

Flexitricity

ENERGY SERVICES
for monetising flexibility



Our focus has always been to build a decentralised, greener and fairer energy system where all energy users benefit — not just the big suppliers.

Demand side flexibility



Andy leads the business development, account management and marketing teams at Flexitricity. He ensures customers are satisfied and are able to efficiently access the full suite of market opportunities.

Welcome to Flexitricity and thank you for considering becoming our Energy Partner!

It's a very exciting time for both Flexitricity and our industry as a whole. We're experiencing our most successful period yet which demonstrates that there is a huge opportunity for flexible energy users and generators to help National Grid meet GB energy demands, and to earn money whilst doing so.

We've worked hard to pioneer new technology and routes to market since we went live in 2008, and are now able to maximise value for a wider range of assets than ever before –

from electric vehicle chargers to large grid-scale energy storage. These days, taking advantage of demand side flexibility opportunities should be an essential part of any shrewd energy management strategy.

A smart, flexible power system — one which minimises cost and utilises green energy — is the only way forward. We're on a mission to make that happen and I hope you'll join us.

Andy Lowe
Director, Flexitricity

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Connect your business to
Britain's leading flexible
energy specialist

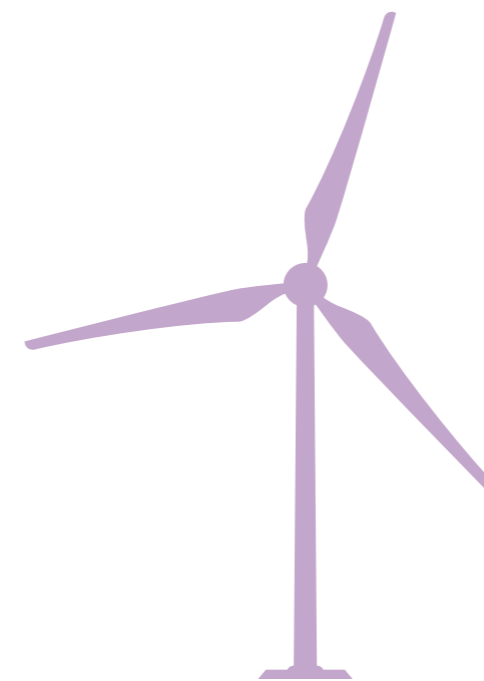
The opportunity

Achieving net zero, maximising revenue from assets and combating rising energy costs were the three main challenges highlighted in our annual survey by the participating energy managers, business owners, project developers and investors.

Demand side flexibility offers an opportunity to tackle all these challenges.

Generate revenue

Being smart with your energy usage and generation enables you to earn revenue and significantly mitigate your energy costs — one of the biggest overheads for many businesses.

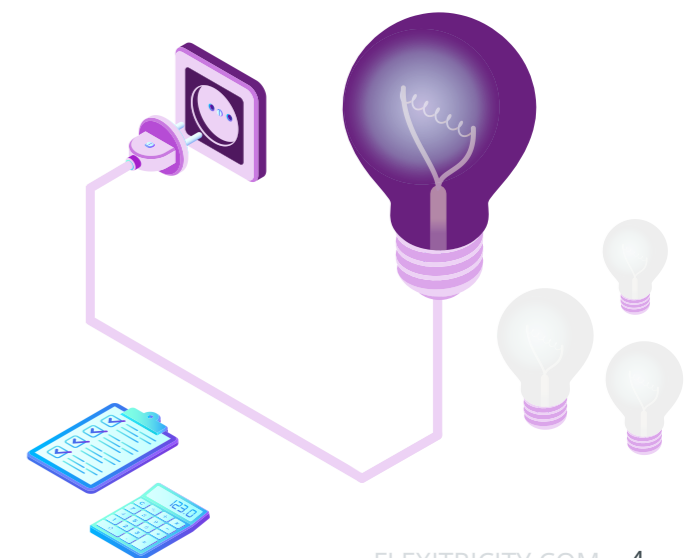


Support the renewable energy revolution

As our energy system decarbonises, National Grid will need more flexibility on the system to help balance varying renewable generation.

Stand out

Working with Flexitricity enables you to be at the forefront of the low carbon energy revolution and take advantage of all the latest innovations.





CHOOSING THE RIGHT PARTNER

We're confident that Flexitricity's service is unrivalled in the industry which is why we're happy to answer any questions you may have; we also encourage you to do your own research.

