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A Study on Energy Platform Using Data in the US: Based on Opening Platform Model

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Abstract

The purpose of this study is to analyze various energy platforms using data in the US and to suggest directions and implications. Some of the leading energy platforms are selected and analyzed based on the opening platform model. We focus on the case analysis of the US utility companies. In case of the horizontal open platform, Green Button sponsor's 'Connect My Data (CMD)' driven by the government invites the utility companies to jointly develop the sponsor's data solution. In case of the vertical open platform, the certification program 'Share My Data (SMD)' allows backward compatibility, because the technical improvement is minimal. The utility companies benchmark Amazon's three-sided market mediation and prefer platform and category exclusivity. For the former, they have data analytics companies like Enervee, Opower and for the latter, they have electronics manufactures and energy service providers (ESPs) like Distributed Energy Resources (DERs).

Based on this US case study, we suggest the energy platforms to open their platform for renewable energy supply, energy conservation, high-efficiency products, and residential DER dissemination. To successfully implement the government's energy transition policy, the US platforms should be benchmarked as a business model. Especially, it is needed for them to coordinate a platform ecosystem. To ensure trust in the products and services offered on the marketplace platform, platform's certification program is helpful.

Keywords: Energy platform, data, ecosystem, Green Button, Share My Data

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