

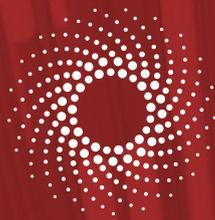
Demand Response in a nutshell

Generating revenue from your power assets

Product series
January 2018

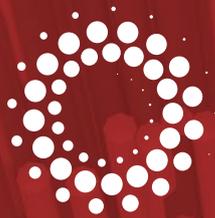


The Power of Demand Response



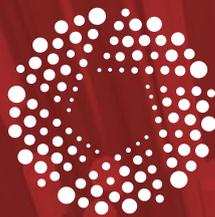
Powering Performance

Demand Response from Centrica Business Solutions will help you improve operational efficiency and optimize energy usage, while supporting the grid to balance properly and function effectively



Powering the Future

Demand Response can help you unlock opportunities through innovation and create a new revenue stream



Powering Resilience

Demand Response will help you take control of your energy and lower the risk of business disruption

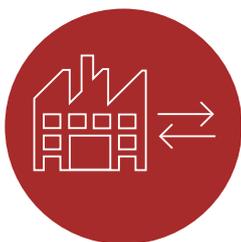
Take control of your energy

The way energy is sourced, generated and supplied is evolving. Businesses are recognizing the need for a more modern way to buy and use energy – one that takes a flexible approach to energy management, using technology to monitor and manage usage in real time, and leverages the opportunity that a new distributed energy world brings. Ultimately this enables users

to take control of their own supply and improve performance through Demand Response services.

Demand Response is becoming a popular choice for more and more smart energy users. It allows them to rationalize energy cost, support the grid and generate a new revenue stream.

Demand Response is a way for organizations to unlock value in being flexible in how they use their energy



What is Demand Response?

Demand Response is a way for organizations to unlock value in being flexible in how they use their energy. Many smart energy users are already using Demand Response to help the grid balance supply and demand by either reducing energy consumption or shifting energy consumption.

The grid pays users for this flexibility, enabling the energy supply system to function effectively, no matter the demands of users or the unpredictability of energy supply.

The challenges of Demand Response

Demand Response customers aren't always getting the most amount of revenue possible – mainly due to imprecise data. So what does it take to get the most from this solution?

Current planning strategies involve either a site audit, which can be time-consuming and costly, or simulating an event and running a real-time test.

During a simulation, it may be necessary to shut down equipment, which can disrupt production, and is only valid for one type of event at one given time. In terms of data gathering, it can then take 30 days or more to come through – meaning any necessary adjustments to your curtailment strategy could be out of date as soon as you get it. So what is the alternative?

The benefits of precise curtailment planning

Demand Response from Centrica Business Solutions is the only solution that provides real-time equipment-level visibility into how your curtailment plan is performing. It works by connecting your energy assets to the grid and monitoring them 24/7 via our Panoramic Power platform. Your energy usage is then monitored in real time at device level – enabling the right level of curtailment planning for any event.

This precise level of curtailment planning enables organizations to maximize benefit to their bottom line from being flexible about how they use energy – you don't lose potential revenue and minimize the risk of under delivering.



The benefits to your business

By connecting your onsite energy assets to Panoramic Power, you can transform the way your business manages energy and use this to power better business performance. The Panoramic Power platform monitors your consumption, the grid and the energy market in real time. This allows you to:

-  Right-size your Demand Response commitment to maximize value and minimize risk
-  Reduce energy bills by reducing your consumption in peak periods
-  Earn new sources of revenue from assets – 24 hours a day, 7 days a week
-  Create value by providing standby reserve when the grid is under pressure
-  Improve site resilience and manage risk through real-time energy asset monitoring
-  Gain insights into operational activity and asset performance

