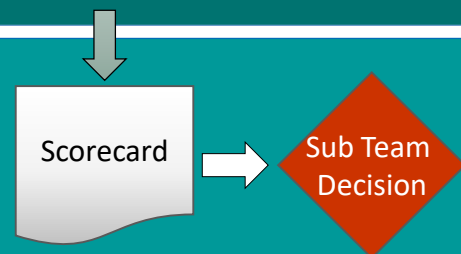
Discovery

Idea intake and initial review of new potential products



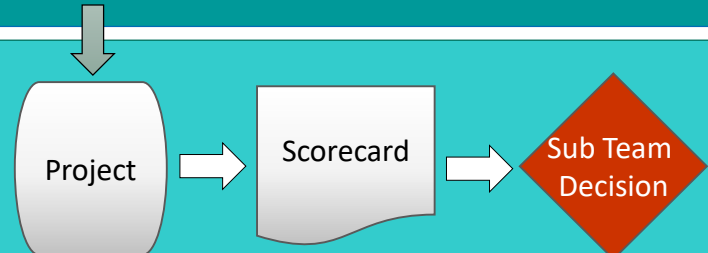
Ideation

Preliminary feasibility assessment and review of operational need



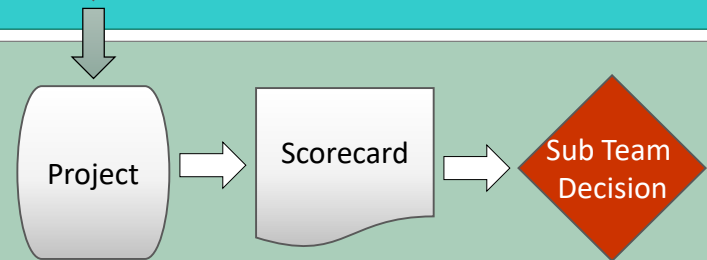
Concept Development

Technological evaluation and proof of concept



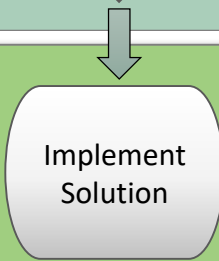
Product Development

Preparation of product to ensure successful hand-off to receiving organization



Launch

Official transition to receiving organization



How The Product Governance Process Adds Value

Market Needs & Metrics –What do we learn through this process?

What do our customers need?

- What customers are a good fit for this technology? And how many?
- What are reasons they would or would not install this technology?
- What is a substitutable product?
- What do customers consider when comparing similar products?
- What benefits of this technology do you find most attractive?
- Are customers aware of how to find out about incentives?
- If they were to replace their existing products, when would they swap them out (end of life, ASAP, in X number of years, etc)?
- Do manufacturers have any customer insights?
- Are there reasons manufacturers/distributors/retailers do not promote these products over other ones?
- Is there anything preventing manufacturers/distributors/retailers from selling these products?

This will allow us to:

- Quantify market acceptance and set expectations of products within different markets
- Design studies to better fit needs of likely adopters
- Shift resources to focus on more promising strategies
- Determine which products require more analysis
- Prevent spending money studying products that have no chance of being successful
- Develop better business plans to prepare implementing organization for how to offer the product

