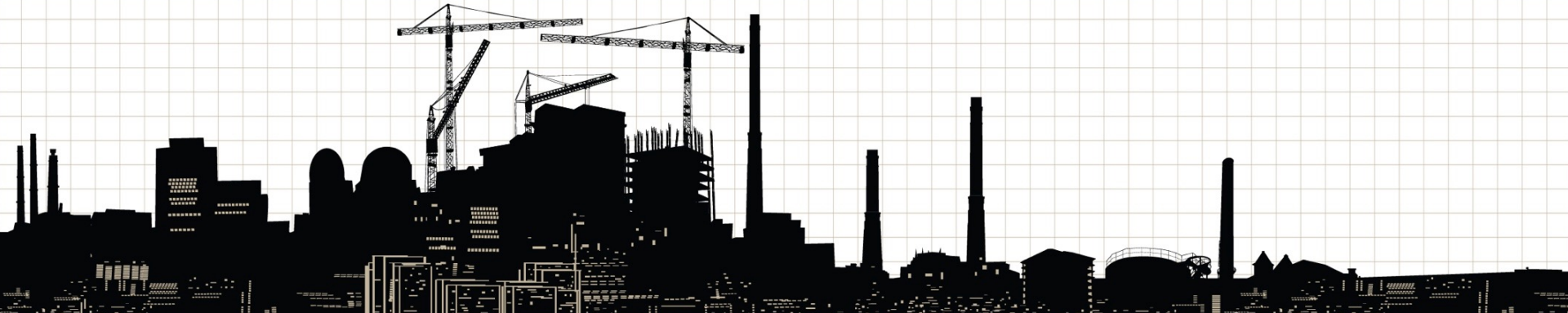


# AUTOMATED DEMAND RESPONSE

## A COMPELLING BUSINESS OPPORTUNITY FOR COMMERCIAL AND INSTITUTIONAL FACILITIES IN NEW YORK



## The energy your organization uses has a monetary value.

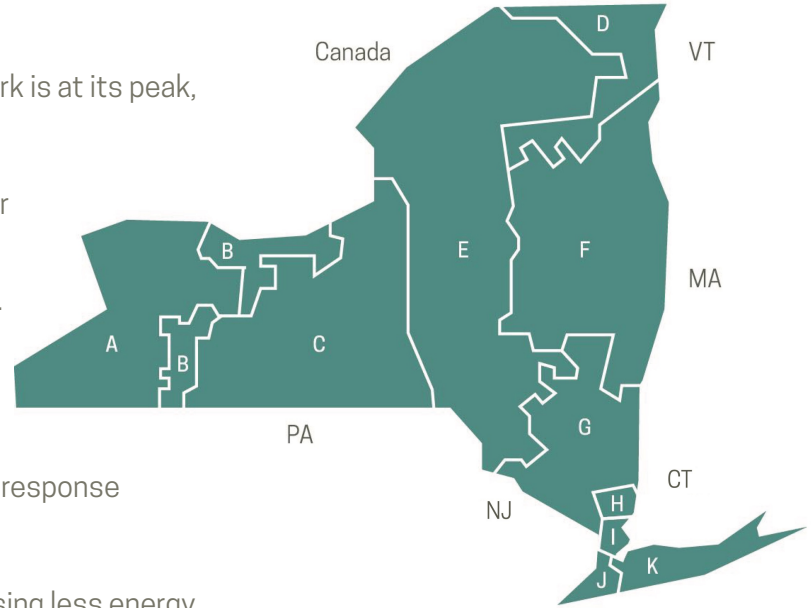
At certain times during the year, when the demand for energy in New York is at its peak, the energy you don't use can be worth even more than what you do.

Your ability to use less energy when the grid is stressed can lead to your organization getting paid the kind of revenue that can help offset your energy costs and potentially help fund other projects for your business.

It's all because of demand response, which are programs that pay businesses like yours for using less energy when the grid is stressed.

CPower is an energy management company that specializes in demand response for organizations like yours.

Let's take a few minutes and discuss how you could earn revenue for using less energy, while still maintaining the day to day needs of your business.



**Let's talk about how CPower can help your organization offset electricity costs with a recurring revenue stream from Automated Demand Response.**

While we're at it, let's also talk about how your organization can also gain powerful energy management tools that provide the right data you need to make informed decisions about the way your company uses energy and automatically control your energy usage.

What if you could get all of this and more at no out-of-pocket cost to your organization?

**It can happen with Automated Demand Response . . . the CPower way.**

CPower's Automated Demand Response solutions offer a complete energy curtailment system, customized for your organization to help you get the most out of your energy management spend.

