



TECHNICAL EXPERTISE IN ENERGY MANAGEMENT

When EarlyBird Power consults for a client, it demonstrates technical expertise by thoroughly analyzing a client's contract, recommending procurement strategies, issuing RFP's on the client's behalf, and reviewing and negotiating contract terms and conditions. Due to its great relationships with many suppliers, EarlyBird Power is able to get pricing from several suppliers and present its findings to its clients to help them do what is in their best interest. By finding the most competitive pricing, in addition to performing in-depth macroeconomic and financial energy market research, and researching incentive programs, EarlyBird Power helps its clients achieve cost minimization.

An example previously mentioned is the consulting service we provided for a major paper manufacturer here in New England. EarlyBird Power was contracted to analyze their current electricity contract, recommend procurement strategies, issue an RFP on their behalf, and review and negotiate final contract terms and conditions.

We obtained electricity consumption information for each of their accounts, verified this information, and then compiled it into our secure database. We then performed an analysis of it for peak and off peak usage, looked for anomalies, and so forth. We also audited accounts for proper rate class designation by their utility. Based on their usage and our bearish view on capacity and energy markets at the time, we recommended an index load following product.

We issued an RFP to all licensed NEPOOL suppliers for this product, with and without capacity. The contract was negotiated to include language that allowed the customer to purchase blocks of electricity in the future should they so desire but at no time were they obligated to do so, and a fixed methodology was formulated to set that future price.

This manufacturer was in a fixed price trigger contract that included energy and capacity when we began our consulting services. The luxury of hindsight allows us to now look back and see that our recommendation to change to an index load following product back in the fall of 2009 saved this customer over 30% compared to a fixed price trigger product.

The dynamics of this constantly changing industry now has us recommending to this same client a return to a fixed priced product. Only time will tell if this recommendation is also a success, however, we feel that our experience and constant finger on the pulse of the energy markets gives us a much better chance than the competition.