



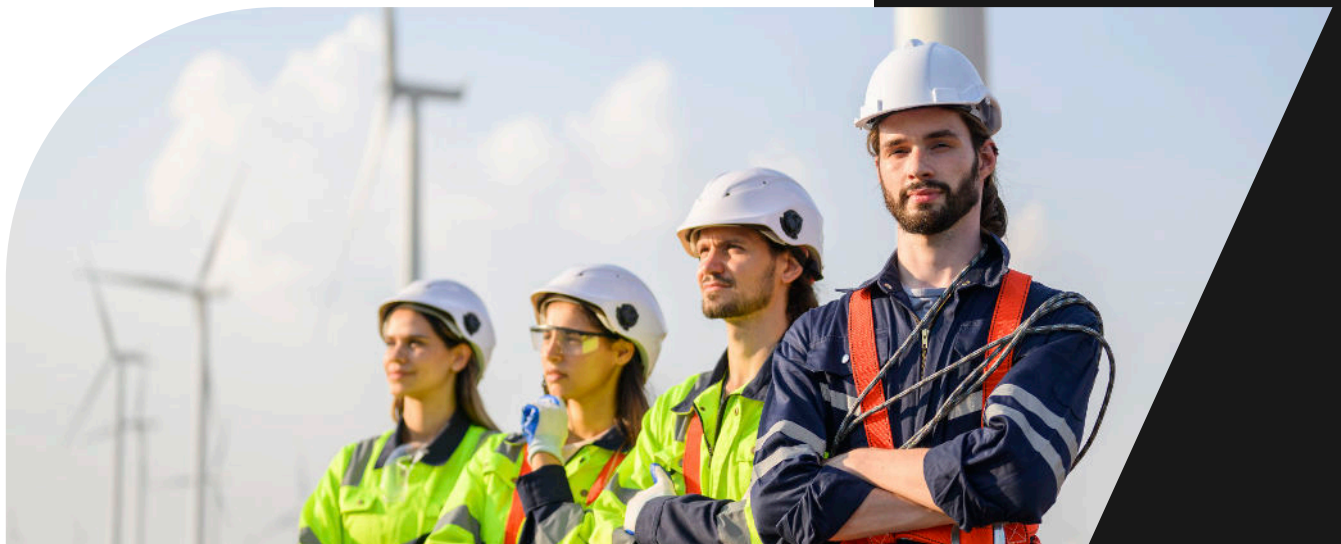
# Alameda Municipal Power Case Study

**MODERNIZING UTILITY CUSTOMER ENGAGEMENT  
WITH UTILITY MOBILE APPS**



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# Introduction

Alameda Municipal Power (AMP) is a municipally owned electric utility company in California, supplying 100% clean energy to over **38,000** residential and commercial customers. Founded in **1887**, AMP is the oldest municipal electric utility company in the state of California, and one of the oldest in the United States. By adhering to their mandate to provide safe, reliable, cost-effective, and environmentally responsible electricity, AMP has kept their customers first while providing innovative clean energy. For AMP, creating an organization that has thrived for almost 140 years takes work, and a focus on evolving with the dynamic needs of their community.



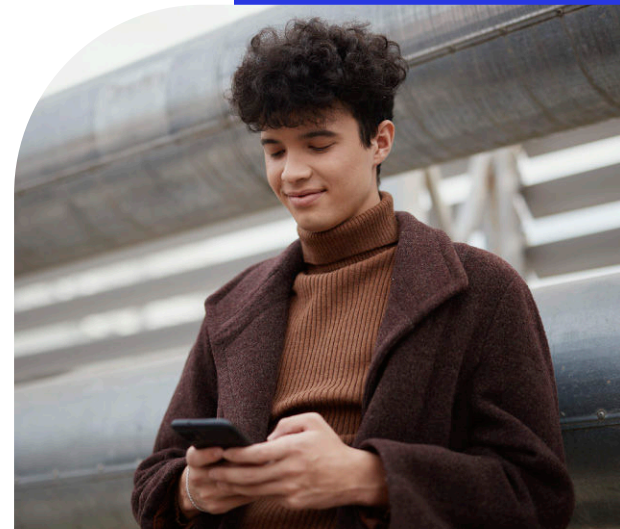
## The Challenge: Meeting Rising Expectations

With the utility space modernizing to incorporate more digital tools, AMP felt this shift strongly, especially since the City of Alameda is less than an hour drive away from big tech hubs in Silicon Valley. More customers expect to be able to access their utilities the same way they might with other services in their everyday lives – through an app. To continue to support their goals of enhancing customer satisfaction and experience, AMP needed a robust customer engagement solution to deliver 24/7 self-service functionality on a range of devices.