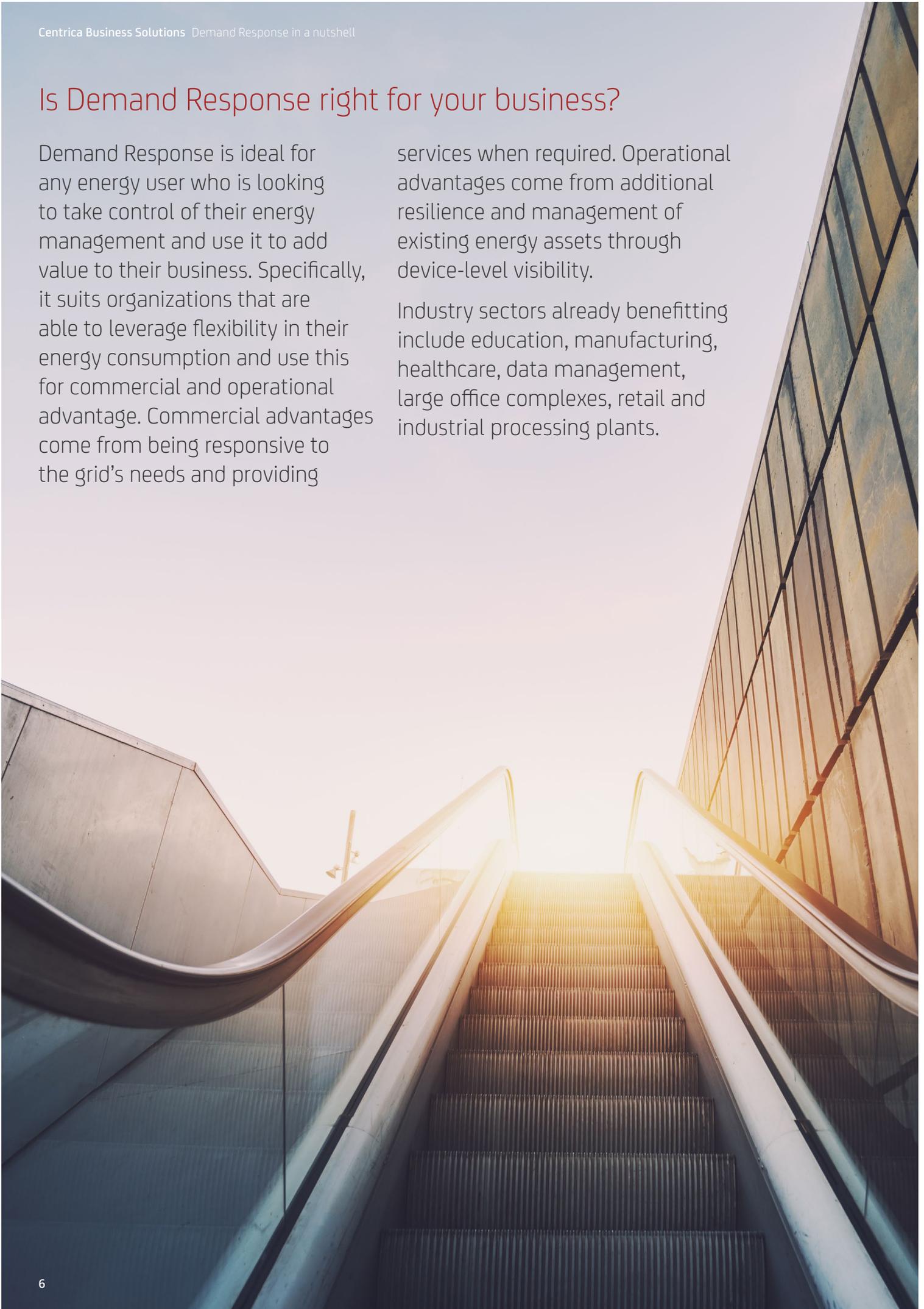


Is Demand Response right for your business?

Demand Response is ideal for any energy user who is looking to take control of their energy management and use it to add value to their business. Specifically, it suits organizations that are able to leverage flexibility in their energy consumption and use this for commercial and operational advantage. Commercial advantages come from being responsive to the grid's needs and providing

services when required. Operational advantages come from additional resilience and management of existing energy assets through device-level visibility.

Industry sectors already benefitting include education, manufacturing, healthcare, data management, large office complexes, retail and industrial processing plants.



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Why Demand Reponse?

Centrica Business Solutions is at the forefront of changing how the world uses energy, how it impacts the energy market and what it means for your business. No one knows energy better than we do and we, with our parent company, Centrica, are investing £700 million by 2020 in new energy technologies to make sure it stays that way.

Centrica Business Solutions is innovating in the Demand Response market. By introducing highly advanced real-time technology, seasoned energy and operations expertise, and a range of lower-risk financial contracting options, more businesses can benefit.

We employ a tried and tested method of implementing and managing Demand Response services. Where we differ from other suppliers is that we provide accurate data readings in real time via our energy management system, Panoramic Power.

Rather than simply recording data and analyzing it at a later date, Panoramic Power measures energy use and pinpoints consumption on every piece of equipment where the sensors are placed.

By allowing the business to monitor their energy spend live, they can react appropriately.

This also means customers can take a phased approach which is low risk and it is already unlocking significant value for large organizations across the world.

Want to know more?

**Demand Response is generating new opportunities across all types of industry.
Find out how we can help you power new levels of performance today.**

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