

You Can't Manage What You Don't Measure



HOW ENERGY DATA MANAGEMENT HELPS
COMPANIES SAVE, FIND AND MAKE MONEY



Measure to Manage

Like most companies, yours is already implementing the traditional tools needed to save money on energy costs. Solutions such as lighting, insulation and energy efficient windows have been at the forefront of the efficiency movement for decades now. But, there's one place in your business that is likely costing you money that you may never have thought of: **data management**.

Every organization has access to basic data sets that help to inform the decision making of its leadership, including energy bills and benchmarking. In addition, readily available tools such as ENERGY STAR Portfolio Manager allow your company to have a relatively in-depth view of its energy efficiency compared to similar building types. Yet, companies are losing hundreds, thousands, and even hundreds of thousands of dollars in energy efficiency costs because they are either not managing what they have measured, or they are not measuring at all.





Most companies complete audits and may find significant savings with this method. However, an audit is only a snapshot of a very specific period of time. Because of this, an energy audit often resolves ongoing maintenance and energy efficiency issues, only to see them reappear shortly after a retro-commissioning effort is completed. This may result from a one-time occurrence, such as an unseasonably hot day, which requires operators to ‘temporarily’ override an energy efficient mode of operation in order to maintain minimum system operation.

Time and again, these ‘temporary’ changes have been found to become permanent when no one is closely monitoring efficiency over time. Since energy audit and retro-commissioning efforts are one-time events, they only require a separate one-time event to reverse all of the system improvements that were achieved. Conversely, when system data is continually collected and regularly reviewed, these reductions in performance are quickly identified and reversed.

Companies who continually gather data receive a constant flow of information to monitor energy efficiency, which saves businesses money in the short-term and in the long-term, as issues are promptly identified and can be addressed before they become larger and cause more costs. If that isn’t enough to spur you to action, also consider that legislative mandates are on the rise in states, counties and cities across the country. Now is the time to get ahead of these mandates, especially while incentives are available.



Manage Resources

The math is simple. We've all heard the equation: time = money. So how much is your time and your money worth? These two resources are vital to your company's success. It's why businesses have accountants and time sheets. Energy data management is just as important to your bottom line. At MD Energy Advisors (MDEA), we understand and help our clients face the obstacles to data management, which not coincidentally, overlap with these areas. The main concerns most of our clients have when implementing data management programs are time, money and integration. Let's tackle them head on.



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Time

One of the issues companies face is the time necessary to create and implement the structures and systems that will help them to actually **work smarter—more efficiently and effectively**. This may be you if you don't feel you have time to update systems and procedures to a more efficient mode of operation. MD Energy Advisors understands that time is a precious commodity that cannot always be quantified by money. We take our role as advisors seriously and help you understand that, while you might not have the time, data management will save you time, as well as money.

Importantly, MDEA does this work with you. One of our most effective roles is to help interpret data. For example, one of our clients receives weekly reports of ongoing commissioning. They easily added the MDEA team to their report's distribution list, which enables us to see if there is anything that requires their attention. Importantly, if or when issues arise, we're also there to help mitigate them. As the expert at your business, you know that systems and structures aren't successful unless the people who manage them have the expertise and insights needed to help companies make the right judgment calls.





Money

The second obstacle clients face is money. We don't have to tell you that it costs money to operate a business. Decisions about where to reinvest capital can be business making or breaking, as resources most often are not limitless. MDEA understands that some clients don't have the money.

What is important to recognize is that there are currently incentives that minimize these investment costs, including from utilities and federal funding sources. We are a great guide through the opportunities available to you. As legislative mandates and changes continue to happen, there are very likely to be more incentives. Don't leave money on the table. Taking advantage of these opportunities while there is still time is sound business practice. Importantly, an effective energy data management strategy today, helps you to not only save money now, but to make money in the future, as data management software ultimately pays for itself.



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Integration

Finally, we know that clients face obstacles when integrating new software and systems; whether it is getting the software set up, integrating with your current building automation system (BAS), or metering, the initial integration and ramp up effort takes time. There is no way around that.

However, the time you don't invest today is the money you will lose tomorrow.

MD Energy Advisors has experience with various integrators and BAS professionals, the folks whose job it is to deal with these tasks on a day-to-day basis. Due to the nature of MD Energy Advisors' work, we are in a position to collaborate with numerous systems integrators throughout the building industry, and are able to leverage that experience to help our clients select the right provider to meet your specific needs. If you don't have the time to deal with these tasks, MDEA will work alongside the integrators to give you the right data and help you integrate seamlessly. MDEA understands that challenges to achieving true integration exist. We have a plethora of resources and expertise to help you meet the challenge and work with integrators to succeed.

If you want to win the money equation, bring the right experts on board to help you save time and money.