## **AUTOMATED DEMAND RESPONSE . . . THE CPOWER WAY**



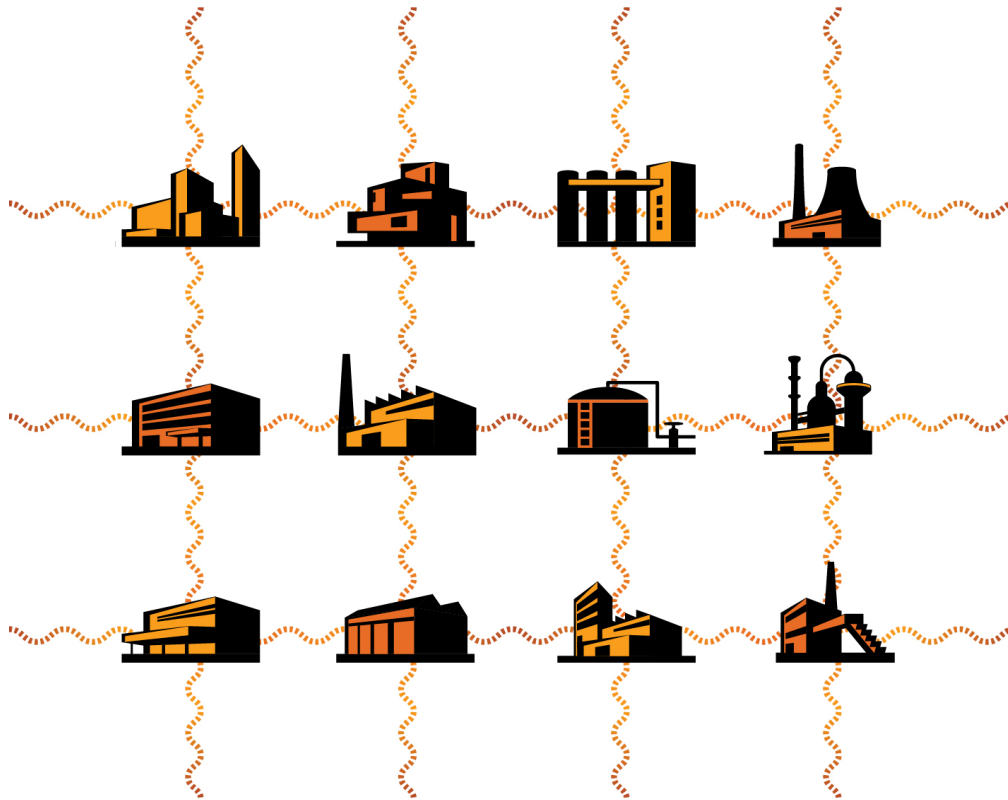
# WHAT IS DEMAND RESPONSE?

Your organization is plugged into the grid along with everyone else in New York.

Sometimes, the demand for energy outpaces the grid's ability to supply it, causing brownouts or blackouts.

Instead of producing more energy at great expense to consumers and the environment, the NYISO grid can offset the imbalance by reducing the amount of electricity being consumed during times when demand exceeds supply.

That's demand response, and it can be very financially rewarding to organizations like yours.



**WATCH THE VIDEO**

**LEARN ABOUT DEMAND RESPONSE FROM A CPOWER EXPERT**

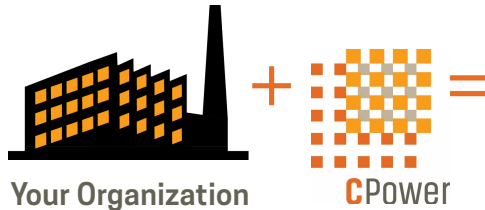
# WHAT DOES CPOWER DO?

CPower helps help organizations like yours participate in **Demand Response** programs which pay businesses to be on standby to use less energy when the grid is stressed.

CPower and our team of energy experts work with you to identify where you can curtail your energy usage and still meet your needs to run your business. We develop a customized curtailment strategy designed specifically for you.



When the grid is stressed, which is usually only a few times a year, our dispatch team sends a notification and you comply based on your plan. You reduce your usage for a specified period of time and you get paid for the energy you didn't use.



OFFSET  
ENERGY  
COSTS

CPower also works with you on an ongoing basis to find more you can do to reduce your energy usage and improve your Demand Response performance, so you can earn even more money.

