

EEA Linecard

Value Proposition	
<h3>Generate additional savings</h3> <ul style="list-style-type: none"> Save an additional up to 25% of energy and operational cost caused by the operation of energy-intensive equipment Savings generated by EEA are constantly over-achieving the expectations of our clients 	<h3>Try it: risk-free</h3> <ul style="list-style-type: none"> Return on invest as quickly as possible, on average less than 2 years all inclusive: Flexible business models with outcome-based options No need for a production stop: EEA does not impact business processes Siemens-standards in data privacy and security 
<h3>Easy and quick implementation</h3> <ul style="list-style-type: none"> EEA works independently from the equipment manufacturer Actionable saving recommendations right from the beginning SaaS-business model: constantly achieve additional savings over time. 	<h3>AI and power domain expertise combined</h3> <ul style="list-style-type: none"> State of the art user-friendly packaged AI technology Software shaped by energy domain know-how of our experts Real-time and high- frequency measurements delivers the data upon which our recommendations are built 

What is it?

- Industries account for 50% of global energy use. EEA helps high energy consuming industrial players reduce energy costs in their process and power distribution by applying unique big data and AI algorithms combined with process analysis.
- With EEA, you will turn sustainability into a business case within an amazing payback time.**
- Risk-free implementation, with minimal effort and no interruption of the running business. Start realizing your savings with the help of our packaged and ready-made AI-technology and our energy domain expertise.

Customer Business Drivers and Objectives

Trends: Increasing energy costs; increasingly stringent regulations on eco-footprint and sustainability; increased awareness and willingness to reduce CO2 footprint

Situation and opportunity: Subject of energy efficiency is to reduce energy bill. Audit-based approaches are common and widely spread, and typically resolve first-level energy spending issues (“low-hanging fruits”), mostly related to infrastructure (building-related). Continuous metering approaches are key, but require investment in metering infrastructure on process level and competencies in data management and process know-how. Being able to provide answers to the latter yields an interesting story to the market.

Customers’ main value drivers: Cost reduction, monetized and certified CO2 reduction, process performance increase, decision support enhancement, failure reduction and equipment lifetime increase, maintenance cost reduction, downtime reduction and avoidance of breakdown cost

EEA Positioning Statement

Energy Efficiency Analytics is a SaaS product that is based on our expertise in the energy domain helping high energy consuming industrial players reduce costs in their process and power distribution by applying unique and packaged big data and AI algorithms combined with process analysis.

Story for (potential) customers

Industries account for 50% of global energy use. Join us in our mission towards a more sustainable use of energy while keeping your cash where it belongs: In your company. With our SaaS-product you can generate additional savings based on data-based insights that are consistently over-achieving the expectations of our customers. You will turn sustainability into a business case with awesome payback time. And the best is: You can implement it risk-free, with minimal effort and no interruption of your business. Realize your savings with the help of our ready-made packaged AI-technology and our energy domain expertise.

Key customer groups, decision makers and personas

Target market: highly energy consuming industry (and infrastructure) environments

- Annual electricity costs of >1’ € p.a. (or equivalent)
- >50% of energy consumption is from process side
- Runs heavy loads on low or medium voltage
- Operates across multiple sites (scaling potential)

Target customer segments:

Manufacturing industry | Water & waste | Cement | Minerals | Mining | Chemical | Oil & Gas | Conventional generation | Container terminals | Airports | Desalination | Metals | Pulp & Paper | ...

