



Selling Energy with AppDirect

The leading relationship-driven marketplace

November 2023

What's happening in the market?

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Energy commodity prices are soaring nationwide

In the past 2 years, the cost of natural gas has increased by

>350%

Electricity prices are up YTD.
in Texas, they have increased by

>100%

Main Challenges



VOLATILE MARKET

With so much volatility in the market, it's difficult for companies to budget appropriately.



KNOWLEDGE GAP

Many are uninformed about available alternative energy solutions.



ENVIRONMENTAL REGULATIONS/ SUSTAINABILITY

Companies need help achieving their environmental commitments.

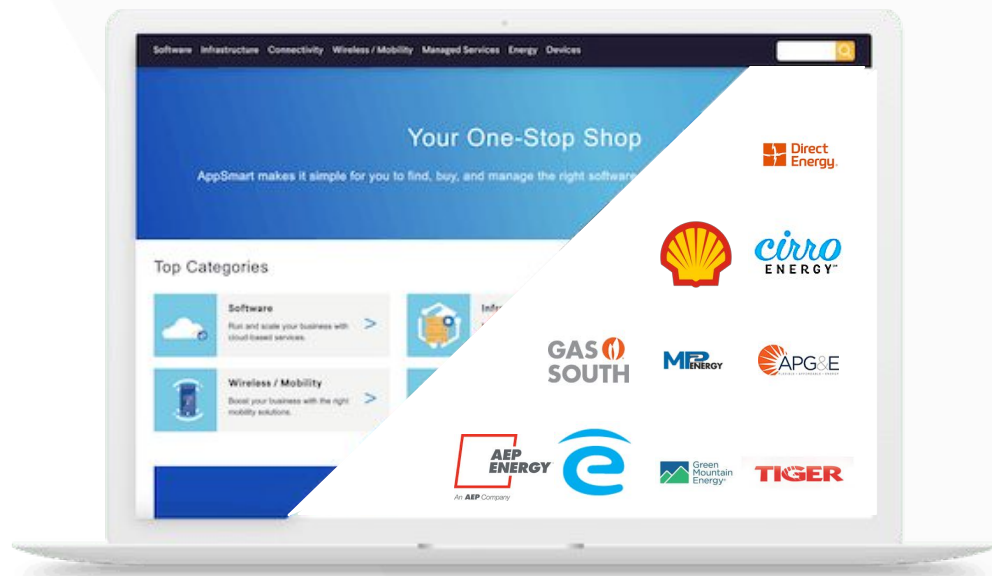
AppDirect can help

With the right tools and team in place, you can help customers **lock in multi-year deals** by finding the best energy solutions and rates.

We'll also suggest alternative sources of energy that can **improve environmental impact** and **cut costs long-term.**



We make it easy to
break into selling
Energy with AppDirect



Energy Portfolio

Easily complement your connectivity portfolio with energy solutions



Expertise

Leverage our product experts to increase energy competency



Energy Seller

Automate energy procurement from pricing to booking with one tool

Add Energy solutions to your portfolio with our catalog

ENERGY

EV Charging | Water & Waste
Electricity | Natural Gas | Solar

CONNECTIVITY & SD-WAN

Fiber | Cable | Wireless | Satellite | TEM

MANAGED SERVICES

NOC | SOC | Professional Services
SmartSupport | Asset Management

SECURITY

Physical Security | Network Security
Endpoint Security | Cloud Security | SASE

CLOUD INFRASTRUCTURE

Public, Private, & Hybrid Cloud
Data Center & Colocation | Disaster Recovery

SOFTWARE AS A SERVICE

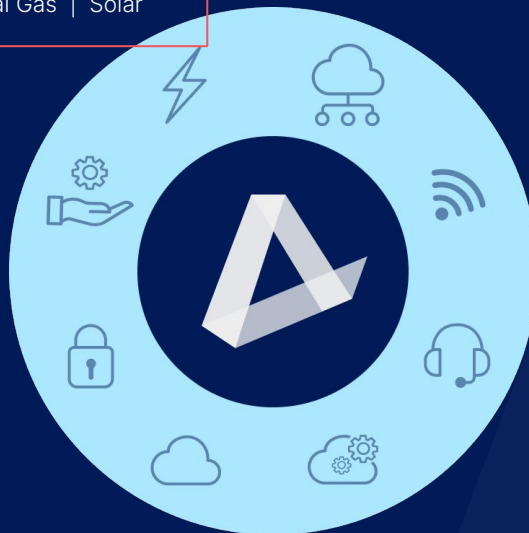
Microsoft | Google | ERP | CRM | Productivity | Business
Applications | IT Management | BI

