

Consulting Services

Energy Insights' senior-level staff are available for proprietary consulting engagements to address specific client challenges, or to customize the results of our syndicated research offerings. We also frequently partner with other consulting firms to add our unique perspectives as part of a project team.

Our consultants and analysts leverage Energy Insights' and IDC's exclusive research and analysis to deliver fact-based, actionable advice on strategy and tactics — for energy companies, technology vendors, and service providers. With a **worldwide outlook**, **deep experience in energy and technology markets**, and **proven methodologies**, we offer superior capabilities to help tackle today's critical issues.

We can apply our expertise across a broad range of assignments, including:

Business and technology strategy alignment

- Match information technology investments to specific business objectives
- Optimize application portfolios in support of mergers and acquisitions
- Reduce IT expenditures through development and implementation of cost reduction and outsourcing strategies

Market sizing and opportunity assessment

- Assess the size, growth, and segmentation of the energy industry for specific technology solutions
- Evaluate energy market trends and dynamics, buyer behaviors, and potential partners
- Estimate consumer demand for new energy-related products and services

Software evaluation and selection

- Match vendor and product strengths to specific needs and business objectives
- Develop requests for proposals; support proposal review
- Develop metrics and measurement methods to determine if technology investments are meeting stated goals

Load research and impact assessment

- Improve efficiency and effectiveness of utility load research processes – including sample design, data analysis, and reporting
- Develop impact estimates for demand response and conservation programs

Are you a technology provider looking to validate business strategies, pinpoint market opportunities, or generate more qualified sales leads?

Are you an energy company seeking to maximize the value of your information technology investments, or better understand energy consumer needs and usage patterns?



(Continued on reverse)

- Assess load impacts of new end-use technologies across service territory, or in specific geographic areas

Customer research and utility satisfaction management

- Obtain actionable data through creative, expert-based survey research services (questionnaire and sample design, online customer panels, in-depth interviews, advanced statistical analysis)
- Translate survey results into realistic estimates of market behavior
- Link changes in utility company service performance with improvements in customer satisfaction

IT cost and business value benchmarking

- Benchmark IT spending with industry peers, and identify best practices
- Define key business performance indicators to better manage IT environment
- Develop baselines to improve IT and business process performance over time

Regulatory support

- Verify internal analysis of technology investments, marketing programs, and customer satisfaction
- Prepare documentation to support rate case process
- Support the rate case process through expert testimony

Go-to-market services

- Develop focused sales training materials for technology suppliers to energy industry
- Create customized white papers targeted at technology purchasers and influencers
- Offer sponsorship opportunities at highly regarded industry events

Key Staff

Energy Insights' consulting engagements are led by experienced project managers, who work with the company's senior analyst team to develop clear scopes of work and deliver projects in a timely and cost-effective manner.

Dr. Shawn McNulty, Consulting Director, leads Energy Insights' survey research activities. Dr. McNulty is an experienced focus group moderator and qualitative interviewer, with more than 12 years experience in designing, managing, and executing qualitative and quantitative market research for utilities and technology vendors.

Mr. Mike Witty, Vice President, Insights Consulting, has overall responsibility for leading and coordinating consulting activities across all of IDC's Insights companies. Mr. Witty has extensive experience in strategy and management consulting, most recently as vice president of professional services for Syncra Systems, Inc., and as principal consultant for Pricewaterhouse Coopers LLC.

Contact Us

For additional information about Energy Insights' products and services, please email us at info@energy-insights.com, telephone 508.935.4400, or contact your Energy Insights sales representative.

Energy Insights, an IDC company, is a leading global provider of research-based advisory and consulting services to the energy and utilities industry. Staffed by senior analysts with decades of industry-specific business and technology experience, Energy Insights provides full coverage of the energy industry value chain – from upstream to retail activities. For more information, please visit www.energy-insights.com. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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