



E Source Business Energy Advisor

Your source for actionable advice on proven business energy management strategies.

E Source Business Energy Advisor is a library of information that integrates with your existing website and provides sector-specific energy advice for a wide variety of business types and technologies. By providing this valuable information on your website, you can improve engagement with your business customers, help them make the case for energy efficiency, and drive them to your efficiency programs. Business Energy Advisor also serves as a valuable resource for account managers, business contact center representatives, and demand-side management program managers.

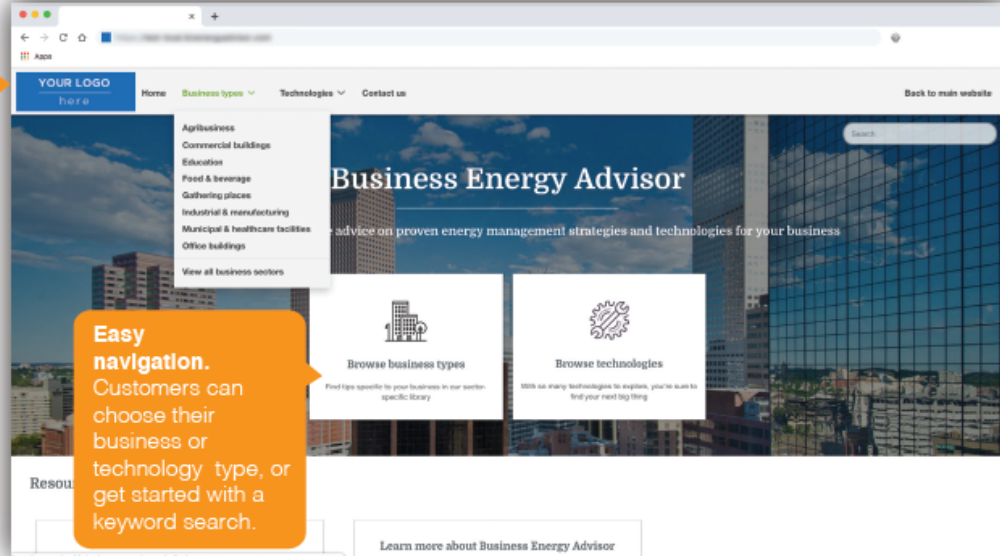


Here's how it works:

- *Customization.* You can link to a hosted version of Business Energy Advisor that we customize with your logo, colors, and custom content to seamlessly blend with your website or you can pull Business Energy Advisor content into your website via an application program interface (API) and style it however you choose.
- *Easy updates.* We regularly update the library of topics in Business Energy Advisor, so you don't have to.
- *Powerful web analytics.* We provide up-to-date and in-depth reporting on the performance of Business Energy Advisor in a user-friendly dashboard that you can access at any time.

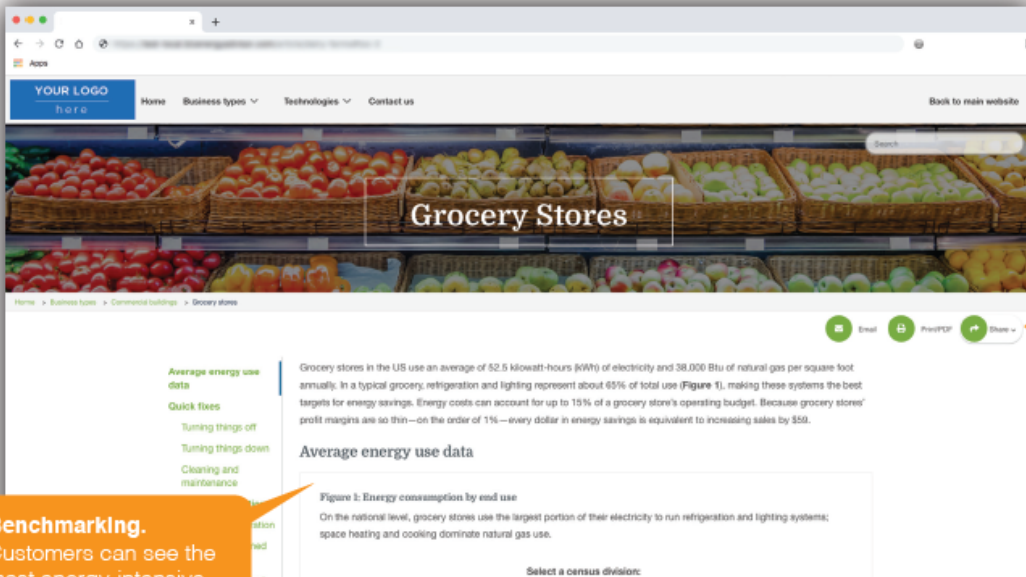
Brand alignment.

Customize Business Energy Advisor to align with your brand logos, colors, and content, or pull it into your website via API.



Easy navigation.

Customers can choose their business or technology type, or get started with a keyword search.



Benchmarking.

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

Flexible communication platform.

Easily share pertinent articles with your team.

Business Energy Advisor is one of the best, most user-friendly products E Source offers! Concise, well written, and objective, BEA equips utilities with technical information to educate customers—and our own employees. In fact, earlier today I inserted several BEA links into our newsletter to help business customers find ways to control energy expenses during our long, hot, and humid summer.”

—Becky Williamson, Strategic Marketing Coordinator, Memphis Light, Gas and Water Division