To help you pick the right partner, we recommend you look at the following criteria:

Are they part of the [Flex Assure](#) code of conduct scheme?

What's their track record in terms of energy market performance?

Can they back up their claims with verifiable data and provide realistic revenue projections?

What's their reputation in the industry and their customer satisfaction rating?

Ask to see results from customer surveys and case studies.

Do they take the time to get to know your business and requirements?
How much time do they spend communicating with you?

Do they offer a fixed fee or revenue share model?

Flexitricity operates a revenue share model and doesn't charge upfront / fixed fees. A revenue share model can significantly reduce your risk and ensures that the provider has a strong incentive to maximise revenue for you.

Are they truly an expert in their field? Can they answer all your questions?
Is the company seen as the industry thought-leader?

Are they engaged on a regulatory level and focused on innovation in order to drive the industry forward and give you access to new opportunities?

Ask for examples of innovative projects they're working on and specific committees and working groups they're part of.

If possible, arrange to visit their office and control room in person.

COMPLETE SUITE OF SERVICES

The most lucrative options change from time to time between balancing services, wholesale trading and the Balancing Mechanism. However, the growth in renewable generation and the decline in fossil fuels means that the overall **value of flexibility is growing**.

From our 24-hour control room, **we run the most complete suite of demand response services in Britain**. That means we can always find the revenue opportunities that suit your business. This is always done without disrupting normal business operations.

Each customer site is recommended a **bespoke package of services** in order to optimise value from their



“

Energy used to be purely a cost for us and something that we didn't have much control over. Now, by slightly altering our generation and consumption profile, in response to National Grid's requirement, we're able to earn additional revenue that can be invested back into the business and gives us a competitive advantage.

Peter Dennis

Director

Philip Dennis Foodservice

BALANCING MECHANISM

The Balancing Mechanism (BM) is one of the most important tools National Grid uses to balance electricity supply and demand in real time.

When electricity generation and consumption are not in balance, National Grid uses the BM to purchase changes in generation

and consumption to correct the mismatch.

Unlike balancing services such as STOR, the BM is an ad-hoc market, with no forward commitments and highly dynamic prices. It's operated 24/7 every day of the year, with thousands of instructions issued each day.

WHO CAN PARTICIPATE?

The BM is a lucrative opportunity for a range of asset types, including:

- Combined heat and power (CHP) generators from a range of applications, including heat networks and horticulture;
- Batteries, both behind and front of the meter;
- Peaking plant;
- Flexible consumers in many sectors, including cold storage logistics, water treatment, manufacturing, data centres and the public sector;
- Renewable resources, such as hydro, biogas, wind and solar;
- Electric vehicle chargers; and
- A range of electric domestic heating appliances, including storage heating and heat pumps.

HOW DOES IT WORK?

You or your energy supplier can fix electricity prices through the wholesale market ahead on the curve, then perhaps refine that position day-ahead or intra-day.

One hour ahead of a specific settlement period known as gate closure — suppliers and generators must submit Physical Notifications to National Grid, giving them a view of all expected generation and demand on the system for that settlement period. For example, gate closure for the 1-1:30pm settlement period is at 12pm.

For the 60-90-minute window after gate closure, National Grid is then tasked with matching generation with demand. They do this through the Balancing Mechanism.

Participants in the Balancing Mechanism can post Offers, to generate more or consume less, or Bids, to generate less or consume more. For example, a gas engine could post an Offer to start running or a Bid to turn off/down if it's already running. Batteries post Offers to discharge and Bids to recharge. Flexible load could post Offers to stop consuming power or Bids to consume more power. If National Grid accepts your Bid or Offer, they issue a Bid Offer Acceptance (a BOA).

Flexitricity can fully manage this process for you – starting with Balancing Mechanism Unit (BMU) registration all the way through to delivery.



The BM is about bringing what you have to market. It's essentially like letting a spare room on Airbnb — you make it available for guests to book whenever you want to earn some extra money and you can make it unavailable whenever you need to use it yourself.

A BM optimisation strategy always start from whatever your schedule says you're going to do. For example, if you were planning to ramp up your CHP generators at 7am, National Grid may issue a BOA to start you a few minutes early, at a price which suits your site.

