



The way energy **works.**
for your business™

Making Money From Demand Response – An Opportunity with Many Solutions

BuilConn

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Demand Response – A New Resource

Creating the Appetite for Change:

- 1) Increasing Value of Capacity (19% growth and 6% T&D)
 - A Changing Regulatory Paradigm: Steel in the Ground = Intelligent Response at the Site (NE and PJM auctions)
- 2) A World Economy in Transition
 - Unrelenting Pressure on Commodities (gas @ 500%)
- 3) An Atmosphere in Transition (xxvalue of carbon traded in Europe 2007, NH RPS standards)
- 4) Differentiated Pricing
- 5) Information and Applied Intelligence

Information: The Essential Ingredients

- 1) Real-Time and Day Ahead Price Signals Which Accurately Reflect Grid and Market Conditions
- 2) Real-Time Consumption Information at Meter and Sub-Meter Level
- 3) Extensive Knowledge of Facility

Combining the Three Allows for Creation and Implementation of Smart Strategies

The Two Markets

Market-Driven Capacity: ISO or Utility

Capacity: Steel in the Ground Meets it Match (NE, NY, PJM, CA, MISO?) Prices as High as \$20/kw-mo

Market-Driven Energy

Marginal Prices Reflect Marginal Costs, and They Are VOLATILE

Regulated Programs

Within Internal Utility Planning and PUC Paradigms

Low Hanging Fruit Will be Picked

The Easy Stuff Will Move Quickly:

Steel Mills, Pumps, Generators

The Middle Ground:

General Estimates

The Real Task and the Real Opportunity:

Price-Responsive Facilities

Specifically for Buildings

Questions to be Answered:

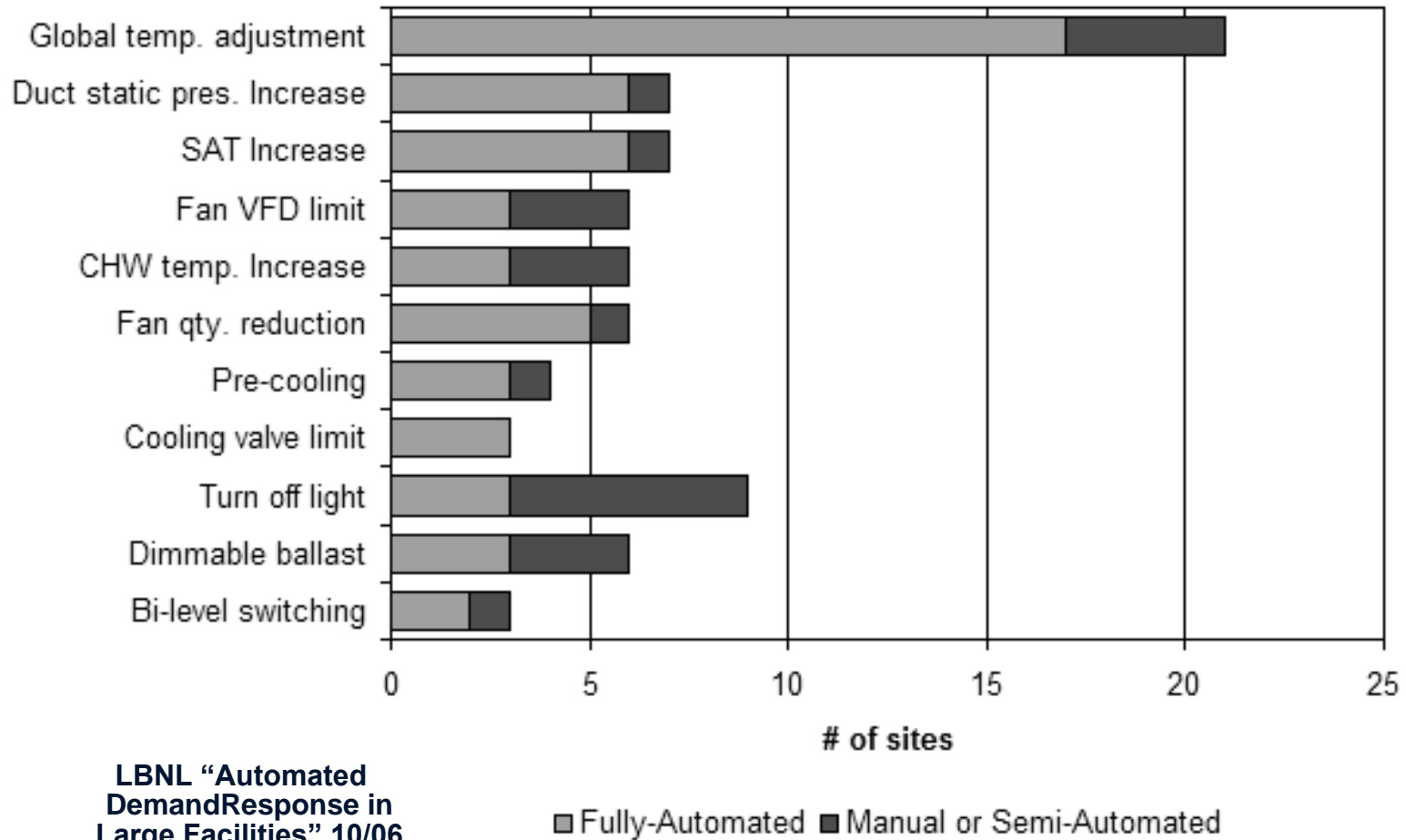
What Need Does Building Serve?