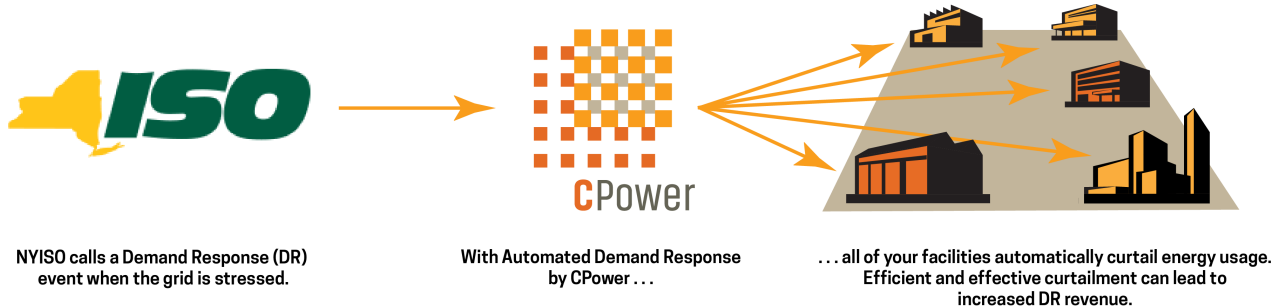
# MAYBE THIS SOUNDS FAMILIAR . . .

You understand how demand response works and would like to reap its financial benefits BUT...

- You don't want to incur potentially high costs often associated with technology and its installation.
- You don't want to disrupt your operations or inconvenience your customers and staff.
- You already have relationships with many contractors and don't want to introduce more complexity.
- You have difficulty curtailing the necessary load on short notice.

# WHAT IS AUTOMATED DEMAND RESPONSE?

**Automated Demand Response (ADR)** is the use of networked control equipment (energy management technologies) connected to a facility's assets to remotely operate pre-programmed energy curtailment protocols for demand response program participation.



# WHY IS ADR IMPORTANT?

Automated execution of a customized DR curtailment plan works to reduce energy usage while still **ensuring occupant or tenant comfort**.

ADR can enable resources to **participate in multiple DR programs** efficiently and effectively thereby increasing DR program revenues.

ADR allows you to access a **central, secure demand management system** from your office or the beach using either web or mobile applications.

ADR **reduces the time and labor** required to achieve successful results from DR programs. Eliminates operator delays or human error that can result in reduced DR program revenues.

ADR **captures the necessary data points** that can help identify additional curtailment capabilities and potentially lead to increased DR program revenues, better demand management and assist in identifying high ROI energy efficiency project targets that provide permanent load reduction.

# THE CPOWER WAY

CPower is an energy management company.



We help businesses streamline how they use energy by creating an optimized energy management strategy for them that suits their specific needs. Demand response—in all its forms—is our specialty.

At CPower, we understand that energy management is not a one-size-fits-all endeavor. That's why we take the time to learn about the intricacies of your business by engaging with your facilities' and operation's team members.

We then conduct a complimentary ADR assessment to better understand your curtailment potential and what technologies can be deployed to maximize your revenue opportunity.

After your customized ADR solution is in place, CPower continues to work closely with your organization to refine your energy management efforts.

We never stop working to ensure you get the maximized results you deserve.



[WATCH THE VIDEO](#)

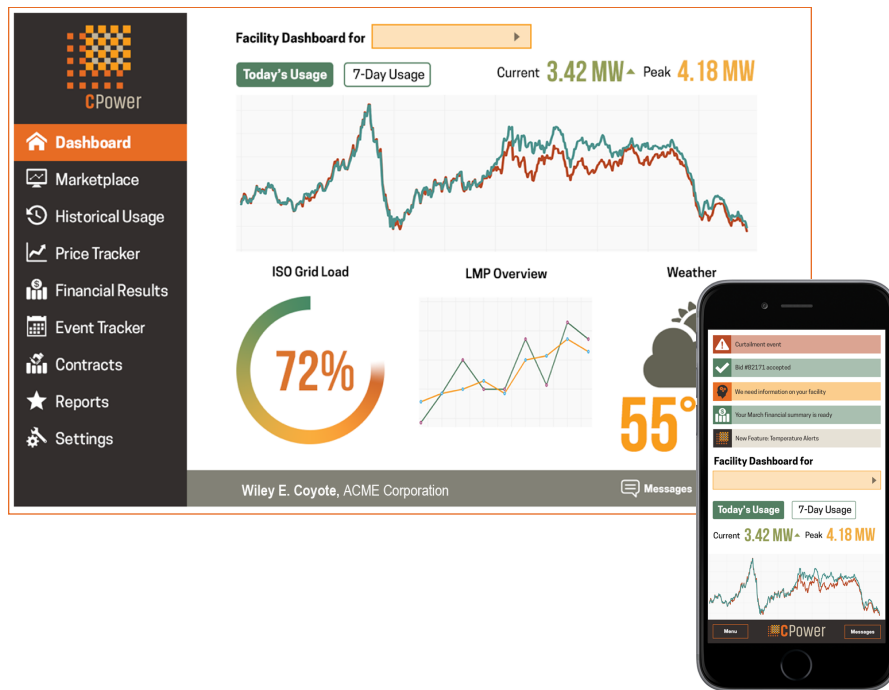
[LEARN WHY CPOWER IS DIFFERENT](#)

# ENERGY MANAGEMENT AT YOUR FINGERTIPS.

CPower puts powerful energy management tools at your fingertips with a simple to use, demand response solution on your desktop or mobile device.

