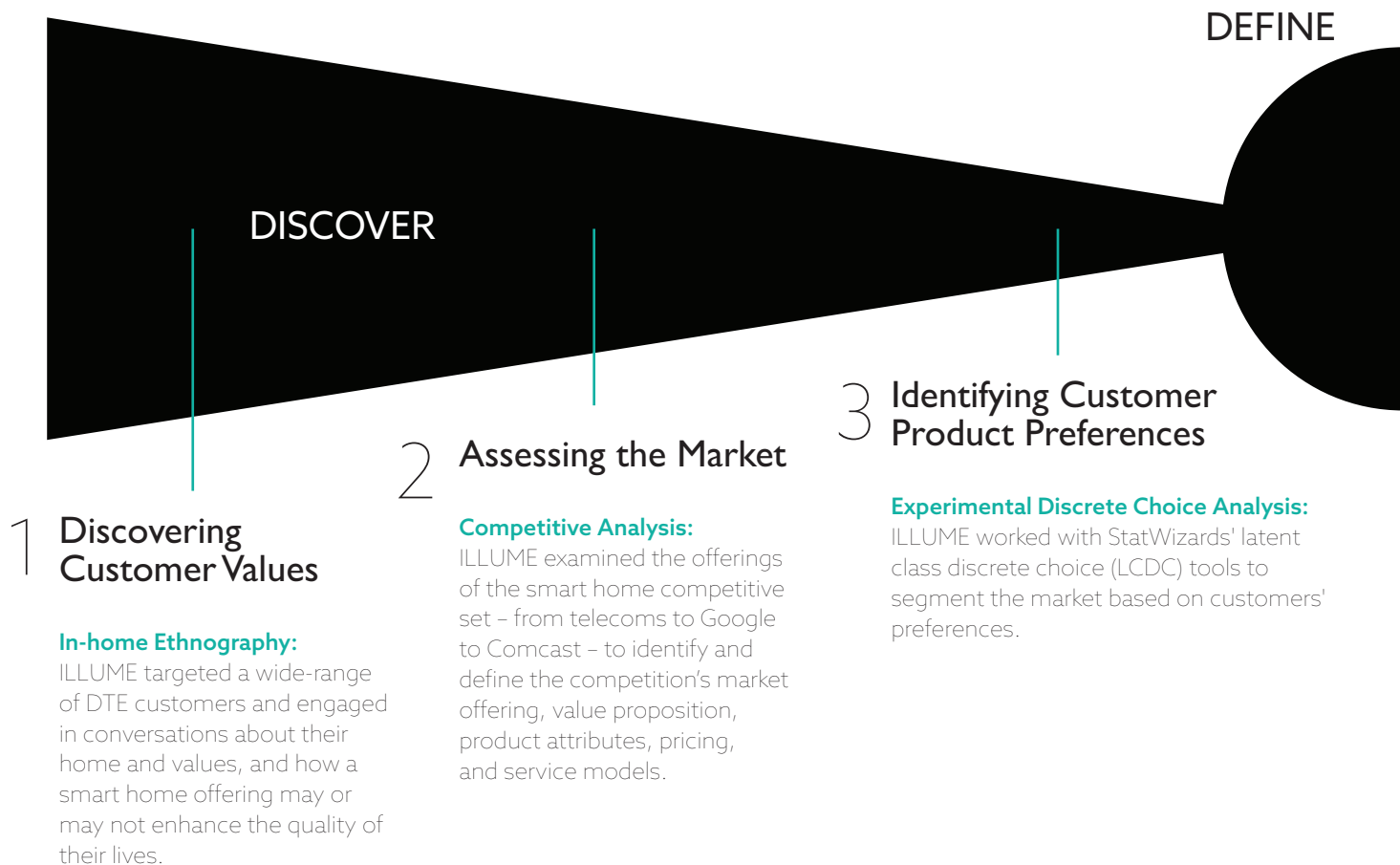


DELIVERING A SMART HOME OFFERING FROM THE CUSTOMER UP



The ILLUME Team, with partner ID Lab, is supporting DTE Energy (DTE) with end-to-end research and consulting to expand its highly regarded DTE Insight platform through an intelligence-driven go-to-market strategy. Leveraging ILLUME's seven-step, customer-centric approach to innovation, our team combined regulatory acumen with primary research and data science to define the opportunity and DTE's competitive market position. We then used this intelligence to suggest desirable product configurations to be tested in an experimental market trial to measure customer responses to offerings as well as energy savings potential.

Unlike most top-down design models that prioritize business needs over customer desires, DTE recognized that it needed to build a solution from the customer up. DTE invested early and wisely to ensure the long-term success of the DTE Insight platform. In this way, they continue to be mavericks in defining smart home opportunities – and customer engagement strategies – in the utility space.

