

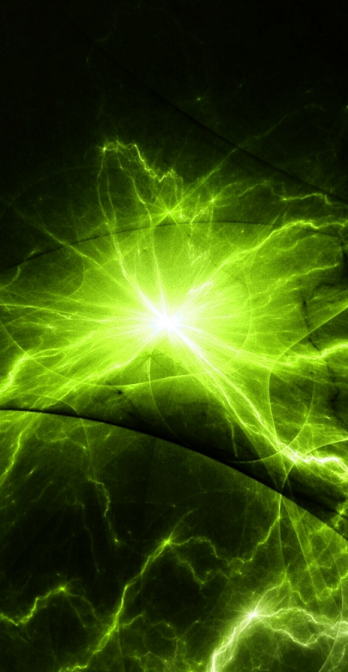


POWER

YOUR GROWTH

Essential Gear to Enter and Perform
In Deregulated Energy Markets





Deregulated Energy participation requires deep understanding of a changing landscape of state regulations and utility specific requirements. These challenges can increase the time it takes to enter a market, compromise your position in those markets, and even result in fines or penalties for noncompliance. MarketWISE powers your growth by providing the strategies and information you need to perform.

**Get Licensed
& Registered.**

**Enter Markets
Faster.**

**Gain
Marketshare.**

**Outsmart Your
Competition.**

**Never Miss
A Deadline.**

MarketWISE Powers Your Growth

MarketWISE speeds up your entry and improves your performance in energy markets by enabling you to WISE Up!

Watch

Monitor for upcoming changes in the market.

Interpret

Analyze the impact of changes on your business.

Strategize

Develop implementation requirements.

Empower

Arm your team with timely information.

MarketWISE's streamlined process can cut months off of your market entry project, saving you hundreds of man hours, enabling you to generate revenue sooner and compete more effectively.



Market Access & Performance Suite (MAP)

MarketWISE provides a suite of tools and services to maximize your performance in any phase of your market participation.

ENTER MARKET

GROW

SUSTAIN

Expert Consulting

Engage experienced consultants who can solve your problems.

Market Monitor

Manage risk by staying ahead of changes in the marketplace.

Industry Research

Leverage our resources to define unique business rules and technical requirements.

Market Training

Learn from industry experts and raise your team's performance.

Energy Portal

Quickly access critical market information.

A Custom MAP For Every Challenge

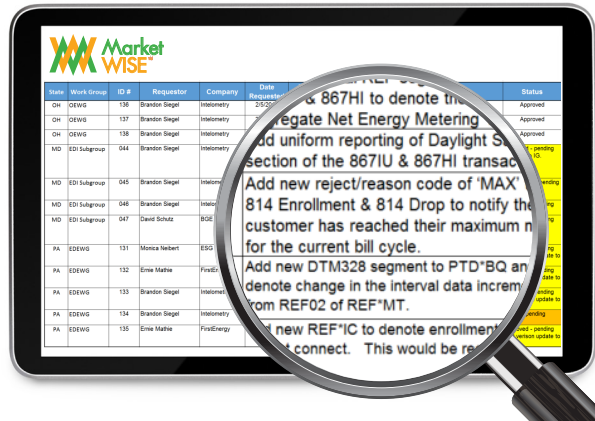
MarketWISE will collaborate with you to create a custom MAP that uses the most effective combination of our tools to meet your unique needs at the right price.

	Entry MAP	Management MAP
Expert Consulting	We'll project manage the full effort, keeping your team on track to meet your deadlines	We're available to answer your tough questions quickly as they come up
Market Monitor	Build systems with knowledge of upcoming changes to requirements, to prevent rework	Proactively inform you of market changes to enable regulatory and operational compliance
Industry Research	We provide comprehensive business rules and detailed implementation requirements	We audit existing transactions and business practices against market rules
Market Training	Educate your team on the detailed nuances of the market you want to enter	Train your team on general and market specific knowledge, perfect for onboarding or up-training
Energy Portal	Access needed documents and useful links in a consistent format across markets, all in one place	Perform annual operational updates with ease, finding schedules and contacts you need

Market Monitor

Market Monitor provides advanced notice of pending changes through detailed reports and information, allowing you to avoid surprises and emergencies.

