

# 4 Strategies to Unlock Your Organization's Demand Flexibility

Demand flexibility is an organization's ability to temporarily reduce or shift their electricity demand. Leveraging flexibility can enable you to unlock revenue generation opportunities, realize energy cost savings, and more. Follow these 4 strategies to capitalize on flexibility and unlock the full potential of your energy infrastructure.

## 1 Tailor a Plan to Your Industry

Most industries have typical areas of focus for flexibility solutions like demand response, a program where organizations are paid to reduce energy use during times of grid stress. Popular methods include:



### High-tech & Manufacturing facilities

Turning off unnecessary lighting, shutting down some production lines, or even implementing full shutdowns



### Department stores, hotels and stadiums:

Turning off non-necessary lighting, raising HVAC setpoints



### Food & beverage companies and cold chain:

Turning off ovens, fans and injection molds, and reducing freezers and production lines



### Plastics companies:

Turning off production lines, extruders, injection molding, HVAC and air compressors

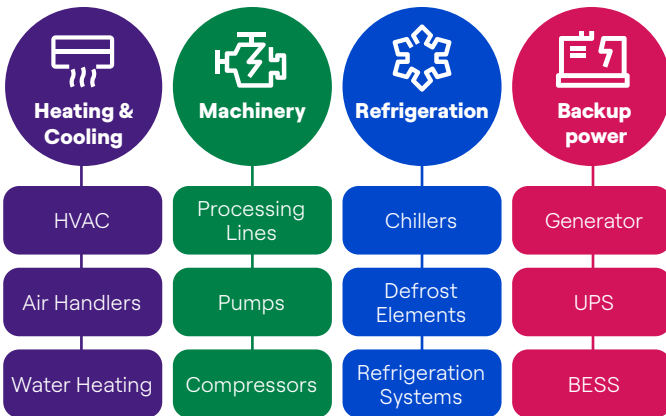


### Oil and gas companies:

Turning off injection pumps, pipeline pumps and motors, and compressors

## 3 Reduce Where You Can – and Use Non-Essential Operations to Your Advantage

Different demand response strategies are possible because there are so many different items that can be used, including operations well outside of core operations:



## 2

## Leverage Automatic control

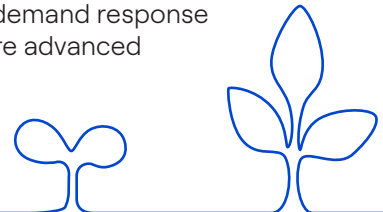
Automation simplifies participation in Demand Response across nearly all industries. Automated control enhances on-site staff efficiency and effectiveness when engaging in these programs.



## 4

## Scale Your Efforts – and Start Small if Needed

Different flexibility solutions require different levels of commitment and complexity. If necessary, start with an introductory project – for instance, participating in a demand response program with more advanced notice.



Interested in earning revenue from energy flexibility?  
**Contact us** to learn how you can get started.