

# DEMAND RESPONSE

## HOW DOES IT WORK?



### DEMAND RESPONSE 101

With the rising cost of energy, large commercial and industrial businesses are finding profit margins are becoming difficult to maintain. Many are eager to curb energy consumption and lower operating costs. With Demand Response, you can be compensated to reduce your electricity use at periods of high stress on the grid.

### WHAT IS DEMAND RESPONSE?

Demand Response is a load management program seeking to adjust the demand of energy instead of building new peaker-power plants. Every kW reduced is one less kW that needs to be generated. Demand response encourages energy conservation behaviors and returns savings to commercial and industrial businesses. Participants are paid to reduce or shift energy consumption during periods of peak demand across the system.



### HOW DOES DEMAND RESPONSE WORK?



System Operator



Rodan Energy



Regular Payments



Your Facility

# WHAT ARE THE BENEFITS OF DEMAND RESPONSE?



## Managed

Rodan manages:

- Participation process
- Risk
- Enrollment
- Administration



## Conservation

- Being green
- Conserve energy
- Not building energy peaker plants



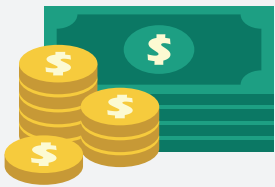
## Collect

Collect your new revenue stream for reducing energy



## Save

Hedge against total energy spend



## HOW AM I PAID FOR PARTICIPATING IN DEMAND RESPONSE?

Participants are paid for having their load capacity available and performing when dispatched.

## DEMAND RESPONSE PROGRAMS



**SUMMER**  
peaking

VS



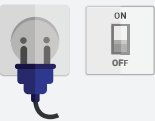
**WINTER**  
peaking

## HOW CAN MY SITE PARTICIPATE WITHOUT DISRUPTING OPERATIONS?

In many cases, operations cannot simply disrupt their electricity use. Rodan Energy will provide a full curtailment audit and advise on how you can substantially curtail consumption without disrupting operations.



## WILL THE SPECIAL EQUIPMENT BE NEEDED?



Equipment is not needed for everyone. Rodan will evaluate your equipment and advise on the best energy platform for you.



**GET STARTED TODAY!**

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