REQUIREMENTS FOR PARTICIPATION

- Minimum Bid and Offer sizes in the BM are declared in tranches of 1MW. If your asset is less than 1MW in size, **Flexitricity can aggregate your assets with others by Grid Supply Point Groups, thereby overcoming this 1MW threshold and allowing BM participation.**
- Assets that can ramp quickly (such as batteries) could have a price advantage in fast-moving events, but there are also plenty of opportunities to secure BM revenue for assets with slower response times.

1

We have made it our mission to help shape this market in a way that benefits our customers — from working closely with National Grid to proposing code modifications to improve BM Wider Access implementation.

2

Flexitricity completed the first ever Balancing Mechanism transaction as a Virtual Lead Party through the Balancing Mechanism Wider Access route to market.

3

Flexitricity was the first aggregator to take a behind-the-meter asset into the Balancing Mechanism.



“

Flexible generation assets, and battery-led projects in particular, are crucial, enabling the deployment of significant incremental amounts of renewable energy projects. We are pleased to be working with a partner of Flexitricity's pedigree to ensure both the smooth running and the optimisation of our Noriker Staunch energy storage site.

Ben Guest

Managing Director
Gresham House

FREQUENCY RESPONSE

Frequency response ensures that the 'heartbeat' of electricity system, the GB grid operating frequency, stays constant.

If the frequency goes too far from its normal value of 50Hz, blackouts or equipment damage can result. National Grid contracts frequency response services to make sure this doesn't happen.

Frequency response is the fastest type of demand response — it is suitable for sites that can respond quickly to failures at large power stations and/or help to manage the normal second-by-second frequency fluctuations.

Flexitricity offers access to all the available frequency response services, including **Firm Frequency Response** and **Dynamic Containment**.

WHO CAN PARTICIPATE?

Dynamic and static services have different response times, ranging from sub-second to 30 seconds.

There are a range of fast-responding assets that can participate, including:

- energy storage;
- diesel rotary UPS (DRUPS) at data centres and other sites; and
- commercial and industrial load.

HOW DOES IT WORK?

Frequency response is procured by National Grid through regular auctions. There are two types of frequency response:

- **Dynamic frequency response** is a continuously provided service used to manage the normal second by second changes on the system. Assets respond continuously during the EFA blocks they're contracted for and are paid for those hours.
- **Non-dynamic frequency response** (also known as static frequency response) is a service triggered at a defined frequency deviation (due to failures at large power stations for example). Significant frequency deviations occur relatively rarely (around 15 - 20 times a year) which equates to just five hours of annual service delivery — yet you can be paid availability payments all the time for being ready to deliver

As with all of our services, Flexitricity ensures your assets are set up to respond and we communicate with the site to ensure National Grid has the latest availability information. When frequency deviations occur, assets in our portfolio are triggered to respond.



During certain periods, it might be more lucrative to commit to delivering frequency response. At other times it might be more lucrative to trade your flexibility in the Balancing Mechanism or other markets.

Flexitricity monitors the markets and your sites continuously from our 24/7 control room to pinpoint the best opportunities at the time. Should the revenue opportunities shift, we're ready to shift with them.

REQUIREMENTS FOR PARTICIPATION

- The minimum capacity requirement for a unit to participate is 1MW. If your asset is less than 1MW in size, Flexitricity can aggregate it with others in our portfolio to allow participation.
- Before joining frequency response, your site needs a Flexitricity outstation, frequency sensor and communications equipment (we provide all of that free of charge). You will also need a power metering signal to measure responsive loads (we will advise on accuracy and speed requirements).

1

Flexitricity was the sole demand response provider in National Grid's Enhanced Frequency Control Capability project, which set the standard for future frequency response services.

2

Flexitricity has been providing frequency response services longer than any other aggregator in the GB market.

3

We regularly secure above-market-average frequency response prices for our customers.

“

When we went to the market recently to seek a new electricity supplier that could also help us access the Balancing Mechanism, Flextricity's proposal was clearly the best value solution for us, and so we are very pleased to be able to broaden our relationship and to build on the excellent service we have received from Flextricity to date.

Jim Gillon

Energy Services Manager
Gateshead Council

[view the case study](#)



TRADING & SUPPLY

Flextricity is a licensed electricity and gas supplier for industrial, commercial and public-sector energy users, and grid-scale asset owners.

Our approach to electricity and gas supply is a little different to the norm. Flextricity's supply proposition is 'pass through' — customers see all industry charges and benefits explicitly and can manage their own wholesale market strategies.

