

Real-Time Price Response

An easy way for customers with smart meters on a fixed price contract to generate value from rising market prices.

The Real-Time Price Response program is a voluntary load curtailment service deployed by Gexa Energy. By reducing your energy usage when real-time market prices are high, you could generate savings not otherwise available.

How the program works

Gexa Energy will declare a Real-Time Price Response event when market prices are expected to be greater than a target price (ex: \$500 per MWh) for one hour or more. Prior to the event, participants in the program will be notified of the expected start time, duration, and expected range of market prices. You can then decide whether to reduce energy usage accordingly. Energy management tools available in the **Gexa Energy ControlComm** portal help you make the best decisions to help increase savings without impacting operations. By curtailing energy usage during the event, you can receive credits against your energy usage.

Benefits of the program include:

- Credits on bills for successful participation in events
- Optional automation for controlling equipment
- Real-time and customizable historical usage analysis*

How using less creates value

Verified energy reduction during an event generates savings; your share of retained savings is based on a predefined percentage. Savings can be realized by partial load reductions, so you do not have to shut down entirely to earn credits.

To determine your energy reduction achieved during an event, a baseline usage will be calculated for each customer.** The baseline represents the electricity your site would have consumed had you not curtailed usage.



Two solutions to choose from

A number of account-specific factors will determine which solution is right for you.

- **Manually implemented curtailment.** There are no upfront costs to join and participate.
- **Automated curtailment.** There is no cost to join and participate, but installation of automated response equipment may result in additional installation and monthly charges.

*Additional costs may apply to add equipment.

Advanced analytics mean more savings and convenience

Gexa Energy has teamed-up with AutoGrid Systems, a provider of data analytics and controls software for the electric grid, to deliver this service. AutoGrid's powerful forecasting models and optimization algorithms allow you to stay one step ahead of the needs of the grid and maximize your participation in demand-side management programs.

AutoGrid forecasting models leverage the most granular inputs and most advanced smart grid data, as well as external factors like weather, to predict electric load and then determine the ideal demand response strategies. This provides you with the opportunity to simply and more effectively monetize any flexibility you have in electricity consumption, without the need to be an expert in electric operations.

- AutoGrid's intelligent platform turns data into power, enabling your business tools to unlock new revenue streams and increase profitability, often with little to no impact on operations
- The **Gexa Energy ControlComm** cloud-based solution means easy access from web browsers, including mobile devices
- Integrated with your meter data for tailored results and analysis
- Configurable engagement through email, phone, SMS, and online portal
- Automated calculation of baselines provides a more accurate and transparent representation of your load shed
- Insightful reports and analytics to show your performance and provide valuable feedback
- Machine learning adapts to changes in your organization's energy usage, which helps you optimize your opportunities for energy savings (and profits) over time
- Integrated support for automated load control reduces the burden on facility staff

Post Event Online Analytics



By optimizing use during periods of expected high pricing, you can reduce load and achieve significant savings.

Advanced analytics and reports show your performance and provide valuable feedback.

For more information, please visit www.gexaenergy.com/solutions

** The baseline is defined by a high X of Y model. This means that we look at the past Y non-holiday weekdays, then average the X highest load days from that set to determine what you would have used. This calculation uses the highest recent historical load of your site as a benchmark for electricity consumption on event days, ensuring that the calculated load shed is as accurate as possible.

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