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Statistics

Today | Week | Month

25% 40% 75%

Tracking

Year

Lorem ipsum	Amount
Lorem ipsum	77,777
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Status

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Popular Transfer

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An excellent example of this is universities with multiple buildings, which are much different operationally than a single building facility having one single point of control. Operators of multi-building campus-style systems, such as those encountered in universities and at large medical centers, are immediately provided with additional tools and data that allow them to work more efficiently. Since energy efficiency is often a leading indicator of maintenance issues, operators make use of information showing less-efficient system operation to alert of a looming or existing issue. For example, identical pieces of equipment operating in parallel, such as pumps or fans, which function under the same control sequences, but consume different amounts of energy, may be used to identify a less-efficient piece of equipment that is experiencing a maintenance issue.

This same principle directs managers to a given building that may require immediate maintenance, and clarifies which buildings may be able to defer maintenance, again saving money and downtime. Owners and operators who oversee numerous office buildings, often spread across a disparate regional or national geography, gain the advantage of having a single point of access to building data across their portfolio. This allows for immediate benchmarking of building performance, which again helps to identify the buildings that are operating efficiently versus the ‘energy hogs’ that should be the focus of retrofit or maintenance efforts.

MD Energy Advisors has many real world examples of just how data management impacts the bottom line of our clients.

Texas-based American Campus Communities (ACC) is the nation’s largest developer, owner and manager of student housing communities. They have grown considerably and currently have 200 plus properties all over the country. Most were purchased over time. ACC relied on an on-site property manager and soon realized that they had all different systems in place and no way of visualizing energy data.



MD Energy Advisors worked with ACC to find the best software partner with the capacity to gather the nationwide data, and organize and analyze it to prioritize their energy efforts. By managing the invoice payment process, the new partner has generated operational efficiencies for ACC's property managers and corporate accounts payable staff, while providing detailed utility data and eliminating late fees.

MDEA makes energy choices simple. We helped ACC lower costs simply by assisting with finding the perfect software solution for them.

“ Over our decade-long relationship with MD Energy Advisors, they have continued to prove themselves invaluable colleagues who take a holistic approach to solving energy problems. They made a concerted effort to understand what mattered to us, and they definitely delivered. ”



Jack Forrest

VP Asset Management
American Campus
Communities

In another example, Normandy Real Estate Partners, a leading real estate investment management firm focused on office and mixed-use properties throughout the Northeast and Mid-Atlantic regions, desired the ability to see building and tenant level data to determine what tenants were spending in order to bill them individually. Up to that point, Normandy's expansive portfolio of nearly 40 properties relied on a complex tenant energy billing process that was done by hand every month, causing invoice delays and tenant complaints. Normandy needed a way to automate their energy billing process.



MD Energy Advisors, already an energy procurement provider, partnered with commercial real estate software company Aquicore to deliver reliable meter readings in a fraction of the time.

Normandy now has access to real-time data resulting in accurate billing, improved tenant satisfaction and a significant reduction in paperwork. The deeper visibility into energy use also allowed Normandy to identify annual energy savings of up to \$0.44 per square foot.

Also of note is that at the time, New York City had recently passed Local Law 88 requiring nonresidential buildings with floor plates 10K square feet or larger to install submeters that track and manage each individual tenant's energy consumption by 2025. To be in compliance with the law, building owners must provide tenants with monthly statements showing the amount of electricity measured by the submeter and the amount charged for their usage.

This is a prime example of the legislative environment changing the operating environment on the ground. With our support, Normandy was able to take advantage of these changes.

“We were in a position where we knew the process wasn't working and we weren't able to fix it on our own. Being able to turn to MD Energy Advisors to help find a solution for our tenant energy billing problem has significantly changed the way we do business for the better.”



Steve Smith
Principal
Normandy



Manage Advances

Many BAS providers are creating new tools and investing heavily in data systems. All of the major heavy hitters are spending a lot of money on development, including the likes of Honeywell, Siemens and Johnson Controls. They are all in. Now is the time for your company to cash in too.

Societal shifts, legislative changes and technological advances mean that we are only moving forward. While the tried and true methods of energy efficiency still work today, they work best when strengthened by the analysis and action a robust data management plan provide. There is no time like the present to position your business for where you are headed next. Effective data management not only saves time and money, it finds your company money and helps you operate more efficiently—all of which impact your company's bottom line.

MD Energy Advisors **can show you how.**

Make the move today to a data management plan that will save you time, money and the invaluable resources that will help your business thrive.





MDEA delivers energy solutions with unparalleled customer service. By infusing art into energy, we create dynamic customer-centric experiences. We deliver personalized solutions that matter to people and the world around them. For more information, please visit, [**mdenergyadvisors.com.**](http://mdenergyadvisors.com)

