

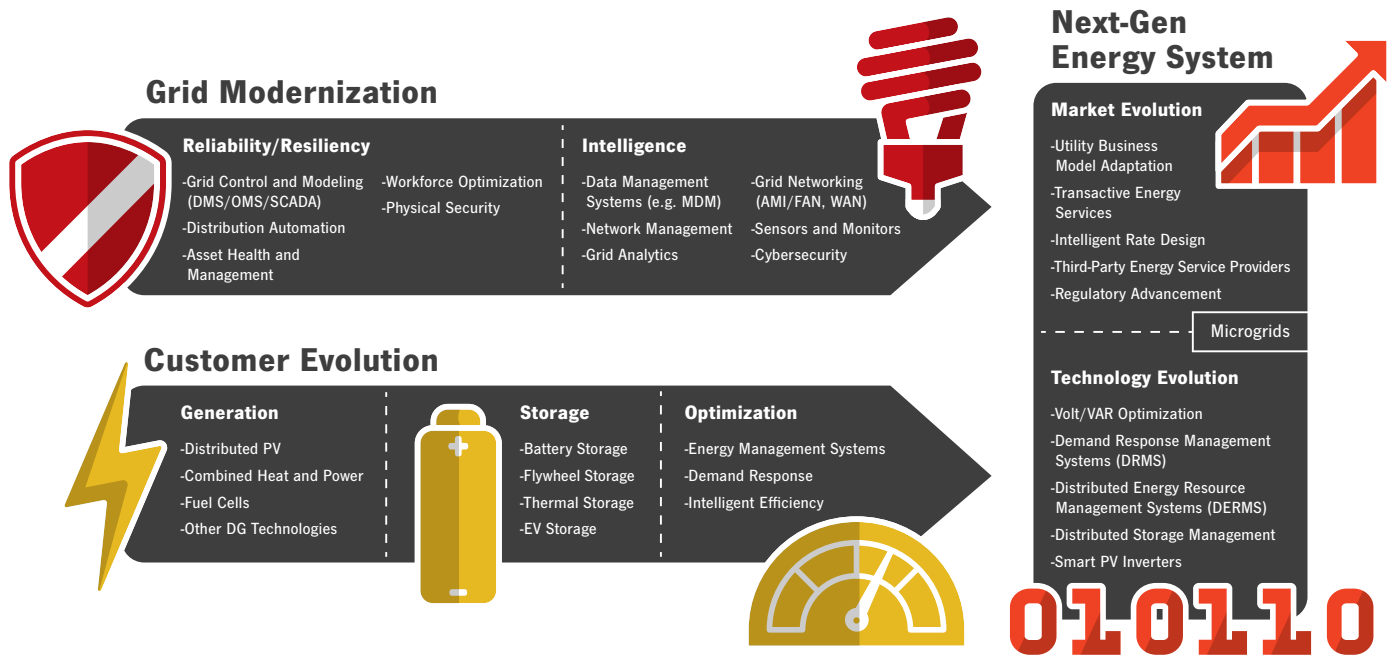
# GRID<sup>2</sup>EDGE

*Executive Council  
Membership Brochure*

## Why Grid Edge?

The electricity industry is on the cusp of a dramatic transformation, as the proliferation of distributed energy resources and customer energy management solutions necessitate complex and wide-reaching changes to power infrastructure, market design, and business models. Increasing customer adoption of distributed generation, microgrids, energy storage and demand response present an unprecedented opportunity for utilities, technology providers, third-party energy service providers and customers to create a sustainable, digital, interactive, reliable and efficient power network. Like many areas of innovation and transformation in adjacent markets today, this activity plays out at the boundary, or edge, of traditional stable and well-understood territories. Greentech Media calls this space the **Grid Edge**.

**Grid Edge** comprises the technologies, solutions and business models advancing the transition towards a decentralized, distributed and transactive electric grid.



## What is the Grid Edge Executive Council?

The Grid Edge Executive Council represents an exclusive group of decision makers driving the future of the electric grid. Through the Council, members can access research on market trends, learn about technological developments, and engage with peers to tackle the electric grid's most pressing questions.

By fostering regular communication through one-on-one interaction, web-based conferencing, and in-person Council meetings, the Executive Council brings together key players in the Grid Edge market to push the industry forward. Facilitated by GTM Research analysts, these engagement opportunities allow members to think critically about new technologies, solutions, architectures, and business models alongside fellow experts in distributed energy resources and utility grid modernization.

COUNCIL ENGAGEMENT		MARKET ANALYSIS	
	In-Person Executive Council Meetings		In-Depth Market and Technology Reports
	Regular Web-Based Council Meetings		Exclusive Report Briefings
	Grid Edge Membership Directory		Grid Edge Deployment Tracker
	Industry Conferences		GTM Research Analyst Access
	GTM Council Engagement Manager		Quarterly Market Briefing

## Benefits of Council Membership

- Participate in a collaborative executive-level network that meets three times annually to answer strategic questions about electric grid market direction and developments
- Benefit from analyst access, exclusive briefings for each published report, the Grid Edge Deployment Tracker, and regular market updates from GTM Research analysts
- Receive specialized attention and support from a dedicated Grid Edge program manager
- Gain access to comprehensive reports covering a variety of Grid Edge topics and play a role in directing the GTM research Grid Edge agenda