Appendix

Current Projects

- **CSI ZNE Residential Community** - This CPUC funded project is a multi-purpose demonstration showcase of a 60 home ZNE Community within SCE territory. The project includes SCE, EPRI, PG&E, Meritage, Quantum Power, and Ingersoll Rand.
- **PG&E, SDG&E, SCE, So Cal Gas ZNE Pilot for Local Educational Agencies and Community Colleges** - Assist schools in retrofitting existing facilities to ZNE by leveraging Prop 39 funding. Establish “proof of concept” that ZNE retrofits of schools is feasible across California. Target 13-18 projects. Additionally, disseminate learnings, processes and materials germane to ZNE.
- **Workplace Charging Pilot** - Productivity improvement has long been a key target for industrial and large commercial customers, as defined by metrics such as number of widgets produced per hour on the factory floor; gallons of water saved through more efficient irrigation systems as well as improved comfort for those working in a building environment. The worldwide competition that industry faces today requires fast and efficient process improvements through better controls, reducing operating costs, and reducing process energy intensity. Smart, novel, more effective use of fans, pumps, compressors, chillers, air compressors and other process equipment have been placed at the forefront of industrial and large commercial company's strategies..
- **3rd Party PCT Program** - SCE will be completing the second year of a successful DR pilot utilizing 3rd Party's with an existing customer base of installed broadband connected smart thermostats. Through these partnerships, SCE set out to validate 3 key criteria in the development of a new Program. The first being a low cost DR offering with minimal impact to customer comfort. Second, ease of recruitment and enrollment into the Program, and third, scalability supporting rapid growth.
- **Demand Response System for Wastewater Aeration Study** - Wastewater processing is a continuous activity since storage of incoming wastewater is typically not available. This project will explore and test several changes to the operation, finding the one that meets the DR objective with the least impact to the plants operation and with the highest impact on power demand reduction.
- **Power Quality Initiative** - Assess market potential and design new business “go to market strategy”. Study to validate business model and market opportunity.
- **Charge Ready Pilot** - This pilot project will support the installation of as many as 1,500 electric vehicle charging stations within SCE's service territory. The Charge Ready program will help move California closer to its objective of putting 1.5 million zero-emission vehicles on the road by 2025.

NPD&L Intake and Evaluation Process

2014 & 2015 Product Launches: 60

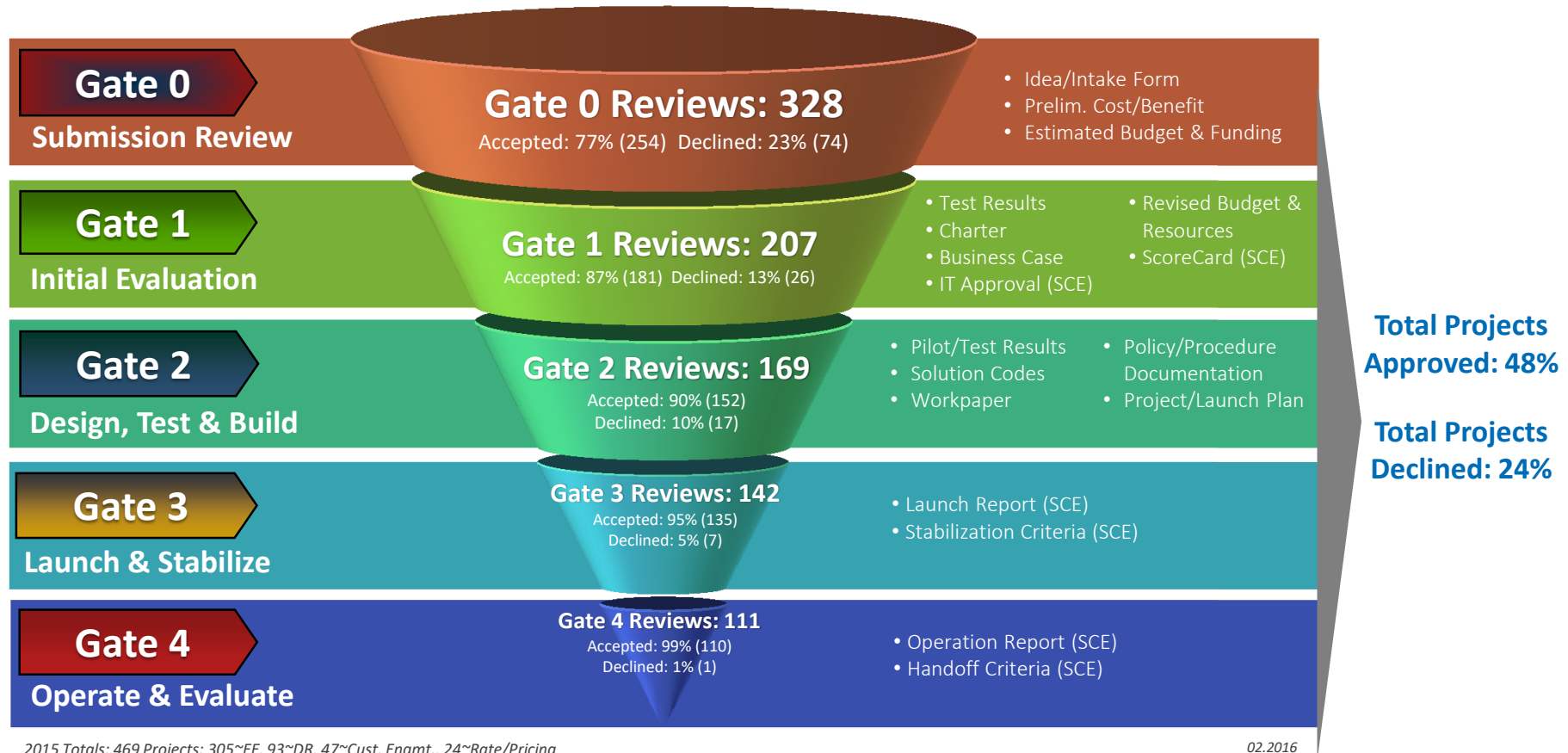
Cumulative Gate Activity 2015
Cumulative Data Through Q3 2013

