

## **CASE STUDY: API INTEGRATION**

### **AM CONSERVATION AND HOOSIER ENERGY**

#### **Situation:**

ESG teamed with AM Conservation Group to develop a verification tool for Hoosier Energy in Indiana. Hoosier Energy's need: a way to verify that customers purchasing energy efficiency products from AM Conservation were valid customers—that is, people who live within one of their cooperatives. By ensuring that customers fall under Hoosier Energy's jurisdiction, the clients can properly claim savings and receive allocated incentives.

#### **Insights:**

Hoosier Energy is a generation and transmission cooperative serving 18 member electric cooperatives (686,000 people) in Indiana and Illinois. AM Conservation offers an online marketplace for utility customers to buy discounted energy efficiency, water conservation, and weatherization products, such as lightbulbs, smart thermostats, weather stripping, efficient showerheads, etc.

#### **Solution:**

ESG provided the API tool from our flagship Energy Efficiency Collaboration Platform (EECP), which could be used to validate that an AM Conservation customer was a valid residential customer for Hoosier Energy and therefore eligible for the Residential Lighting Program. Further, the API absorbs and tracks all purchases made by utility customers so that Hoosier Energy can accurately track savings, as well as incentives that need to be repaid to AM Conservation during year-end reconciliation.

#### **Implementation Details:**

Because our API is so robust, no further tailoring was required to make the tool suit Hoosier Energy and AM Conservation's needs exactly – after the implementation and training period, the clients were essentially able to "plug and play."

#### **Impact:**

With such a breadth of data tracked by the API, clients are privy to a detailed view of customer activity, which provides several benefits. For example, reports of purchase records and trends allow Hoosier Energy to prepare proactively for future orders of needed energy efficiency products. Because it is online, the API also makes it easier for AM Conservation to provide required reports to Hoosier Energy; they can simply be sent through EECP, instead of manual reporting. Additionally, Hoosier Energy is now able to wrap energy savings into their DSM portfolio, without having to import any further spreadsheets or reports like they had to before.