Before working with Silverblaze, AMP had already started making upgrades to their operations like implementing SmartWorks' Meter Data Management solution and transitioning to NorthStar Utilities Solutions' cloud-based CIS. The opportunity to partner with Silverblaze arose when AMP wanted to provide customers with expanded self-service and payment options, and the ability to fully access their billing and usage data.

## The Solution: New Software to Empower Customers

AMP decided it was time to switch to a new customer engagement solution that integrated well within their operational landscape. Silverblaze was a top choice thanks to a strong partnership with the NorthStar team. Being under the Harris Utilities umbrella of software solutions, Silverblaze, NorthStar, and SmartWorks had a history of successful integrations.



Additionally, AMP was particularly impressed with the Silverblaze suite of software, as it provided all the tools that they were looking for to reach their customers:

- An online utility portal available on all devices.
- A dedicated mobile app and secure cloud hosting.
- Secure and mature partnership with a payment processor, including expanded payment options.

AMP was able to keep the experience and service offerings consistent for their customers, without compromising on functionality.

AMP also knew that today's consumers expect any online service to be accessible on mobile devices. Mobile technology has become indispensable, with apps now accounting for 70% of all digital media time in the United States ([Buildfire, 2024](#)).

With the Silverblaze Mobile App, AMP gives utility customers access to:

1.

Paying bills on any device by integrating seamlessly and securely.

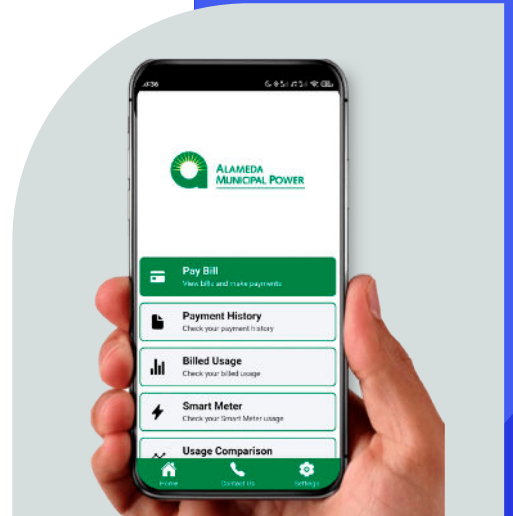
- The Silverblaze and Paymentus partnership allows for expanded payment options and capabilities such as digital wallet payment options.
- Payments on the Silverblaze mobile app are PCI compliant, ensuring that cardholder data is securely protected.

2.

Increased ability to manage their accounts, including setting up billing and usage alerts, linking multiple accounts, reviewing billing and payment history, and guest access capability for guardians, landlords, and energy managers.

3.

Real-Time\* access to usage data and usage cost estimates.



\*Real-time data is dependent on some factors that may be outside the control of Alameda Municipal Power and Silverblaze. Items which may impact real-time data readings, may include meter delays or issue, network reliability, and data processing systems.

4.

Reporting and analytics using Smart Meter data integration.

- Customers can analyze and compare their usage history, and see how home features like appliance types impacts energy bills.

5.

Managing usage notifications to help customers achieve their energy conservation goals.