Our supply customers are able to make long-term trades if they wish to, based on prices available in the market at the time. But we don't offer traditional all-in fixed prices. Naturally, this won't suit all customers.

If a Flextricity energy supply contract isn't the right fit for a customer, or the customer is happy with the supplier they have, our other services, including Balancing Mechanism access, are available without a supply contract.

WHO CAN PARTICIPATE?

- Flextricity energy supply is a great fit for organisations with flexible assets that want to be fully in control of their wholesale market trading activities.
- If you are an organisation with a large portfolio of sites, only some of which are flexible and/or you prefer a long-term fixed tariff, Flextricity can monetise flexibility of those sites without an energy supply contract.

HOW DOES IT WORK?

Depending on each customer's requirements, we offer:

- A **'hand us the keys'** service to fully optimise all your energy trading activities. All of the grid-scale batteries and peaking sites in our portfolio receive this service;

OR

- **Management of your own wholesale market strategies and risk**, up to the day-ahead stage via our market access platform, with Flexitricity optimising the remaining flexibility and revenue opportunity via intraday markets and/or in the Balancing Mechanism. Currently all of our CHP customers choose this service.

Flexitricity's custom market access platform allows you to manage your own wholesale market strategy and risk. Customers can buy and sell electricity on the curve up to two years ahead for peak and baseload products by season, quarter or month. They then have direct access to the day ahead auction. Customers also have the capability to prioritise which assets to dispatch for trade using the priority configuration settings on the platform.



Flexitricity is Britain's leading demand response aggregator and we've always led the field in innovation. We worked hard for and are proud of our strong reputation and the broad suite of services we've developed.

Becoming (and operating as) an energy supplier is a complex process, which is why only a few attempt it. However, for

Flexitricity, it was a natural evolution of our business model — managing complexity is what we do.

Our track record of innovation, strength of existing operations and technical expertise created a firm foundation for us to pioneer this type of energy supply proposition in GB.

REQUIREMENTS FOR PARTICIPATION

Flexitricity's energy supply and trading proposition is a good fit for any business with flexible assets in their portfolio.

1

Our reliability of dispatch is unmatched in the industry thanks to our fully automated system, with operators on shift 24/7 to ensure reliability.

2

We've developed a number of proprietary machine learning algorithms that help us maximise energy trading revenue for our customers.

3

We operate a dedicated trading desk focused on maximising value for your assets.



“

The entire process has been **flawless from start to finish, with no interference on our core business activities. It provides a valuable source of revenue, and has enabled Thameswey to play its part in contributing greener reserve power supplies.**

Sean Rendall

Chief Operating Officer
Thameswey Energy

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DNO / DSO SERVICES

There are six distribution network operators (DNOs) in Britain, covering fourteen geographical areas. As the system evolves, DNOs are becoming more active in the procurement of flexibility services to manage constraints and avoid or defer infrastructure spend.

Most DNO services will commit you to participate in a specific service at a specific time to overcome a locational constraint, so the decision to participate and the bidding prices in DNO tenders will

be driven partly by the opportunity cost of coming out of real-time services elsewhere. In the future, we expect to see changes to the market that will allow for better stacking of DNO services with other revenue sources such as the Balancing Mechanism.

As the DNOs start to manage their networks in a more active way, they are recasting themselves as Distribution System Operators, or DSOs.

WHO CAN PARTICIPATE?

- DNOs procure a range of different flexibility services. Many are currently running trials to develop new solutions to adapt to changes driven by decarbonisation, digitalisation and decentralisation.
- DNO services offer revenue opportunities for both behind-the-meter assets, front-of-the-meter assets, and domestic and EV flexibility.

HOW DOES IT WORK?

- For DNOs, location matters more than anything else. Flexitricity is continuously monitoring the markets and will make our customers aware of any DNO tenders in the region their asset(s) are located in.
- Flexitricity's in-house DNO services experts manage the entire process for our customers — starting with procurement through Piclo Flex and other platforms, followed by optimisation and dispatch via our 24/7 control room.
- We also provide continuous remote monitoring and a direct line to our manned control room, 24 hours/day.



Distribution network operator flexibility service procurement has been picking up pace as they transition from network operators to distribution system operators (DSOs).

