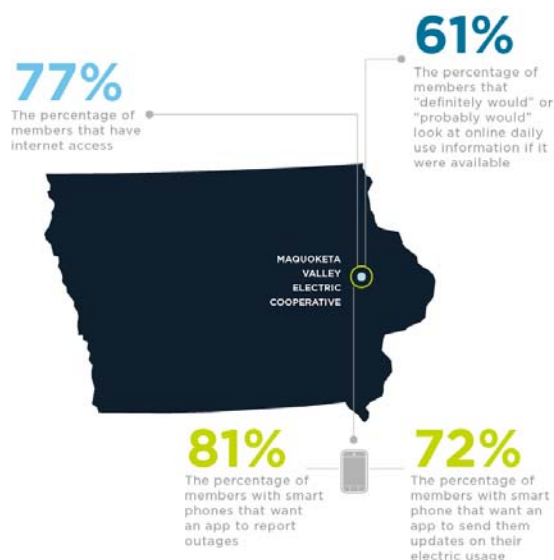


## Maquoketa Valley Electric Co-op Deploys Verdeeco's Customer Portal Application to Improve Communication and Energy Usage

*Iowa utility uses Verdeeco app to initiate member engagement through online energy consumption monitoring*

**ATLANTA – (September 11, 2013)** – [Verdeeco](#), an innovative smart grid analytics firm for the utility industry, is implementing its Customer Portal Application at [Maquoketa Valley Electric Cooperative \(MVEC\)](#) to improve communications with more than 15,000 members and expand consumer knowledge surrounding energy usage patterns.

The Iowa-based co-op serves residential and commercial members throughout a nine-county area around in that state's eastern half. An annual survey of MVEC members conducted last year revealed significant interest in energy usage monitoring. More than 60 percent of the respondents wished to be engaged with the utility about their consumption through an online or mobile platform (see graphic). MVEC addressed the positive member feedback with Verdeeco's Customer Portal Application that formats existing data from multiple utility systems (AMI, CIS and GIS) into usable information for both the cooperative and its members. The Customer Portal allows MVEC members to:



- View daily energy usage over customizable time intervals.
- Relate energy usage levels to external factors including changes in temperature.
- Compare usage levels over specific time periods and with other similar users.
- Correlate energy usage levels to energy costs.

MVEC director of engineering, Jeremy Richert, said, "The Customer Portal Application provides an intuitive outlet through which we can communicate directly with our members and educate them on their energy consumption while simultaneously helping them learn to save time, money and resources."

Customer Portal Application users gain another key benefit of weekly notifications that provide monthly energy bill projections. These estimates allow members to make adjustments over the remaining days in a month to align with their budgets. The app also notifies the utility and members in days rather than weeks of irregular usage patterns on an account that may be a result of faulty equipment or tampering. The shortened delay in scheduling and completing necessary repairs can be a contributing factor in additional energy cost reductions.

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**About Maquoketa Valley Electric Cooperative**

Maquoketa Valley Electric Cooperative (MVEC) is a distribution electric cooperative serving a variety of loads throughout nine counties in eastern Iowa. Headquartered in Anamosa, the Cooperative provides service to 15,450 meters across 3,200 miles of line and 37 distribution substations. MVEC's technology platform currently consists of SCADA, automated metering, outage management, GIS/mapping, electronic staking, and CIS. The Cooperative has been able to use technology to both greatly improve service reliability to its membership as well as improve day-to-day operating efficiencies within the Cooperative.

**About Verdeeco**

Verdeeco's "Grid as a Service" cloud-based platform provides utilities a cost-effective, scalable way to leverage data to better achieve their core mission. The "targeted apps" approach frees utilities from the time and expense of integration and delivers mission-specific big data analytics that reduce operational costs, increase service reliability, boost customer satisfaction, and drive efficiency.

For more information, visit [www.verdeeco.com](http://www.verdeeco.com). To follow Twitter updates from Verdeeco, visit [twitter.com/verdeeco](https://twitter.com/verdeeco) and "like" [Verdeeco on Facebook](#).

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