



Pacific Controls

Pacific Controls Inc. (PCI) is one of the leading information and communication technology (ICT) enabled machine-to-machine (M2M) automation and control solutions providers globally. PCI has developed a complete integrated managed services delivery platform "Galaxy" and "Gbots", its software robots, deployed across networks for connecting smart devices, buildings and whole cities wirelessly to IT infrastructure and enterprise systems for real-time delivery of managed services. The Company operates in three primary (M2M) segments which are ICT enabled (i) Managed Facility Automation & Infrastructure Solutions (Automation), (ii) Remote Monitoring and Management Solutions ("RMMS") and (iii) Managed Energy Services ("MES").

www.pacificcontrols.net

Pacific Controls Global Smart Grid Services

Pacific Controls Smart Grid Services, formerly Infotility Inc. is a leading provider of intelligent agent software that enables utilities to dramatically increase the efficiency and utilization of grid assets. Our GridAgents' platform has specific applications on SmartGrid based energy networks used for integration of communities of renewables and distributed energy resources, Microgrid management, intelligent load control and smart charging applications, utilizing photovoltaics, storage, load control, and future assets such as plug-in hybrid cars.

www.infotility.com

As of January 1st, 2012, Pacific Controls acquired Infotility, making them a wholly owned subsidiary that will operate as the Smart Grid Services division. The GridAgents platform will be integrated into the Galaxy platform, allowing Pacific Control to offer existing and emerging smart grid services to its catalogue of SaaS offerings. Currently, the primary focus of the Infotility platform is around Automated and Aggregated Commercial Demand Response applications. Demand response is essentially the coordination between electric utility companies and end use consumers to reduce electric load during times of high peak demand, or other electric grid reliability events. Demand response programs are used to avoid blackouts, balance the effects of intermittent renewable energy sources, and generally speaking, are evolving to help provide the real time balance of supply and demand on the electric grid (the evolving smart grid).

Opportunity

During the integration phase of the two companies' platforms, the Global Smart Grid Services group has an opportunity to define its product offering, identify its market assess its competition and develop

strategies for penetrating the market. In order to accomplish this, we will need to add an intern to our Business Development team to perform a variety of market and competition related research. The expectation is that this new team member will contribute 10 hours per week throughout the remainder of the spring semester, with a line of sight to an extended opportunity thereafter. The intern will report directly to the VP of Business Development, and collaborate with the VP of Technology and Product Development to help shape the direction of this evolving business unit.

The following represents a framework for the anticipated responsibilities. Once the intern is engaged, he/she will sit down with the DP of Business Development in order to prioritize these responsibilities and develop a timeline and project plan for achieving expected results.

Required Responsibilities & Functions

- Competitive Research
 - o Notable participants with a similar offering
 - o State of technology or offering
 - o Features and Functions
 - o Opportunity for differentiation
 - o Pricing strategies
- PCS Smart Grid Services SWOT Analysis
- Market Research
 - o Addressable market size
 - o Channel identification
 - o Penetration strategy identification

Potential additional skills

- Demand Response industry knowledge
- ISO market knowledge, understanding or interest
- Software pricing and licensing experience (SaaS)
- Cloud hosting services experience
- Commercial building or demand response partnership experience