With a click of a mouse or a touch of your screen, CPower allows you to access all vital usage and load information quickly and intuitively.

We connect directly to your energy meter to give you real-time usage information to your desktop or mobile device.



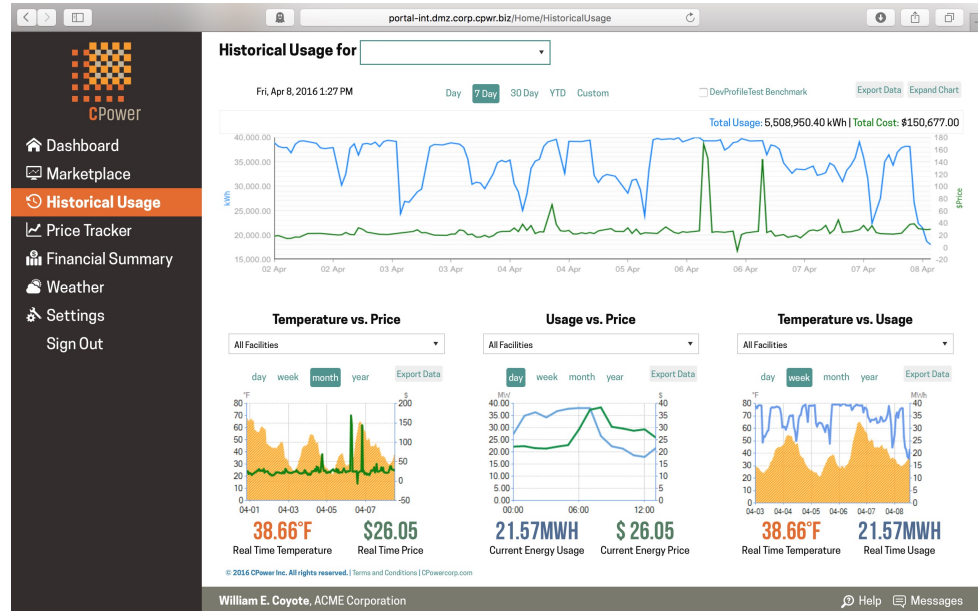
WATCH THE VIDEO

LEARN HOW CPOWER GIVES YOU THE TOOLS TO SUCCEED.

Our user-friendly interface makes it easy to gauge your energy consumption. You can watch energy price trends in your market, so you can make the right decisions to manage your energy costs, and ensure that your business is in compliance with the regulations that govern your market.

Combined with CPower's Link, an application program interface (API) that integrates with your existing building controls and automation, CPower helps you maximize results from demand response through automation, with minimal labor and effort on your part.

**Streamlined data management features provide quick and convenient reporting, auditing, and financial reward calculations in simple graphical form.**



# CPOWER HAS THE TECHNOLOGY AND PEOPLE TO HELP YOU GET THE MOST OUT OF YOUR ADR.

CPower integrates real-time metering and other smart grid technologies, to maximize the benefits of ADR.



**CPower** |  **Link**

CPower also provides CPower link, an energy management platform that integrates with your existing building controls and automation.

## **CPower and Link allow you to:**

Use existing building control infrastructure and web services to provide companies with the ability to change load schedules and usage based on automated notification signals. (If you don't have existing controls, CPower may be able to install them at no out of pocket costs to you.)

- Monitor energy consumption for multiple sites.
- Get the information you need to pre-program effective strategies.
- Pay no out-of-pocket costs. (Offset through DR).
- Maximize the energy earning potential of your facilities without negatively affecting your production or operations.

# HOW DO WE GET STARTED?

The first step in your ADR journey begins with a Letter of Authorization, which grants CPower access to your building's (or buildings') historical meter data.

CPower can then conduct a preliminary analysis to determine if your organization may be a candidate to receive a complimentary, no obligation site assessment and an ADR solution proposal by our team of experts.

At that point, we continue the process on the road to an optimized ADR solution.

1. Approval for site assessment
2. Develop a detailed energy management plan, specify technology and scope of work document.
3. Meeting to review proposal with revenue projections
4. Contract
5. Kick-off meeting/Installation of hardware/testing/training
6. Optimized DR enrollment

Energy is forever in motion.  
At CPower, we never stop moving in our pursuit to help your organization optimize  
its demand response participation.



To get started with Automated Demand Response  
Call 800-374-5193 to speak with a CPower team member  
or visit us online at [www.CPowerEnergyManagement.com/NYADR](http://www.CPowerEnergyManagement.com/NYADR)