Target customer personas:

EEA all inclusive:

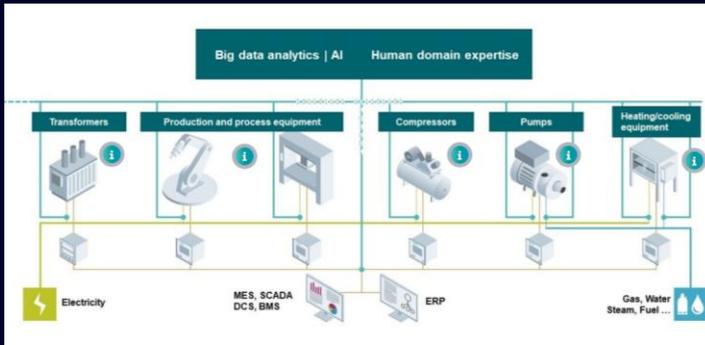
Decision makers: CxO, Board of Directors
Influencers: EHS, Strategy, Construction/Projects, FM, EM

EEA packages:

Decision makers: FM, EM, Operators
Influencers: Engineering



EEA Uscases



The following assets' energy consumption can be analyzed and optimized with the help of EEA:

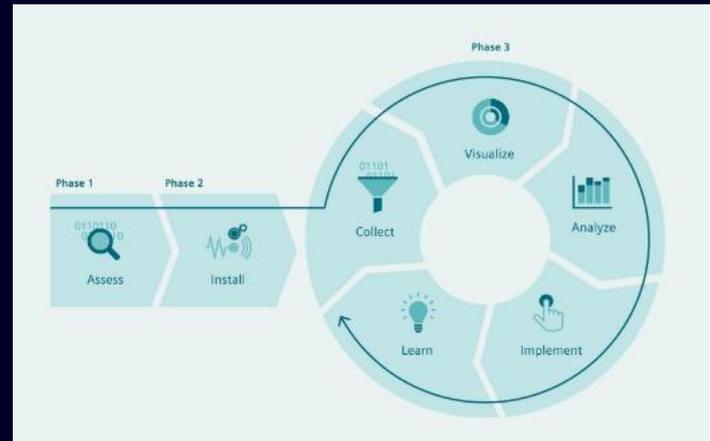
- Transformers
- Motors
- Furnace lines & boilers
- AHUs, fans and ventilation units
- Compressors
- Pumps
- Chillers
- ...

=> More Info: [Link](#)

Qualifying questions to ask the potential customer:

- How do you keep an eye on your business energy needs?
- How do you detect inefficient energy use?
- How do you assess the energy cost per throughput of your facility?
- How do you compare energy performance from multiple equipment in different locations, possibly worldwide?
- What are viable measures to achieve your sustainability targets?
- What are additional ways to make use and money out of the benefits of Industry 4.0 with all your data around?
- How do you know the portion of energy cost in the lifecycle cost of an asset?

Implementation in three steps



- 1. Assessment:** evaluation of current situation & forecast of potential savings + development of individualized metering concept
- 2. Installation:** installing the hardware, commissioning the system and validation of secure data streams into EEA
- 3. Analyze. Learn. Repeat:** move ahead in individual energy saving journey: continuously discover new saving opportunities.

Typical offering & Sales cycle

EEA all inclusive = Project business. Consultative selling approach to derive overall metering, connectivity and energy management concept. Ticket size >100k€ for Start-up. Sales cycle >6 months, delivery cycle ~6 months. Hit rate ~1:3 to 1:4 (conservative) from offer sent to deal signed

EEA Packages = Service product business. Sell dedicated service packages (e.g. air compressor optimization) with standardized analytics and monitoring scope. Ticket size ~15k€ for Start-up, Sales cycle <2 months (transactional nature), delivery cycle ~2 months. Hit rate ~1:10 from offer sent to deal signed

Competition & USPs

Competitors

- Competitors are among the "usual suspects" (ABB, Schneider with 4 different products as well as a Schneider-partner (MOX), Honeywell & Waltics)
- Solutions based on EMS as part of their automation suite
- Moreover, there are "use case focused experts" (equipment & instrumentation OEMs as well as startups)
- Not able to offer the full picture across components and sites

USPs:

- Massive data, modern analytics and AI paired with renowned expertise and global operations footprint
- Cloud based digital service: Modular solution with easy scalability and availability to any number of locations real-time

Customer quote:

"No licenses, no software, no CAPEX for hardware, no extra people in my factory, just a web address and a password to show me how we perform."

René González, Corporate Director Standardization, Gestamp