Flexitricity is currently participating in several exciting DNO trials,

including the Intraflex and Electric Nation projects. We ensure that we are always aware of the latest DNO trials, giving our customers the opportunity to participate and earn additional revenue.

REQUIREMENTS FOR PARTICIPATION

Capacity and response time requirements depend on the specific DNO service but there are opportunities for all types and sizes of flexibility, down to the aggregation of domestic loads on low-voltage networks.



ELECTRICITY DISTRIBUTION NETWORKS

- Scottish & Southern Electricity Networks
- SP Energy Networks
- Electricity North West
- Northern Powergrid
- UK Power Networks
- Western Power Distribution

1

Flexitricity was the largest participant in the first ever DNO flexibility trial, Low Carbon London, and has been a major contributor to several other DNO trials since then.

2

We employ DNO market experts in our team who are fully engaged with the market and participate in industry working groups.

3

Flexitricity now has active commercial contracts in a number of DNO flexibility markets.

“

Working with Flexitricity has had a huge impact on our business and has enabled us to drive savings and revenue from an area that has always represented a significant overhead for us. The partnership has not only given us more control and business intelligence, but we are also able to support National Grid as we move towards a low carbon economy.

Stuart Lloyd
Chief Engineer
Norish Cold Storage

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SHORT-TERM OPERATING RESERVE

Short-Term Operating Reserve (STOR) is one of National Grid's most important sources of reserve energy. Sites are paid for delivered energy (utilisation), and depending on the contract type, may also be paid for being ready to respond to a STOR event (availability).

Participating assets are deployed via Flexitricity's control room to either increase generation or reduce demand, when National Grid needs reserve energy to help them respond to any unexpected mismatch in supply and demand.

WHO CAN PARTICIPATE?

STOR is suitable for a wide variety of assets, and Flexitricity has the experience needed to choose the best commercial approach for each.

- Combined heat and power (CHP) engines and heat pumps;
- Standby generators (with NO_x reduction if required under the MCPD); and
- Flexible load (lighting, industrial processes, HVAC, refrigeration, etc).

Note: fast-responding assets like batteries can participate in STOR; however, they routinely earn more revenue from other services.

HOW DOES IT WORK?

- Flexitricity works closely with each site to determine when they wish to make their assets available to National Grid for STOR.
- National Grid usually calls upon assets during STOR windows over the morning and evening peaks, but calls may occur at any time of day.
- Our large portfolio enables optimal aggregation of customer assets to achieve the best price combination.
- Flexitricity ensures revenue agility by offering access to the full range of energy market opportunities.
- We provide continuous remote monitoring and a direct line to our manned control room, 24 hours/day.

We develop a bespoke strategy for each asset to ensure your site can maximise returns for delivering flexibility in STOR.



To meet requirements of the Clean Energy Package, National Grid is amending the procurement timescales for STOR, from seasons to day-ahead procurement. The changes by National Grid are currently being consulted on with the industry and are due to be implemented on 1st April 2021.

The delivery of reserve from an operational perspective remains unchanged. Flexitricity will keep our customers updated as these changes are implemented, and we will keep agile in our approach in order to be able to move between services as opportunities change.

REQUIREMENTS FOR PARTICIPATION

- Assets need a capacity of at least 3MW to participate, however Flexitricity can aggregate assets with other sites in our portfolio to allow participation for all shapes and sizes of flexibility—including EV and domestic energy storage solutions.
- STOR is delivered by reducing demand or increasing generation with a few minutes' notice, and sustaining this typically for one to two hours.

1

Our unmatched experience in this market has enabled us to maximise STOR revenue for the sites in our portfolio for 12+ years.

2

Flexitricity has been successful in every tender round since STOR was launched.

3

Flexitricity is the most experienced STOR aggregator in Britain.

“

We've been able to keep energy costs down in an innovative way, allowing us to earn revenue by being flexible with our energy management on site. It's all about remaining agile and working with the opportunities that are out there and Flexitricity has been able to offer us something that has perfectly met our requirements.

David Schellingerhout

Managing Director
Glen Avon Growers

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THE CAPACITY MARKET

The Capacity Market (CM) was introduced by the UK Government to manage security of electricity supply and safeguard against the possibility of future blackouts.

CM participants are paid to ensure they're available to respond when there is a high risk that a System Stress Event could occur. This happens very rarely. The vast majority of the time, participating

assets operate as they normally would.