Projects Reviewed in 2015: 469

Total Projects in Pipeline: 524

Existing: 232 • New (2015): 292

Completed: 90 Active: 309 Declined: 125 Pending: 55



2015 Totals: 469 Projects: 305~EE, 93~DR, 47~Cust. Engmt., 24~Rate/Pricing
48% Approved, 24% Declined, 10% Pending, 17% Completed/Closed • New in 2015 - EAS work added to process.

02.2016

Intake Form



CP&S Governance Team
ideas@sce.com

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Title:	Phone:
Company:	E-mail:
Organization:	Stakeholders:
URL:	Request Type:
Are you an Affiliate? Does this support a specific goal or mandate?	
Please provide details:	

DESCRIPTION (required fields)

Product Name:
Briefly describe the request, product or service offering (in 250 words or less):
What is your desired outcome or expectation from a utility review of your product (inclusion in DSM Portfolio, customer adoption, feedback, etc.)?
Product Stage: If the product is already commercially available, how many years has it been on the market? Describe the existing technology this will replace:
Product Category:
Product Sub-Category:

BENEFITS AND COSTS (if applicable)

What are the benefits? Primary Secondary Other advantages:	
Unit of Measure: (lamp, etc.)	Product (\$)/Unit:
Annual Savings (kWh)/Unit:	Installation Cost(\$)/Unit:
Demand Reduction (kW)/Unit:	Annual Operational Cost(\$):
Expected Useful Life (EUL) yrs:	Project Cost(\$):

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Describe known back-office system impacts (Data Warehouse, website alterations, CIS, SCE.com, etc.) Please describe in detail:
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Enter the estimated near-term (1-5 years) annualized market adoption rate in SCE's service territory:	
State the estimated number of customers, users, or installations to date, within and outside California (units sold, utilities currently using the product, etc. If none, please enter "None"):	
State advantages (beyond energy savings) that will assist with market acceptance (improved maintenance, societal benefits, customer satisfaction, operational savings, Green House Gas mitigation, meet regulatory or legal mandates, process re-engineering cost savings, customer awareness, conservation impacts, etc.):	
What is the desired market launch date?(mm/dd/yyyy): Please provide the rationale for this timing (if applicable):	

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