GRID EDGE MEMBERSHIP SERVICES				
	Annual Benefits	Silver Executive Council Membership	Gold Executive Council Membership	Platinum Executive Council Membership
Market Analysis	Access to All In-Depth Research Reports		✓	✓
	Quarterly Grid Edge Market Updates	✓	✓	✓
	Web-Based Research Briefing for Each Report		✓	✓
	Analyst Access	None	Four Hours/Quarter	Unlimited
	Quarterly Grid Edge Deployment Tracker			✓
Council Engagement	Membership Directory	✓	✓	✓
	Exclusive Council Meetings (Three Meetings/Year)	One Representative	Two Representatives	Three Representatives
	Quarterly Web-Based Council Meetings	✓	✓	✓
	Greentech Media Conference Passes	One Pass/Conference to Three Conferences	Two Passes/Conference to Three Conferences	Three Passes/Conference to Three Conferences

For membership pricing, please contact Tate Ishimuro at [ishimuro@greentechmedia.com](mailto:ishimuro@greentechmedia.com).

## Council Engagement

### MEMBERSHIP DIRECTORY

Members receive a regularly updated membership directory of all other Council members, to facilitate networking and regular Council engagement.

### EXCLUSIVE COUNCIL MEETINGS

GTM Research hosts half-day Council Meetings three times per year, with attendance limited to each member company's chosen Executive Council representative(s). Upcoming meetings:

	COUNCIL MEETING	ASSOCIATED CONFERENCE	LOCATION
<b>Dec 9, 2013</b>	Distributed Solar and Storage Integration	U.S. Solar Market Insight 2013	San Diego, CA
<b>June 23, 2014</b>	Topic and Agenda TBD	Grid Edge Live 2014	San Diego, CA

\*Additional 2014 meeting dates and locations will be scheduled shortly.

Council meetings are held the day prior to Greentech Media industry conferences. Grid Edge membership provides free conference passes to our flagship Grid Edge Live 2014 conference along with other GTM conferences throughout the year. For more information on conference dates, themes, and venues, please visit [www.greentechmedia.com/events](http://www.greentechmedia.com/events).

### QUARTERLY WEB-BASED COUNCIL MEETINGS

The council holds quarterly web-based meetings that enable ongoing discussion among members, as well as interaction with GTM Research analysts. These meetings maintain regular Council interaction between in-person gatherings, coordinated by your dedicated Grid Edge program manager.

## Market Analysis

### GTM RESEARCH GRID EDGE REPORTS

In-depth reports are released over a rolling twelve-month period (see report titles below). Market research reports are generally 30 to 100-plus pages in length, blending quantitative and qualitative analysis. Depending on the scope, the report may cover some or all of the following topics: utility deployment strategies and business models, industry technology choices/comparisons, market trends, vendor profiles, regulation and policy analysis, market forecasts, segmentations, and industry drivers and challenges.

#### NEAR-TERM REPORTS

Utility AMI Analytics for the Smart Grid 2013-2020: Applications, Markets and Strategies - **RECENTLY RELEASED**

Global Smart Grid Technologies and Growth Markets 2013-2020 - **RECENTLY RELEASED**

Smart Grid HEMS Strategy 2013: Technologies, Market Forecast and Leading Players - **RECENTLY RELEASED**

PV Grid Integration: Integrating Power Electronics to the Distribution Grid

Grid-Scale Energy Storage

Distributed Energy Storage and Solar/Storage Combinations

#### ADDITIONAL PLANNED COVERAGE AREAS

Microgrids: Technologies, Markets and Deployments

Distributed Energy Resource Management Systems

Demand Response Management Systems

Grid Edge Data Analytics

VOLT/VAR Control and Resource Integration

Smart Solar Inverters and Microinverters

Communications at the Grid Edge

**Executive Council members** have the opportunity to help drive the coverage direction and directly influence our research agenda.

## Market Analysis

### QUARTERLY GRID EDGE MARKET BRIEFING

Each quarter, GTM Research Senior Analysts provide a sweeping update on the state of the Grid Edge, including information on deployments, demand dynamics, policy and regulatory changes, new technologies and vendors.

### WEB-BASED RESEARCH BRIEFING FOR EACH REPORT

After the release of each Grid Edge research report, GTM Research holds a briefing during which members can learn more about the data and methodologies behind the report, as well as ask questions of the report author(s).

### QUARTERLY GRID EDGE DEPLOYMENT TRACKER

The Grid Edge Deployment Tracker is a project database focused on grid edge deployments, including energy storage, enterprise software, consumer devices, HEMS, smart meters and sensors, and communication platforms. It includes over 2,100 entries and information on 1,400 projects, and is updated by GTM's Senior Analysts each quarter.

### ANALYST ACCESS

Analyst access enables members to utilize the GTM Research analyst team as an extension of their own market intelligence capabilities. If the request involves a simple question with information readily available to the analysts, the member will receive a written response. If the request involves more analysis, GTM Research will arrange a call with the appropriate analyst(s). Inquiries must be related to the GTM Research Grid Edge scope of coverage and must be able to be answered by the analyst with no offline data collection or analysis. Analyst Access sessions typically last up to 30 minutes.

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**RESEARCH**

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