

Demand Side Response in a nutshell

Generating revenue from your power assets

Product series
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The Power of Demand Side Response (DSR)



Powering Performance

DSR will help you improve operational efficiency and optimise energy usage, while supporting the grid to balance properly and function effectively



Powering Growth

DSR will help you create new revenue streams for your business and allow you to free up resources for use on initiatives to expand your business



Powering Resilience

DSR will help you take control of your energy, lower the risk of business disruption and ensure continuity of your operations

Take control of your energy

The way energy is sourced, generated and supplied is evolving. Businesses are recognising the need for a more modern way to buy and use energy – one that takes a flexible approach to energy management, using technology to monitor and manage usage in real time, and leverages the opportunity that a new distributed energy world brings. Ultimately

this enables users to take control of their own supply and improve performance through DSR services.

DSR is becoming a popular choice for more and more smart energy users. It allows them to create added site resilience, rationalise energy cost, support the grid and generate a new revenue stream by selling surplus energy back to the grid.

DSR is a way for organisations to unlock value by being flexible in how they use their energy – gaining a commercial advantage

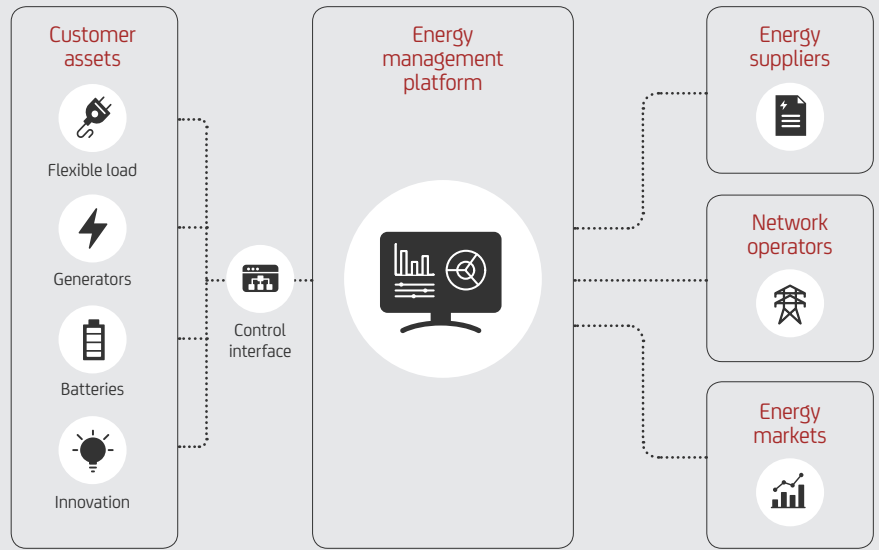


What is DSR?

DSR is a way for organisations to unlock value in being flexible in how they use their energy: for commercial advantage. Many smart energy users are already using DSR to help the grid balance supply and demand by either reducing energy consumption, shifting energy consumption or even, on occasion, increasing consumption. The grid pays users for this flexibility, enabling the energy supply system to function effectively, no matter the demands of users or the unpredictability of energy supply from sources such as wind.

DSR works by connecting your energy assets, the grid and our 24/7 energy management platform. DSR can start manually by, for example, turning refrigeration units down with a few hours' advance notice, or take a fully automated approach. Regardless of the specifics, DSR enables organisations to benefit from being flexible about how they use energy. It even enables a more active participation in energy markets – making it possible to buy and sell energy as market opportunities arise.

Centrica's energy management platform is the heart of any DSR service. It monitors your energy consumption in real time and also monitors second-by-second demand on the grid.



The benefits to your business

By connecting your onsite energy assets to the energy management platform, you can transform the way your business manages energy and use this to power better business performance. You can also access revenue and savings opportunities – the energy management platform monitors your consumption, the grid and the energy market in real time. This allows you to:

-  Reduce energy bills by reducing your consumption in peak periods
-  Earn new sources of revenue from assets 24/7
-  Create value by providing standby reserve when the grid is under pressure
-  Improve site resilience and manage risk through real-time energy asset monitoring
-  Gain insights into operational activity and asset performance

Is DSR right for your business?

DSR is ideal for any energy user who is looking to take control of their energy management and use it to add value to their business. Specifically, it suits organisations who are able to leverage flexibility in their energy consumption and use this for commercial and operational advantage. Commercial advantages come from being responsive to the grid's needs and providing services when required. Operational advantages come from additional resilience and management of existing energy assets.

Industry sectors already benefitting include education, manufacturing, healthcare, data management, large office complexes, and industrial processing plants.

DSR allows you to continue to operate normally, with no change to the way you run your business and will help you develop strategies around energy efficiency, sustainability and renewable generation.

Why DSR?

Centrica Business Solutions is at the forefront of changing how the world uses energy, how it impacts the energy market and what it means for your business. No one knows energy better than we do and we're investing £700 million by 2020 in new energy technologies to make sure it stays that way.

Centrica Business Solutions is innovating in the DSR market by bringing highly advanced real-time technology, seasoned energy and operations expertise and the lowest risk financial contracting options available.

We employ a tried and tested method of implementing and managing DSR services. This means customers can take a phased approach which is low risk and already unlocking significant value for large organisations across the world.

We're making DSR more accessible, flexible and straightforward than ever before.

Want to know more?

**Demand side response is generating new opportunities across all types of industry.
Find out how we can help you power new levels of performance today.**

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