To earn CM revenue for our customers, we take their assets into capacity auctions where the price is set. Providers who are successful in the auction(s) are awarded a Capacity Agreement, which confirms their Capacity Market Obligation and their payments.

WHO CAN PARTICIPATE?

Capacity Market participation is open to a wide range of assets, including:

- New and existing generators, including on-site generators such as combined heat and power engines;
- Flexible load (growlights, industrial processes, HVAC, refrigeration, heat pumps, etc.);
- Energy storage;
- Interconnectors; and
- Subsidy free renewables.

HOW DOES IT WORK?

- Flexitricity recommends the optimal CM strategy for each site, based on our extensive experience of securing Capacity Agreements for our customers.
- Our expert Capacity Market team manages all aspects of the auction process for your assets. There are two capacity auctions each year:

T-4: this is the main auction; it buys most of the capacity needed for delivery in four years' time. In this auction, new build generators can secure 15-year agreements.

T-1: these are top-up auctions just ahead of each delivery year. We generally use top-up auctions for sites which were not ready in time for the T-4 auction for the same delivery year. Most businesses will want to move into T-4 as soon as possible to take advantage of known, and higher, prices.

- We work with each site to ensure that they meet their capacity obligation by achieving Satisfactory Performance Days (SPDs)—three separate half-hour settlement periods on which capacity is 'proved'.



Capacity Market participation can be stacked with other flexibility services – you don't need to opt out of frequency response or Balancing Mechanism

participation to be able to earn CM revenue. Flexitricity offers access to the full range of energy market opportunities.

REQUIREMENTS FOR PARTICIPATION

- Both fast responding asset types and those with longer ramp times can participate.
- Assets which can only run for a set amount of time such as batteries receive de-rated payments to account for this.
- Each CMU (Capacity Market Unit) needs to be at least 1MW in size (there's no upper limit) – this can be comprised of a single asset or a number of smaller aggregated assets. Flexitricity enables participation for smaller assets through aggregation with others in our portfolio.

1

We have demonstrated that we are able to manage even the most complex projects. This includes successfully aggregating 300+ Asda supermarket fridges for Capacity Market participation. Flexitricity is one of the first providers in the world to achieve this.

2

Flexitricity was the first demand response provider to enter this market and has held contracts for each delivery year.

3

Our Capacity Market team is known and respected across the industry for their expertise.

“

The process is worthwhile. It shows that we are exploring every available avenue to make our energy as low priced as possible and that we are engaging with the energy supply chain in every way that we can. Triad rebates in excess of £50K per annum are good to see. Especially in the knowledge that the process could be repeated in other areas of the campus.

David Jack
Energy Manager
The University of Edinburgh

[view the case study](#)



TRIAD MANAGEMENT

Triads are the three half-hour periods of highest electricity demand between November and February, with each peak at least ten clear days apart.

National Grid uses triads as a way to incentivise consumers to avoid consuming during these high-cost periods of peak demand. They do this via their Transmission Network

Use of System (TNUoS) charges. Customers can minimise their charges by reducing load and increasing generation when national demand is at its highest.

Flexitricity uses a range of unique proprietary tools to determine when assets should 'run for triads', and dispatches assets direct from our 24/7 control room.

WHO CAN PARTICIPATE?

Our triad management service is a great fit for any customers who have meters that measure their demand or export on a half-hourly basis — typically large or medium industrial and commercial customers, and front-of-the-meter generators.



Ofgem's network charging reforms have removed export triad value for embedded generators in the northern half of the country. However, export triad benefit in southern England and Wales, and avoiding triad import charges through demand reduction across most of Britain remain valuable.

The right triad strategy for each site will depend on location and operational conditions. Flexitricity will continue to offer our industry-leading operational triad management service to our customers to maximise their net benefit.

HOW DOES IT WORK?

- Triad management is a difficult process. Flexitricity's expertise and to-the-wire triad management strategy has allowed our customers to benefit even from the difficult triads that many large companies have missed.
- We offer a triad monitoring and dispatch service with careful targeting of peaks to minimise fuel use.
- We develop a tailored triad management strategy for each site which includes site-specific start times.
- Flexitricity's triad management service can be seamlessly integrated with other revenue sources.

REQUIREMENTS FOR PARTICIPATION

The delivery periods are around 30 to 90 minutes between November and February.



1

We've developed unique proprietary tools and strategies for predicting triads and to manage the whole process as efficiently as possible.

