



FOR IMMEDIATE RELEASE

FirstFuel Software Joins Smart Grid Consumer Collaborative

Leader in business customer engagement for the energy industry is newest member of nonprofit encouraging consumer engagement in smarter electric grids

LEXINGTON, Mass. – April 5, 2017 – FirstFuel Software announced today its membership in Smart Grid Consumer Collaborative (SGCC). Since its founding in March 2010, SGCC has attracted many member organizations to listen, educate and collaborate for modernized, intelligent electrical systems.

“At FirstFuel, we’re working with many utilities to help them realize the full value of their smart grid investments by using this new data source to deliver real customer benefits,” said Indran Ratnathicam, Vice President, Marketing & Strategy, FirstFuel Software.

“Business customers make up over half the load in a typical utility, so engaging this segment is a key strategic objective. By leveraging smart grid data, utilities can drive improved business customer satisfaction and realize value from the smart grid at the same time. We’re excited to share our learnings with the SGCC group and continue to help utilities leverage data to better understand and engage their business customers.”

FirstFuel Software joins a balanced membership of stakeholders that includes leaders from the business community, utilities, regulators and advocacy groups. SGCC activities include funding independent research on consumer smart grid issues, providing forums for members to share and self-educate and collaborating to develop industry best practices.

About FirstFuel Software

FirstFuel Software is the global leader in business customer engagement for utilities, using advanced analytics to help 27 energy providers in North America and Europe improve business customer satisfaction, drive sales and revenue, and reduce service costs. Combining data science, building science, and software, our customer engagement platform derives intelligence from over four million meters, transforming energy providers into trusted advisers to their business customers. Our SaaS solutions deliver accurate, insightful, and cost-effective results at scale. Founded in 2010 and privately held, FirstFuel is headquartered in Lexington, Mass. For more information about FirstFuel, please visit www.firstfuel.com and follow us on Twitter [@FirstFuelSW](https://twitter.com/FirstFuelSW).

About the Smart Grid Consumer Collaborative (SGCC)

Smart Grid Consumer Collaborative (SGCC) is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a smart grid that is consumer-safe, consumer-friendly and consumer-approved. Membership is open to all consumer and environmental advocates, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education. Learn more at www.smartgridcc.org.

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