S2G Partner case study

Powering energy transformation in Latin America through partnership

How S2G Energy and Centrica Business Solutions are working together to deliver Energy Management as a Service

The Power of Together

486 PER CENT
Revenue compound annual growth rate

220 PER CENT
Data points growth

4,000 PLUS
Sensors deployed

120 PLUS
Customer sites using Energy Insight

Company:
S2G

Offering:
Energy Management as a Service (EMaaS)

Industry sectors:
Industrial (carbonated drinks, concrete, spirits), agro-industrial, hospitality, retail, telecommunications and education

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>
> **Geronimo Martinez**
> CEO and Co-founder, S2G

Partner:

S2G ENERGY

Background

S2G was founded in Mexico to take advantage of opportunities for distributed solar technology brought about by energy reform. The Mexican energy market is still in its infancy; there is a general lack of knowledge around energy management, and cost has never before been a factor as energy has traditionally been cheap.

Since the reforms, energy prices have started rising and sustainability pressures are driving the need for a new approach to energy. What began as a business based on solar is rapidly becoming the delivery of complete energy strategies – with S2G helping customers take advantage of new technology to reduce energy costs, optimise operations and increase sustainability.

S2G's role is now about being a catalyst for change as much as service delivery – a role in which the partnership with Centrica Business Solutions and its Energy Insight solutions is pivotal.

What services do you offer your clients?

Initially it was just solar, but we quickly saw an urgent need for businesses to gain a better understanding of how they were using their energy. Energy Insight from Centrica Business Solutions enabled us to extend our offering to Energy Management as a Service (EMaaS). Digitising energy is the future and we aim to add value for our customers by helping them adopt new technologies that will make them more resilient.

What challenges does the market face?

Optimising energy use or managing energy intensity was not at the top of the list for most of our customers. But since the reform, prices have started rising and sustainability is already becoming an issue. We need to educate our customers on energy management and – more importantly – change the relationship their whole organisation has with energy as a resource. We enable decision making with implications in energy usage from the front-line to the c-suite.

Ultimately we want our clients to become self-sufficient – transitioning them into taking control of their own energy. Through our partnership with Centrica Business Solutions we can provide the technology they need to do this, as well as offering a complete programme of training in optimising energy usage and data analytics.

Which sectors do you operate in?

We initially targeted commercial customers in the hospitality sector as they were the least sophisticated in terms of energy management – but they had the distributed footprint in which we could rapidly scale.

We have since grown in the industrial sector because with our support they have seen the cost-effectiveness of digitising energy and the value of extracting and analysing data. We're also working with tequila producers, global carbonated drink bottlers, concrete producers, plastic and agro-industrial co-packers.

Most recently, we have deployed sensors in telecommunications radio bases and are working with universities to create digital campuses that are more efficient and provide real data for their data science laboratories.

What does your partnership with Centrica Business Solutions add?

It's a collaboration that is driving business growth for customers and product growth for us. S2G has been built around Energy Insight as a solution and we're planning to add more technologies like Demand Side Response (DSR) and Storage as the market becomes ready for them.

The partnership provides much more than energy solutions. We also work together on product development. PowerRadar evolution, for example, is dependent on feedback for new applications and developments and we share data with Centrica Business Solutions to help facilitate this. This investment in analytics is a major focus for us as it differentiates us from our competitors.

Centrica Business Solutions also provides financial support and flexible sales terms. It works with us to create commercial models that are more suited to our market – like an opportunity to lease Energy Insight sensors rather than buy them.

This enables us to sell much more effectively. We also have access to a range of co-branded presentations and marketing assets which helps too.

And, of course, we're still a relatively new player in the market – the weight of the Centrica Business Solutions brand adds credibility to our offering.

What does the future hold?

We plan to work with Centrica Business Solutions to build on the commercial opportunities offered by EMaaS, packaging solutions which are more sector specific.

We share the vision of a total resources digital platform. By adding water, gas and heat, plus all relevant variables into PowerRadar, we can boost the potential value-add of Machine Learning Analytics and Artificial Intelligence (AI). They will be the bedrock from which to offer cost-effective scalable EMaaS from Mexico globally.