INCREASE YOUR CUSTOMERS’ BUDGETS BY JOINING ENEL X’S DEMAND RESPONSE PARTNERSHIPS PROGRAM

Enable Your Customers to Earn Payments Through Demand Response

We understand that keeping your customers happy is top priority. By partnering with Enel X, you can provide your customers access to more demand response (DR) programs worldwide than with any other provider—enabling access to incentive payments for their participation with no risk of penalties or upfront fees. We provide high-quality customer service, energy markets expertise, and best-in-class technology so you, and your customers, have all the tools and support you need to be successful in DR programs now and for many years to come.

What is Demand Response?

Demand response programs pay large commercial and industrial electricity users to reduce their consumption in the rare instance of an impending electricity shortage. These rare supply–demand imbalances have historically occurred due to exceptionally hot or cold weather that increases the demand on HVAC systems across the grid.

When this happens, grid operators face two choices: increase supply or reduce demand. Suddenly increasing supply requires ramping up production from expensive and emissions-heavy power generation infrastructure. Reducing grid-wide demand involves coordinating the electricity consumption of thousands of end users, but is more cost-effective and has a lower carbon footprint.

While grid operators are under pressure to help keep electricity rates and emissions down, they typically don’t work directly with end users. For that reason, they establish demand response programs to pay aggregators, like Enel X, to find, enroll, and support participants, who get a share of the payments. As a partner of Enel X, your role is to help Enel X find new participants, and in return, you earn a share of the payments as well.

How Do Customers Participate?

Enel X works with each participant to develop a customized energy reduction plan that typically involves shutting down equipment, shifting load onto a generator, drawing power from a battery, or using a combination of these options to maximize their earnings.

In order to determine what the best approach will be for a customer, we survey the equipment at their facility, learn about their day-to-day operations, analyze their electricity consumption data, and review any experience they might have in DR programs. Our detailed approach allows us to provide earnings estimates that we can stand behind and our customers can rely on.

Why Partner with Enel X?

Increase Customer Budget

By helping your customers participate in DR programs, you increase their budget for your solutions, making it easier to retain and increase your customer relationships. On top of that, at a customer’s request, we can divert their payments directly to partners as an off-balance-sheet way for customers to pay for partner solutions.
Gain Insight Into Customers’ Energy Behavior and Earnings

The Enel X software provides easy access for you and your customers to view, track, and report on the customer’s real-time load curve, demand response earnings, and program performance. This data can help inform and fund your next proposed solution.

Introduce Your Customers to a More Strategic Approach to Energy Management

Introducing your customers to the benefits of DR participation can be the beginning of a broader conversation about energy. Understanding the value of flexibility in their demand has led many Enel X customers to implement additional solutions to reduce their monthly energy bills, manage risk on the energy markets, and improve sustainability and resiliency for their buildings.

Enel X provides access to global resources to solve customers’ most complex energy challenges. Our suite of solutions includes:

- Advisory services
- Energy supply management solutions
- Utility bill management solutions
- Energy intelligence software
- Energy storage solutions
- Electric vehicle charging solutions

Partnering with Enel X not only increases your customer’s budget, but also opens up access to global resources to turn their energy strategy into a competitive advantage.