

ALOM and PG&E

collaborate to deliver energy savings

BY TONY KHING

Pacific Gas and Electric Company's mission is to safely and reliably deliver affordable and clean energy to its customers and communities every day. One way PG&E achieves this goal is through initiatives such as the Energy Savings Assistance Program.

Through the ESA Program, income-qualified customers can receive free energy-efficient home improvements that can help reduce their energy bills and improve their health, safety and comfort. Services and products can include weatherproofing, attic insulation and ENERGY STAR® Advanced LED light bulbs, along with refrigerator, furnace or water heater repair or replacement.

Approximately one-third of PG&E's 5.4 million residential customers meet the income guidelines for the ESA Program, which is offered with the help of one of its diverse suppliers — ALOM Technologies Corp, a woman-owned supply-chain management company based in the San Francisco suburb of Fremont.

For 10 years, ALOM provided the PG&E solutions marketing team with a variety of services, including business reply data capture, warehousing, print-on-demand, direct mail and print collateral fulfillment. More than a year ago, it won the ESA products competitive bid which was administered by Paola Benassi, manager of the Energy Savings Assistance Program and IDSM core products, and Jennifer Price, senior category lead. ALOM's collaboration with PG&E has created efficiencies in ordering, inventory management and communications. As a result, PG&E created a more process-driven and cost-effective way of purchasing materials.

ALOM is enabling PG&E to deliver a successful ESA Program in four key ways:

➤ Using Diverse Suppliers as Subcontractor Supplier Partners

"Diverse suppliers are typically smaller, more agile and faster to adopt new technology and methods," said Rich Watson, ALOM director, supply base management. "During the first year of our involvement with ESA, we had a 72 percent diverse supplier spend. That's truly exceptional."

➤ Being Innovative

ALOM created a new paperless order management system incorporating supplier sourcing and procurement with inventory management. The system, used by ALOM and PG&E's subcontractors, provides an easy way to process orders and see real-time order status. According to ALOM Chief Technology Officer Brandon Marugg, subcontractor response has been positive — citing speed, quality and completeness of order delivery.

➤ Practicing Collaboration

ALOM has been successful at creating a collaborative relationship with the manufacturers, subcontractors and PG&E.

"Due to ESA business, ALOM is one of the largest volume distributors of LED light bulbs in California. Our buyers worked closely with product manufacturers to supply products that comply with the highest energy-efficiency requirements, such as the



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California Energy Commission specification. We developed a monthly newsletter to keep the contractors informed, set up a user-friendly portal for order processing and program reporting and meet regularly with PG&E to discuss program performance levels," said Tami Strickland, ALOM director of strategic accounts.

➔ Developing Strong People Relationships

ALOM created a team of highly skilled buyers and account managers to work with PG&E.

"We know we're accountable for the success of the business relationship and program performance," said Rick Mizzo, ALOM vice president, customer & supplier relations. "Exceptional customer service is a hallmark of our culture." ALOM account managers meet regularly with suppliers, sub-contractors and PG&E program managers to review performance and cost optimization.

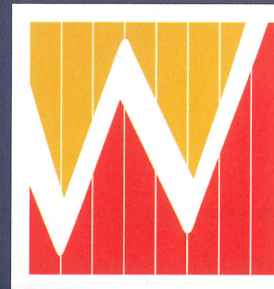
"I'm so excited about the ESA funds being utilized in the best possible manner," said ALOM President & CEO Hannah Kain. "This [utilization] allows the delivery of more improvements and energy savings to more PG&E customers for the same dollars." 📌



Rick Mizzo



Hannah Kain

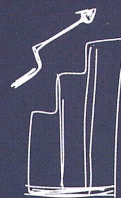


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