2

Flexitricity has a 100% triad management record since 2008, which we believe is unmatched in the industry.

3

Our triad management service includes asset dispatch, as opposed to simply issuing triad warnings.

What is demand side flexibility?

Demand side flexibility is where businesses are financially incentivised to reduce or increase their energy use (and generation where applicable) to provide flexibility to National Grid or DNOs as and when they need it. Demand side assets can also be traded in the energy markets to maximise their revenue.

WHY IS IT NEEDED?

National Grid needs to match electricity generation with demand every second of the day. But electricity consumers don't ask for permission every time they turn on a light, kettle or TV, or plug in their electric vehicle to charge.

In addition, traditional energy generators such as large nuclear, coal and gas-fired power stations are being replaced by cleaner, but intermittent, renewables. Wind turbines only generate when the wind is blowing and solar doesn't generate at night.

Managing supply and demand is therefore not straightforward. That's where demand side flexibility comes in: **distributed generators and flexible energy users can be paid to adjust their energy usage, without impacting their day-to-day business processes**, to help National Grid balance the system.

WHAT DOES AN AGGREGATOR DO?

Aggregators, like Flexitricity, are commercial businesses that pool capacity from different sites (including sites that are too small to participate on their own) into a virtual power plant in order to provide services to National Grid ESO and trade in the energy markets.

HOW MUCH DOES IT COST AND HOW MUCH WILL I EARN?

Flexitricity operates on a revenue share basis. **We never charge for our work in assessing and onboarding a site**, and our communications and control equipment is supplied and maintained for free.

Each site is different, so before you commit to anything, we provide you with a detailed economic and technical appraisal tailored to your particular sites. We take time and care to ensure our revenue illustrations are as accurate as possible rather than deliver ballpark estimates. We only promise what can be delivered.

How does it work?

Flexitricity helps you establish how much flexibility your site is able to offer, which services are the best fit, and how much you can earn. If needed, we then aggregate your site with other assets in our virtual power plant to allow participation. Flexitricity manages the onboarding process, market access strategy (in consultation with you) and dispatch for your assets, all from our manned 24/7 control room.



Consultation & revenue illustration

At the outset, we spend time working with you to learn about your sites, assets and operations. At this stage we will discuss your requirements and operational parameters, conduct an in-person site survey if required, and prepare a revenue illustration.



We connect your asset(s) to our control room via an outstation installed on your site, or via an API. We supply our outstations without charge, and we continue to own and maintain them. We also provide communications lines, which we pay for.

Engineering & onboarding



Operation & optimisation

We discuss and agree with you the best operational strategy for your site. Our operations team and trading desk monitor your site and the energy markets 24/7 and adjust the strategy as needed to maximise your revenue. Your account manager will be available to answer any questions you might have and provide regular updates.



We help you keep up to date with the latest market developments and ensure you're aware of any new opportunities. Our account managers ensure Flexitricity's customers not only receive the best possible service but are first in line to gain access to new revenue streams.

Innovation & expansion

“

We are an energy intensive site and Flexitricity is enabling us to be smarter about our consumption whilst providing a sustainable revenue stream that improves our operational costs and bottom line.

James Lloyd Jones

Managing Director
Jones Food Company



Why Flexitricity?

Flexitricity is the demand response pioneer. We provide clarity amidst complexity, and an assurance of delivery backed by our unbeatable track record in the industry.

- We've been dispatching aggregated flexibility longer than anyone else in the GB market and have built a strong reputation based on **honesty and reliability**.
- We receive consistently **great feedback** from our customers; our most recent survey shows that over 96% of participants think our teams are 'extremely responsive' or 'very responsive'.
- We offer **access to all available energy market opportunities and balancing services**—you can rest assured you're not missing out.
- We are aware of (and often driving) changes, new services and **innovation** in the industry. That means we can offer our customers access to new revenue streams as and when they become available, and **often ahead of anyone else in the market**.
- We have a track record of **maximising revenue**, securing excellent Capacity Market coverage and high prices in balancing services, the wholesale energy markets and the Balancing Mechanism.
- We utilise the latest research and best practice in machine learning, engineering and IT systems. This has helped us maintain our market-leading position over the last decade and develop our **unique price optimisation tools**.
- Flexitricity helped to develop and was one of the first to join **Flex Assure**—the independent code of conduct scheme for the demand side response industry.



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