- Monitoring of Workgroup Calls
- Timely email alerts of major or sudden changes
- Monthly Market Intelligence Report
- Monthly Action Item Report
- Archive of Past Meeting Minutes, Working Papers, and Change Control Documents



Industry Research

MarketWISE removes the pain of conducting hundreds of hours of research digging through utility tariffs, repositories, websites, and presentations to obtain current and accurate detailed business rules and requirements.

Functional Area	Research Categories & Deliverables	
Market Entry	<ul style="list-style-type: none">Investigating Potential MarketsUtility Contacts & Information	<ul style="list-style-type: none">Licensing & RegistrationEDI/Transaction Certification Testing
Acquisitions	<ul style="list-style-type: none">Identifying Eligible CustomersHistorical Usage & Pricing	<ul style="list-style-type: none">Enrollment RequirementsAccelerated Switching
Billing & Payments	<ul style="list-style-type: none">Usage & Invoice RequirementsCorrections, Cancels & Rebills	<ul style="list-style-type: none">Purchase of ReceivablesPayment Remittance
Account Management	<ul style="list-style-type: none">Establishing/Maintaining RatesCustomer Account Maintenance	<ul style="list-style-type: none">Contract Renewals or DropsSeamless Move Rules

Market Training



MarketWISE delivers on-site or virtual training to set your team up for success.

Delivery Options

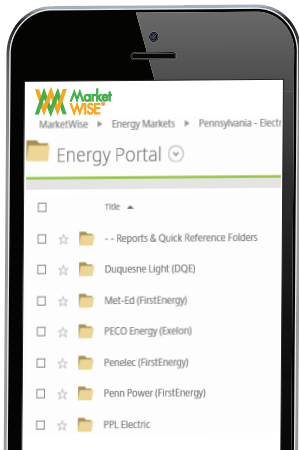
- On-site Training Classes
- Online Webinar Classes

Curriculum Options

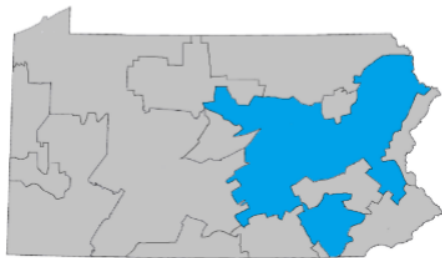
- Market Specific Up-training for Cross-functional Teams
- Deregulated Energy 101– New Hire Onboarding
- Electronic Transaction Technical Requirements

Energy Portal

Energy Portal is a one-stop standardized interface to access utility documentation, dramatically saving time and improving employee productivity.



Market	DUNS #	Approx. Size	Parent Company	Other / Former Names
PA Electric	007909427AC	>1M	PPL	Pennsylvania Power & Light Company, PP&L



 PPL Electric

Website Links	Home Page Supplier Support Page Supplier Secured Portal Supplier Registration Supplier Tariff Service Area Zip Codes FAQs
Supplier Contact	Supplier hotline #: 610-774-6396 Supplier email: pplutilitiessupplier@pplweb.com
Mailing Address	PPL Electric Utilities 827 Hausman Road Allentown, PA 18104
Transaction Format	EDI
Communication	

Expert Consulting

MarketWISE's experienced consultants are able to assist you with on-demand answers to many of your most pressing questions.

Areas of Consultation

- Market Entry Requirements and Project Management
- EDI Testing Coordination and Troubleshooting
- Operational Systems Auditing and Advice

Don't see what you need? Just ask! We will help you however we can or point you in the right direction.

Let MarketWISE Power *Your* Growth



Whether you are an energy supplier or a service provider, MarketWISE can help you leverage market intelligence to enter, grow, and sustain your business presence across markets. Let us create your MAP to peak performance.

Benefits For Energy Suppliers and Service Providers:

- Accelerated Entry Into New Markets
- Awareness of Upcoming Changes
- Knowledgeable, Empowered Team

For Service Providers:

Provide these benefits to your customers to create a competitive advantage and develop stronger customer loyalty. Ask us about becoming a MarketWISE Affiliate.



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