

E Source

# BUSINESS ENERGY ADVISOR

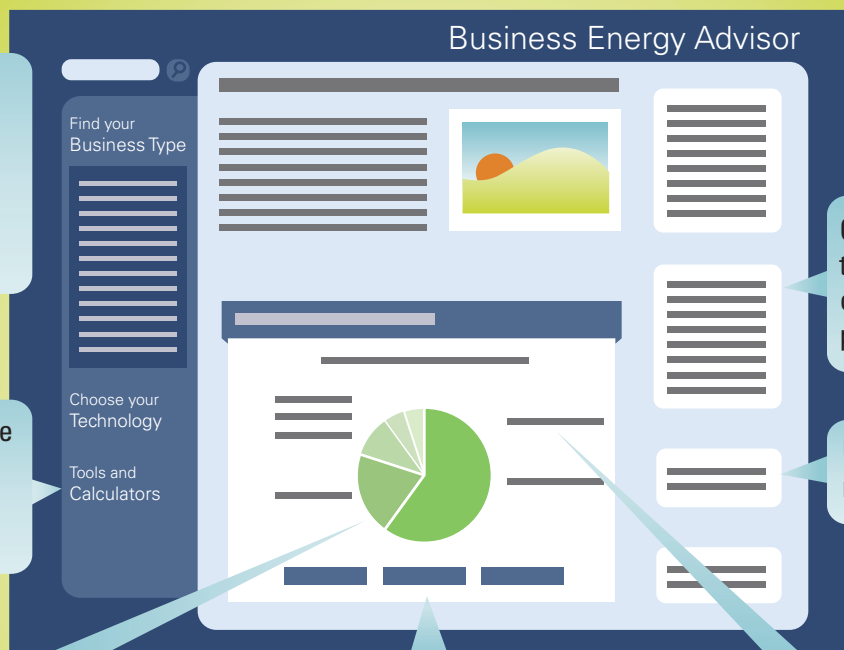
Drive business customers to your website.

**Business Energy Advisor** (BEA) is a hosted, web-based library of energy-efficiency advice tailored to the needs of your business customers. It provides more than 100 web pages of unbiased guidance on ways to improve the energy efficiency of your customers' specific facility types.

BEA serves:

- Your business customers
- Your energy-efficiency group
- Your utility call center

BEA offers a customized information source so that your customers can make informed choices for their businesses while being presented with your energy-efficiency programs.



The site is easy to navigate! Users can get started with a keyword search or by choosing a business type or technology.

Tools help users calculate the cost-effectiveness of energy-efficiency measures.

Customers can see the most energy-intensive areas of a given business.

Customers can explore the technologies that use the most energy at their facilities.

Energy data are specific to your utility's region.

Customers can see links to your programs, which can drive awareness and participation.

Users can view relevant news articles.

BEA is customized with your logo and colors, seamlessly blending with your existing website.

The content shows your business customers that you understand their unique needs.

Customers are instantly presented with quick fixes and long-term solutions.

Behind the scenes, E Source tracks your BEA traffic and provides ongoing usage reports.

For more information about any of our products and services, visit [www.esource.com](http://www.esource.com) or contact Chad Garrett at [chad\\_garrett@esource.com](mailto:chad_garrett@esource.com) or 303-345-9151.

