



**COMMERCIAL LOAD PROFILER**  
**GOOD FOR YOUR CUSTOMERS**  
**GOOD FOR YOUR BUSINESS**

**PROVIDING THE LOAD PROFILER TO YOUR CUSTOMERS HAS ITS REWARDS.**

**Transparency of Information Leads to Increased Satisfaction**

A research study on utilities indicates that sharing information with customers increases customer satisfaction. By offering the Commercial Load Profiler to your key customers, you provide the transparency that builds trust and confidence. At their fingertips customers can have a snapshot as well as a comprehensive picture of their energy usage. They can investigate their usage on their own, at their convenience, and answer many of their own questions. The results are fewer calls from customers looking for reasons why, for example, their utility bill is higher than average.

**Business Growth and Sustainability**

As a way to help attract and keep businesses in the community, utilities offering the Load Profiler can inform elected officials and members of civic organizations that it is now easy for businesses to monitor and manage their power usage to reduce costs.

For your business customers, the availability of information through the Commercial Load Profiler can contribute to their green initiatives such as: Carbon footprint calculation based on energy consumption, measuring points for LEED Certification, demand side management (DSM), and performance analysis.

*“Automated Energy’s Load Profiler web application gives our participating commercial and industrial customers easy access to consumption and demand data, enabling them to better track operations and identify opportunities for energy savings. In times when everyone is looking to save money, this turn-key service is a great solution for MLGW and our customers!”*



Becky Williamson  
 Strategic Marketing Coordinator  
 Energy Services & Marketing  
 Memphis Light Gas & Water

**LOAD PROFILER BENEFITS TO UTILITIES:**

- Web-based service = metering infrastructure neutral
- Cost-effective for utilities regardless of number of participating customers
- Quick start-up
- Saves utility staff time
- Simplifies billing explanations
- Serves as foundational tool for energy efficiency programs

**Benefits of the Commercial Load Profiler**

**↑ Increase Satisfaction**  
 Improved communications tool  
 Increased customer retention  
 Ready access from any Internet device

**↑ Increase Trust**  
 Educate customers on power saving  
 Transparent metering/billing  
 Proactive way to meet information demand

**LOAD PROFILER**

**↓ Reduce Impact**  
 Provide in conjunction with rate increase  
 Support green initiatives such as LEED certification and carbon footprint analysis

**↓ Reduce Costs**  
 Identify potential peak shaving or shifting  
 Measure efficiency program progress  
 Statistical analysis and rate scenarios





## HERE'S HOW COMMERCIAL CUSTOMERS BENEFIT FROM THE LOAD PROFILER.

- **Measure Performance** – Use the historical analysis tool to compare consumption against previous time periods. This will give customers a quick and easy snapshot of how their facility is performing after making efficiency upgrades, behavioral changes, or simply measuring the impact of variables such as weather patterns.
- **Manage Demand** - The daily update, slider bar, and on-point data analysis allow your customer to quickly pinpoint when peak demands occurred and associate costs with the increases. This will assist the customer in the decision-making process of demand side management.
- **Mitigate Rate Increases** - This tool is the only one of its kind that uses a comprehensive rate editor that allows customers to better manage their energy bills. They can see the future impacts of changing rates, giving them the chance to be proactive in dealing with rising energy costs.

*"We began using Automated Energy's commercial load profiling application through our local utility (Loveland Water & Power) and realized a \$40,000 in savings on our energy utility bills in the first two years of the program. The web based application offered by Automated Energy allowed me, as a facility manager, to gain a better understanding on how to manage my air handlers and lighting within each school. The program was easy to learn and was helpful from day one!"*



Rob Stafford  
Resource Energy and Conservation Manager  
Thompson School District  
Loveland, Colorado

### Some of Our Current Customers:

Memphis (TN) Light, Gas & Water  
Jackson (TN) Energy Authority  
Loveland (CO) Water and Power  
Turlock (CA) Irrigation District  
Merced (CA) Irrigation District  
Chelan (WA) Public Utility District  
Santee Cooper (SC)  
City of Palo Alto (CA) Utilities  
City of Denton (TX) Utilities  
Riverside (CA) Public Utilities  
Western Farmers Electric Cooperative (OK)  
Garland (TX) Power & Light  
ElectriCities of North Carolina, Inc. (NC)  
Rock Energy (WI) Cooperative  
Indiana Municipal Power Agency (IN)  
Gainesville (FL) Regional Utilities  
Bremen (IN) Electric Light & Power  
City of Greenfield (IN)  
Town of Argos (IN)  
Anderson (IN) Municipal Light & Power  
City of Jasper (IN)  
Oklahoma Municipal Power Agency (OK)  
Rochester (MN) Public Utilities  
Crawfordsville (IN) Electric Light & Power  
Bryan Texas Utilities (TX)  
Washington (IN) Electric Light & Power  
Missouri River Energy Services (SD)  
Alexandria Light & Power (MN)

Features and Functions of Load Profiler

Collects, Records, Displays Detailed Usage  
Facility + 15-min. Intervals + kWh+ Temperatures +Custom

Snapshot and Comparison Statistics / Peak Summaries

Data / Graphical Usage vs. Environmental Factors

Comparisons by Date, Facility, Shift, Submeter

Reports, Rate Comparisons, Calculations

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