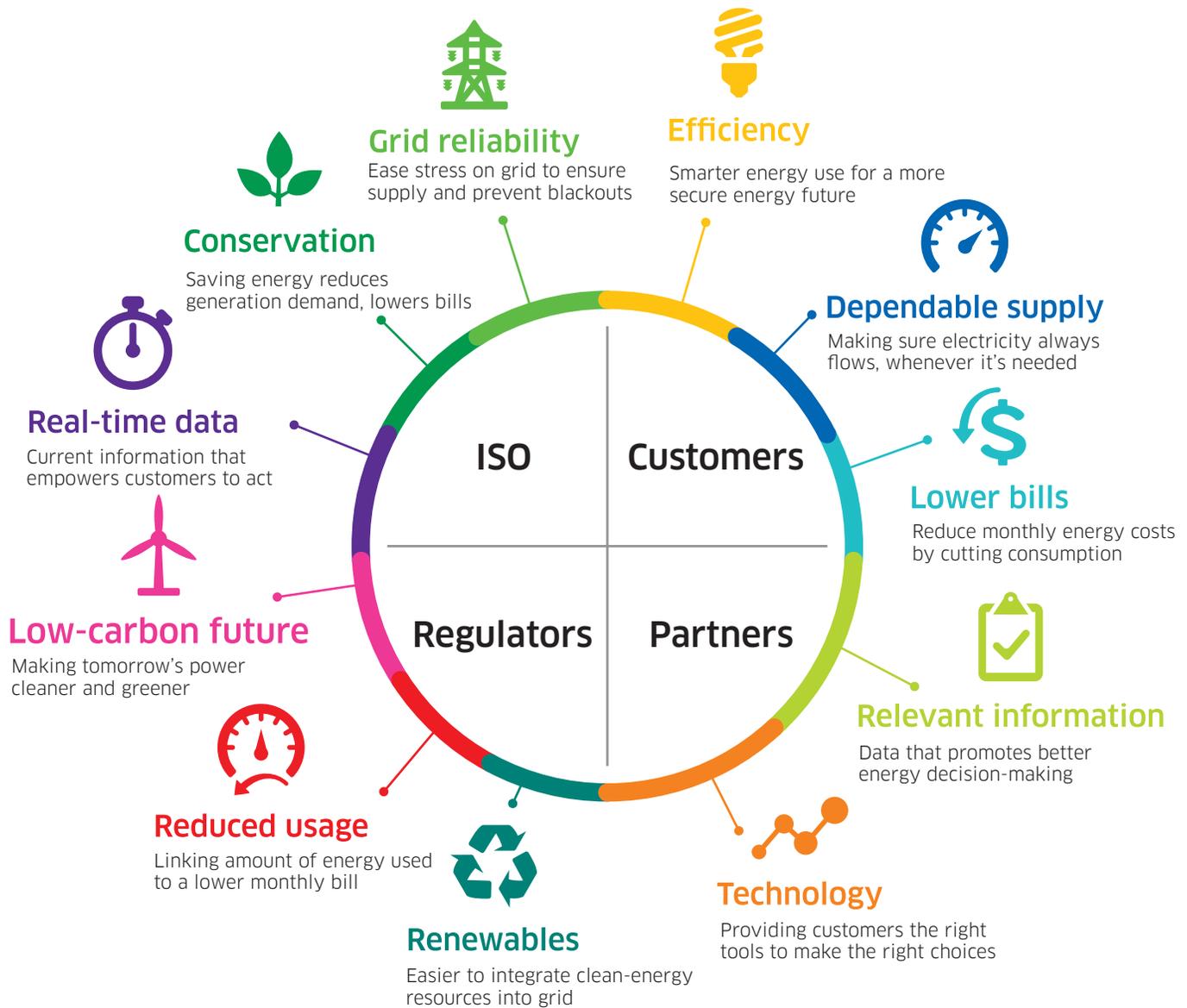


Energy Revolution

The confidence of knowing you're getting the power you need, when you need it, without interruption – at the lowest possible reliable cost.



THE ENERGY REVOLUTION

Traditionally, the conversation about electricity has focused on price. But today's energy world is becoming more and more complex, with new demands from customers, grid operators, regulators, and environmentalists. To meet these challenges requires a new dialogue with all market participants, one that shifts the discussion away from price alone and redefines value – and how it can best be delivered.

At ENGIE, we believe the best way to accomplish this is to broaden our focus and help businesses and individuals manage both how much they pay, and how much energy they use. In this way, we will help them manage the entire energy spend, ensuring that **we can provide a dependable supply of power to customers, when they need it, without interruption, at a total cost that is both competitive and reliable.**



What demands is the Energy Revolution seeking to address?

Customers want to know how to better control their energy costs and to be certain of a reliable supply. Grid operators want to ease strain on the energy infrastructure and more efficiently integrate new sources of power into the grid. Regulators are demanding predictable resources and the confident delivery of power. Environmentalists want more clean energy available to more customers. The Energy Revolution is aimed at achieving those goals.

How does the Energy Revolution satisfy those demands?

The Energy Revolution redefines what it means to deliver value. As an industry, retail providers have done a good job successfully managing price risk. But in doing so, we have not been looking at the other part of the cost equation, which is quantity. However, if we expand our focus to include helping customers manage both price and quantity risk, we can deliver greater value by reducing their total energy spend.

Why is linking price and quantity important?

It can change the way customers think about consumption – and, in the process, help them reduce their bills by reducing their usage. By doing so, we can ease stress on the grid, improving reliability and leveling load patterns; help foster integration of renewable energy into the grid, thus supporting a lower-carbon future; and promote the larger national goals of conservation and efficiency. That addresses all the demands of the new energy economy.

How can you help customers make that connection?

The key is offering the tools and resources that empower customers to make better, smarter decisions about price and quantity. These should provide them information that matters about their consumption; in a form they can understand; in real time; and that links price and quantity in a way that not only encourages them to take action and curtail usage but also easily demonstrates how (and why) it is necessary and beneficial.

Do the necessary tools and resources exist?

Yes, the technologies do exist. But contrary to what many believe, they are not “disruptive” technologies, and they do not require retail providers to offer products and services that go beyond our core capabilities. Take solar, for example. It is an on-peak block of energy that providers buy from wholesalers. Battery storage is really a call option, and retail providers now have to go to banks for that. But if power was generated at the customers’ site – in a way that enabled them to see the quantity they use, when they use it, and how to manage that usage – we can help reduce their bills and ease stress on the entire energy infrastructure. Those tools are available now. Our job is to use them better in order to create a better value proposition.

How does all of this translate to a better value proposition for energy market stakeholders?

It will result in predictable supply, predictable prices, no blackouts or brownouts, and integration of renewables into the grid – meeting the demands of all energy market participants. Those benefits, in turn, will help providers attract and retain customers; reduce the costs to providers for acquiring customers; and support a lower-carbon future. But it all starts with managing price and quantity to reduce the total energy spend.



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