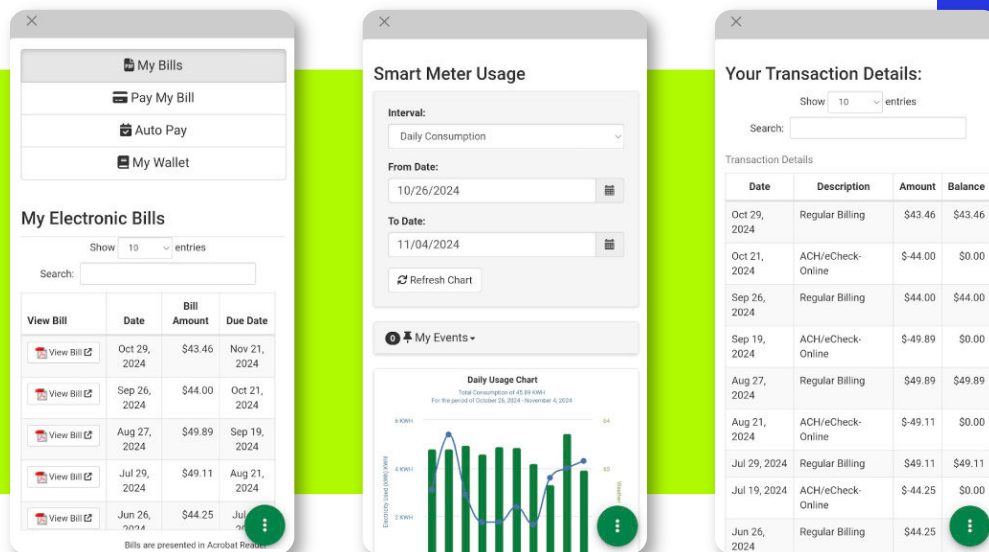
6.

In-app access to Smart Forms and service requests.

7.

Consistent branding and experience, mirroring the customer portal that they know.

- Customers can trust that their account information and alerts come from their official utility.



## The Results:

To ensure project success, Silverblaze developed a strong partnership with the project management team at AMP, delivering high-touch services. The teams at AMP, Silverblaze, and NorthStar set up weekly meetings to discuss project milestones, features, and roadblocks. This close relationship ensured that any integration topics were clearly addressed and resolved.

AMP went live with their mobile app in January 2025, available for download in the Apple App Store and Google Play Store. The mobile app is an important piece of AMP's overall customer-focused approach to providing affordable, reliable clean energy. Giving their customers the tools to transparently manage their usage and billing helps to promote careful and informed energy consumption. Informed customers make better behavioral decisions, are more open to participating in programs, and stay engaged.

The AMP, Silverblaze, and NorthStar teams continue to meet on a regular cadence today to maintain support and implement future updates. Ongoing projects include:

- Completing the implementation of NorthStar's CIS
- Adding rate comparison tools to visualize different rate types like Time of Use and Tiered rates
- Displaying solar and generation impact on energy usage

After 140 years, being a leading provider in the energy utility industry is no accident. By working with Silverblaze, Alameda Municipal Power sustains their dedication to continually evolving their offerings to meet customer needs, guaranteeing their endurance in the industry for many years to come.

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Collaborating with the Silverblaze mobile app team has been a remarkable experience for Alameda Municipal Power. Their frequent and collaborative efforts resulted in a secure mobile app that empowers our customers with near real-time data and expanded self-service options, enabling them to make informed energy decisions effortlessly and perform time-saving actions at their fingertips. We are excited about future opportunities to further expand the app's capabilities and continue meeting our customers' evolving needs.

*Steve Chiu, Chief Utility Technology Officer for Alameda Municipal Power*

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# See the Silverblaze Mobile App in Action

Hearing about how our platform has benefited other utility providers is helpful, but you can discover for yourself how the Silverblaze Mobile App can help your utility succeed. We invite you to experience a live demo to see the potential for your utility!

When you schedule your free Silverblaze demo with one of our product experts, you'll learn the answers to a wide assortment of questions, including:

- How will the mobile app work with my utility?
- How extensive are the available customization features?
- How will my utility benefit from Silverblaze's features?
- Will the app be easy for my employees to manage?
- How easily will Silverblaze integrate with the systems I already have in place?
- And more!

Schedule your free live demo today by calling 1.866.305.1911 or visiting our website at:

[www.silverblaze.com/schedule-a-demo-with-silverblaze-today/](http://www.silverblaze.com/schedule-a-demo-with-silverblaze-today/)



Schedule  
Demo



## About Silverblaze

We deliver award-winning customer engagement solutions, providing customizable self-service portals, mobile apps, and smart forms for utility providers. The Silverblaze Mobile App is designed for public, private, and municipal utility providers throughout the United States, Canada, and the Caribbean. Our platforms offer features that are integral to successful Conservation and Demand Management Programs - delivering increased customer engagement, positive ROI and improved customer satisfaction.

### Contact Silverblaze



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