Owner-Occupied or Tenants?

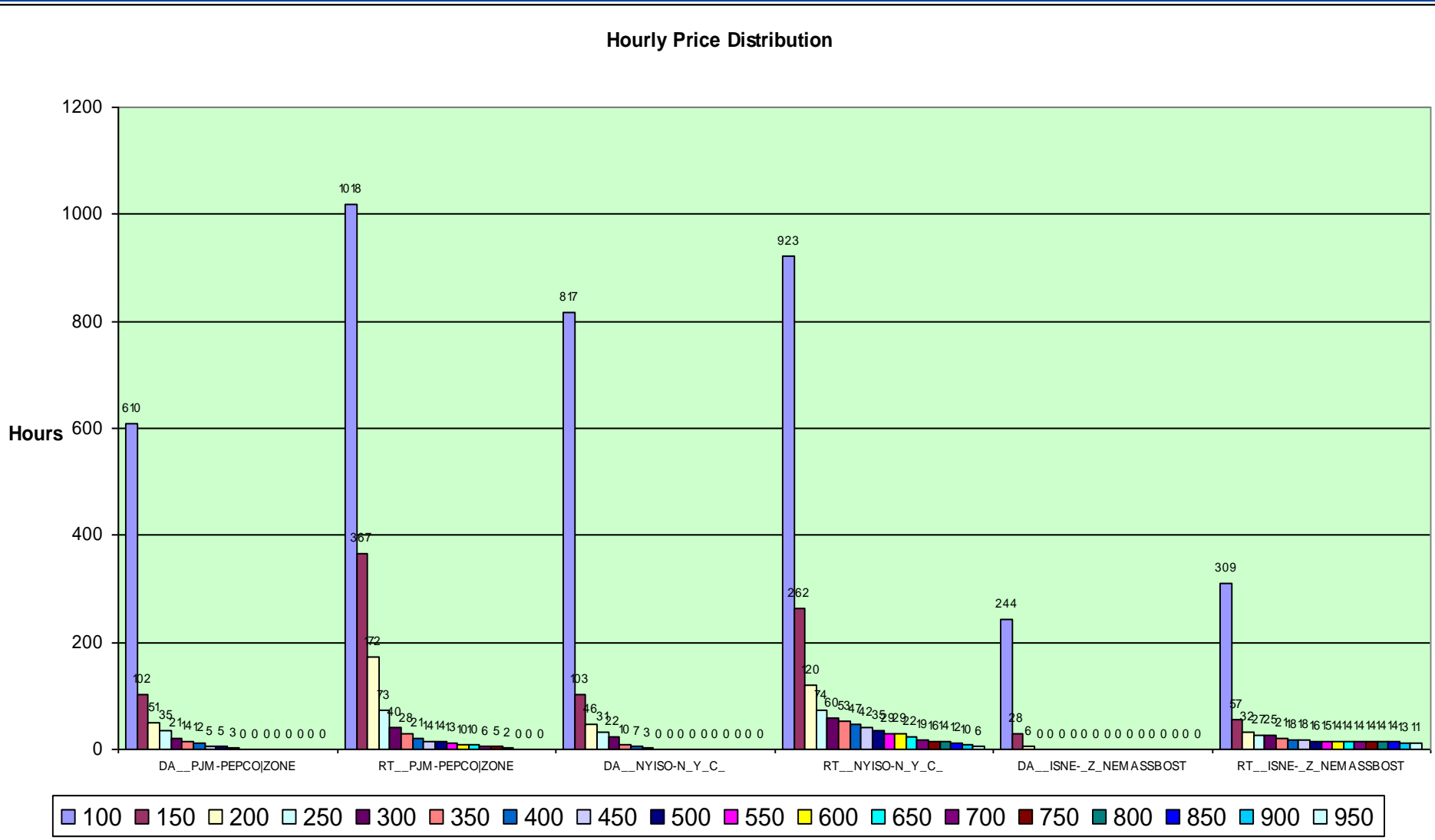
Characteristics (Thermal Mass)?

What Systems Exist?

Picking the Specific Strategies



Hourly Price Distribution - 2006



Benefits to Customers: Once You Open Up the Patient...

- Optimized building systems save 10-20% energy
- Real time energy monitoring and control capabilities
- Improved operation and run time conditions
- Ability to positively impact load curve in three areas:
 1. Load shape
 2. Demand limiting
 3. Smoother bandwidth

Benefits to Systems Integrators

Deepen Relationship with Customer

Additional Value Stream