

## Mad Dash Delivers Silver Spring HAN Pilot Installation with Precision and Customer Care

Expert, comprehensive services assured project manager of successful pilot for utility



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Ed Quick, Senior Project Manager,  
Silver Spring Networks

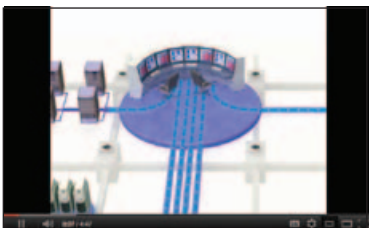
### The Company

Based in Redwood City, Calif., Silver Spring Networks connects utilities with their customers and transforms the delivery of smart grid services while improving energy efficiency, empowering customers and ensuring reliable delivery of low-cost services.

### The Challenge

ConEdison engaged Silver Spring to conduct a residential HAN pilot program comprising 100 residences over a small geographic area. To support the program design, Silver Spring needed to install a gateway, plug load sensors, and thermostats in each home. The utility could then send a message to the gateway that would in turn shut down the specified plug load switches and/or increase the cooling temperature on the thermostat. In addition, customers could log in to a portal to view their consumption through each of the plug load sensors.

Adding to the complexity, prospective customers recruited from ConEdison’s list had to meet specific qualification criteria, and throughout the program, Silver Spring had to maintain customer satisfaction levels in keeping with ConEdison’s rigorous requirements. The installation company that Silver Spring hired would not only market to and recruit the customers, but handle all customer scheduling—not an easy task when most residential customers are away during the day and often difficult to reach.



See the Mad Dash challenge and solution on the next page.

See a video of this success story on our news page



### The Mad Dash Solution

Silver Spring contracted Mad Dash for not only the installation work but the customer recruitment, call center, and field engineering as well. Mad Dash sent two senior field engineers to product training where they also established the field process in conjunction with ConEdison. In addition, they worked through challenges in the installation process as recommended by the technology manufacturer.

Silver Spring turned to Mad Dash to accomplish the goals of this high-stakes, high-visibility project. Far from just getting marching orders and physically putting in the equipment, Mad Dash reviewed the whole project plan with Silver Spring and offered expert support and project management skills, all the way from setting up the field processes with Silver Spring through the installation phase to finalizing the work and reporting the results.

“Mad Dash did an excellent job of getting things set up and then following up on every aspect of the project,” commented Ed Quick, senior project manager at Silver Spring. “They did a fantastic job in managing customer contact and scheduling installation visits—and it’s often difficult to get people to cooperate.”

Quick singled out one of Mad Dash’s expert lead installers for special kudos. “There were only 100 installations but he made sure that the project was handled with precision and technical accuracy and that we achieved the load reduction benefits we and ConEdison were looking for.”

In addition to technical expertise and a winning way with customers, Quick commends Mad Dash’s working style: “Mad Dash was a pleasure to work with. I was able to rely on them to do the work assigned and they always provided excellent updates.”

The bottom line for Silver Spring, according to Quick: “It was nice to work with them because I didn’t have to worry about the job getting done.”

“Mad Dash did an excellent job of getting the process set up and then following up on every aspect of the project: customer recruitment and scheduling, technology installation, testing and communication, customer satisfaction, and reporting.”

Ed Quick, Senior Project Manager,  
Silver Spring Networks



Learn more on our web site.

Let Mad Dash help you demonstrate the excellence of your service delivery and customer satisfaction levels. Call us today at 847-458-7600

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