

Optimize Energy Savings

Integrated Energy Demand and Supply in the New Energy Markets

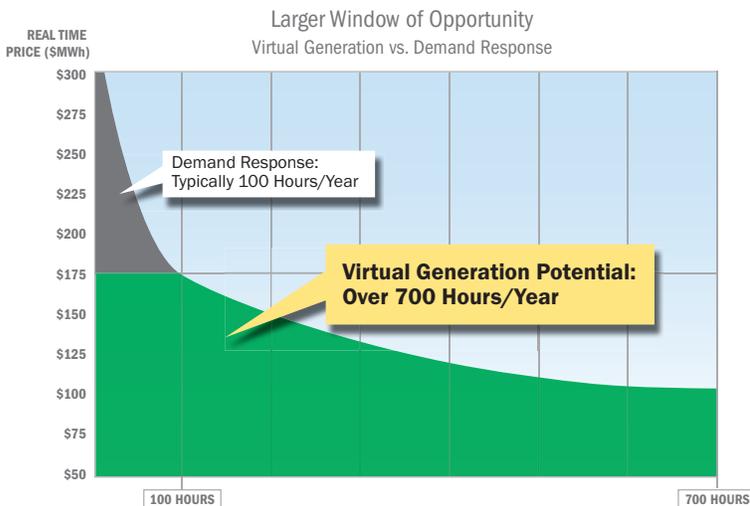


The Next Generation in Energy Management

Traditionally, businesses have focused on reducing energy costs by getting a better price on their energy supply contracts and/or installing more efficient equipment and thus reducing their demand. Energy services companies (ESCOs) have often met those needs by providing supply savings or reducing energy price risk or creating demand efficiencies through equipment replacement and operational enhancements. Since the deregulation of electricity generation, the energy markets have evolved to the point that the integration of energy supply and demand management now provides a significant opportunity for businesses to achieve savings on multiple levels.

Energy Optimization – Convert a Cost Center into a Revenue Generator

Energy Optimization Services leverage your current participation in the energy markets by combining energy supply strategies with active energy asset management, thereby creating economic opportunity. By integrating energy supply and demand dynamics with market conditions, customers can not only save on energy consumption costs but also gain the ability to earn revenue by selling unused energy back into the market. The end result is **what has traditionally been a cost center—energy, can now become a revenue generator.**



Save and Earn with Demand Response & Virtual Generation Services

Energy Optimization Services provide for the integration of three energy cost factors – supply, demand, and price. At ConEdison Solutions, we offer businesses energy supply solutions, demand response services, and virtual generation capabilities. By integrating these three services, customers benefit from savings opportunities as well as revenue-generating opportunities. Traditional Demand response programs offered by the utility and/or ISO/RTO allow businesses to earn revenue for energy curtailment at specific times in the year when the grid system

is constrained. Virtual Generation magnifies the benefits of demand response programs by enabling customers to take advantage of economic opportunities in the day ahead, real time, ancillary, spinning reserve, and capacity markets throughout the year, taking what was previously a demand-based opportunity and layering in additional price-driven opportunities. In addition, through the implementation of Virtual Generation, we can identify energy asset optimization strategies that will reduce peak load requirements and ultimately supply costs.

Demand Response Services - Make Peak Periods Pay Off

Demand Response Services offer customers the opportunity to participate in Independent System Operation (ISO)/Retail Transmission Organization (RTO) sponsored programs and earn money by committing to reduce load at times of electricity grid emergencies—typically in the summer months. Participants are paid a capacity payment on the basis of their commitment.

Virtual Generation Services – Expand your Earnings Opportunities

Virtual Generation works like demand response, except you also participate when market prices are high – throughout the year. **Your unused load is sold back into the grid for a profit.** You benefit not only from the energy you did not use by reducing your load but you can also profit from the sales of your unused energy into the market.

VPower™ – Let the Next Generation of Technology Provide your Business with a Market Edge

Virtual Generation services are provided using VPower™, a robust proprietary software system. This platform allows ConEdison Solutions to dynamically shift and balance energy load, integrate advanced energy technologies, and convert existing energy investments into new revenue streams.

The VPower™ software is integrated into a building management system so that, when energy selling opportunities arise, changes can be made to the equipment remotely. Either way, you will be informed of the opportunity to sell unused energy back to the grid.

Take Advantage of the Savings

Energy Optimization services are turnkey- ConEdison Solutions manages the entire process for you. On a daily basis, we watch the market, identify the opportunities, work with you to manually or automatically implement the changes to your energy systems, and provide payment for performance. There is no cost to you for the development and implementation of the VPower™ software system. Our costs for implementing and managing your participation in Energy Optimization Services is recovered through a sharing mechanism applied to the revenue generated by the program.

If you'd like to learn how Energy Optimization can help your business maximize energy opportunities, please call us at 1-855-582-6633.