

IEEE 1547 ENERGY POLICY IMPACTS ON POWER GRID



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AGENDA

Overview

Grid analysis

Utility & Customer Accomplishments

Metrics & KPIs

Q & A

OVERVIEW

This presentation is focused on our IEEE 1547-2018 strategy ON EPS. We'll cover key areas such as power grid analysis, utilities standards usage and their success and challenges, metrics & KPIs, and more.



OUR GOAL

We aim to align our efforts and drive success through effective IEEE codes and strategies. Let's dive in and explore how we can achieve our growth objectives together.

NAVIGATING THE LANDSCAPE IN POWER SYSTEMS WORLD

CONSUMER EXPECTATIONS FROM UTILITIES

Seamless omnichannel experience: consumers expect a seamless experience across all touchpoints, whether they are interacting with a brand online, in-store, or through a mobile app.

Transparency and trust: Consumers expect brands to be transparent about their practices, values, and product information.

Personalization: consumers today expect brands to offer personalized experiences tailored to their individual preferences and behaviors.

Sustainability: Modern consumers are increasingly concerned about environmental impact and sustainability.

SUCCESSFUL BRANDS EVOLVE WITH THEIR
STANDARDS AND CODES, NOT DESPITE
THEM.

HOW IT HELPS
BUSINESS GROWTH?

KEY COMPLIANCE AND CODE REQUIREMENTS

IEEE 1547-2018 aligns with and often supersedes local grid codes, but it sets **mandatory technical criteria** that utilities and regulators can adopt. Key areas include:

1. General Technical Specifications

Performance, operation, testing, safety, and maintenance requirements.

Design, production, installation, commissioning, and periodic testing standards.

Response to abnormal conditions (e.g., faults, islanding, reclosing coordinat

2. Voltage and Frequency Ride-Through (V/FRT)

DERs must adjust power output to maintain voltage and frequency within limits during grid disturbances.

-> Communication and Interoperability

Protocols for **monitoring, control, and data exchange** between DER and utility.

Supports modern grid-interactive functions like **voltage/frequency support** and **grid resilience** [keentelengineering.com](https://www.keentelengineering.com).

-> Stakeholder Roles

Utilities: enforce compliance, set local codes based on IEEE 1547-2018.

DER Manufacturers: design equipment to meet all clauses.

IEEE MARKETING STRATEGY MATTERS TOO

Focus area	Approach	Goal
Brand awareness	Social media campaigns	Increase engagement by 30%
Lead generation	Email marketing & PPC	Grow qualified leads by 20%
Customer retention	Loyalty programs, automation	Boost purchases
Content marketing	SEO optimized short-form videos	Improve organic reach

MARKETING MIX: THE 4 PS

“OUR LATEST IEEE CAMPAIGN DROVE A 35% INCREASE IN ENGAGEMENT, PROVING THAT STRATEGIC STORYTELLING RESONATES.”

BACK
MARCH 9, 2023

IEEE 1547-2018 LATEST UPDATES

THE FOLLOWING ENPHASE PRODUCTS ARE NOW CERTIFIED AS IEEE 1547-2018 COMPLIANT BY UNDERWRITERS LABORATORIES: IQ8 MICROINVERTERS, IQ7 MICROINVERTERS, IQ BATTERY 3/3T/10/10T (AS IQ8X-BAT MICROINVERTERS) AND IQ SYSTEM CONTROLLER 1/2.

IQ8, IQ8X-BAT AND IQ7 MICROINVERTERS, AS WELL AS IQ BATTERY 3/3T/10/10T, ARE NOW ALSO LISTED WITH HECO (HI) AS SRD 2.0 COMPLIANT.

IQ8, IQ8X-BAT AND IQ7 MICROINVERTERS, AS WELL AS IQ BATTERY 3/3T/10/10T, ARE LISTED WITH CEC AS UL1741 SB AND SA COMPLIANT.

STATES THAT HAVE ADOPTED IEEE 1547-2018: NEW YORK, PENNSYLVANIA (PPL), NEW ENGLAND STATES (MA, CN, RI, NH, VT, ME) AS OF JAN 1, 2023; HAWAII AS OF FEB 1, 2023.

CALIFORNIA AND NEW MEXICO ARE THE NEXT STATES TO IMPLEMENT IEEE 1547:2018 STARTING ON APRIL 1, 2023.



28%

increase in conversion rates
through recent marketing efforts with IEEE codes and compliances

MARKETING THAT DRIVES RESULTS

By staying data-driven and adaptable, our marketing strategy continues to support growth and long-term success.

Q & A

Let's discuss questions
as a team.

