



Web-Based Energy Technology and Management Resources for Your Business Customers

Imagine a cost-effective way to drive business customers to your web site, increase their satisfaction, build equity in your brand, and raise participation rates in your programs. *E SOURCE Business Energy Advisor* (BEA) offers more than 250 web pages of guidance on purchasing, operations and maintenance (O&M), and energy management that you can make available to your customers from your web site.

As energy prices continue to rise, more utilities are looking for ways to help their business customers save energy and money. The online BEA library provides clear summaries with actionable recommendations for a host of energy strategies that can help every utility's business customers find opportunities for savings. Each report within this library explains the key issues to consider when purchasing any energy-using technology and how to operate and maintain that equipment to maximize efficiency. In addition, one set of reports addresses energy issues that are specific to selected industry sectors.

BEA offers three modules that work together or separately:

Purchasing Advisor™

An up-to-date library of buyer's guides and energy-management tips for over 45 energy technologies, including:

- Best lamps and ballasts for a given application
- HVAC options and configurations
- Energy management systems
- Power quality mitigation technology

O&M Advisor™

Well-organized, highly detailed information on more than 20 ways to improve equipment performance and increase energy efficiency, including:

- Relamping techniques
- Cleaning schedules and filters
- Optimizing controls and systems

Commercial Energy Advisor™

Specific energy tips for office buildings, retail shops, groceries, hospitals, motels, restaurants, and schools add a customized look and feel for your important markets, enabling your customers to:

- Find out where energy dollars are going
- Get money-saving advice
- Select the equipment that makes the most sense
- Identify key purchasing criteria

continued



"The E SOURCE Business Energy Advisor provides solid advice for different types of businesses, as well as buying and maintaining equipment. This has become the most frequently visited section of our business web site."

Mike Hildebrand
Business Planning Leader
Wisconsin Public Service Corp.



How It Works

BEA is available as a hosted in-line product, making its library of information far easier for utilities to implement. Our new hosted library allows a utility to seamlessly include this wide-ranging content within its live web site. The main framework, the look and feel, and even the web site address are all consistent with the utility's web site.

Best of all, the E SOURCE team will take responsibility for maintaining the entire library for each hosted customer, ensuring that you're always offering your customers up-to-date information from a reliable, unbiased source. This option avoids tying up the time of your web site manager, who already has a heavy workload. Alternatively, the content can be delivered directly to your web team to add to your web site, in either HTML or XML format.

Audience

BEA is designed for anyone responsible for supporting business customers, but especially for program and product managers who promote energy efficiency with small and midsize business customers. It is also relevant for e-business and web site managers who are responsible for delivering content to end customers.

See how BEA can improve your web site by visiting www.esource.com.

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E SOURCE Helps Its Clients

- Communicate with their customers
- Reduce energy consumption
- Save time and improve productivity

For more than 18 years, E SOURCE has provided information services focused on retail energy markets, services, and technologies. At our core is an exceptional team of research professionals whose technical and analytical skills and real-world experience have earned E SOURCE international acclaim. Our customers value their relationships with us because we are always ready to provide prompt, friendly, expert advice and guidance. Our clients include roughly 300 electric and gas utilities, other energy service providers, large energy users, government agencies, and organizations from nearly two dozen countries worldwide.



Energy Business Intelligence