MOBILITY & IoT

Wireless Services | Internet of Things (IoT)
Managed Mobility | Expense Management (WEM)

CUSTOMER EXPERIENCE (CX)

UCaaS | Contact Center | CPaaS | SMS
Analytics | Artificial Intelligence (AI)



Energy solutions portfolio



Electricity &
Natural Gas
Procurement



Energy Efficiency



Building
Management
(Sensors & IoT)



Water
Management



Waste
Management



Electric Vehicle
Solutions



Energy Expense
Management



Distributed
Generation

The AppDirect Catalog contains access to over 40 of the leading industry retail energy providers



We're here to help

Rely on our expertise from start to finish

- Pre/post sales support
- Engaging with Providers
- Scoping the project
- Preparing proposals
- ... and more



Energy made simple with Energy Seller

Offer your customers the best deals on energy



Automate **energy procurement** from pricing to booking with one tool



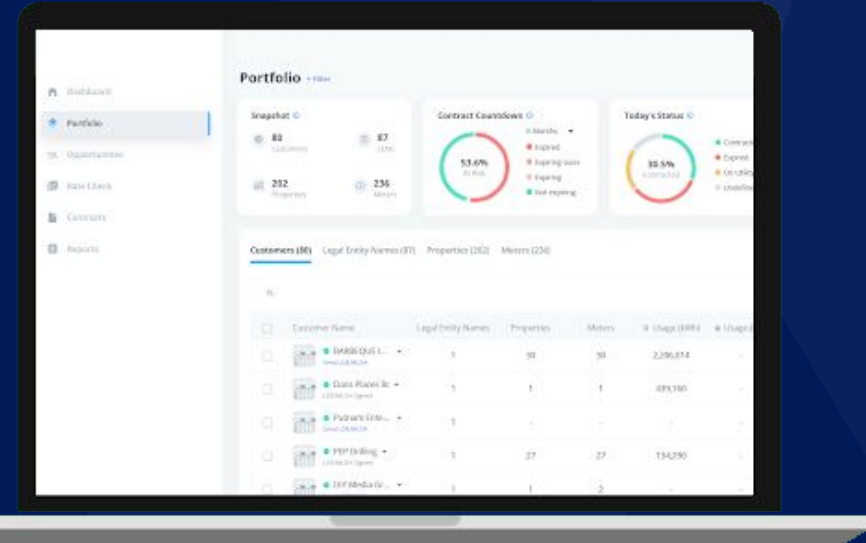
Quickly lock in rates with **1-click**, instant contracting



Access **competitive** supply markets



Build your brand with a **custom dashboard**, communications and reports



How you can win

Sell both the electricity and the SaaS platform to monitor and monetize charging assets

Hot topic: EV charging stations

Unlock cross-sell opportunities



+30%

Projected EV sales increase from 2021 to 2025



60%

Projected EV market share by 2030

Energy case studies

Energy solutions verticals

 Commercial Property

 SMB

 Hospitality

 Industrial/Manufacturing

 Education

 Multi-tenant

 Hospital/Nursing Home/Assisted Living

Stabilize energy costs

Our portfolio is a good fit for any company looking to:



Have more predictable energy costs that are not impacted by market fluctuations



Find a more flexible provider than the large utility companies



Reduce their overall spend on electricity and/or natural gas

Key energy wins 2022

Secured >\$2.5M in energy procurement deals with Energy Seller

\$1.9M solar installation on a manufacturing plant in NJ

\$60K in
commissions

\$1.2M lighting retrofit for a major private university in NC

\$120K in
commissions

3-year natural gas supply contract for a waste management company in CA

\$40K in
commissions

Reducing electricity spend by \$192K per year

Company Industry:

Document Solutions

Location: New Jersey

Challenge

Electricity prices rose dramatically over the last few years and wanted to see if Solar could help reduce costs

Solution

Design and installation of a \$2M on-site solar solution

[Video](#)

Results

- \$192K/year in Net Operating Income (NOI) improvement
- Project is a key contributor to their global sustainability objectives

\$200K in savings on natural gas

Company Industry:

Garbage collection, recycling and waste management

Location: California

Challenge

Natural gas prices had been steadily increasing since 2021 and operating expenses tripled from previous years

Solution

AppDirect Energy Experts used Energy Seller to lock in a 3-year deregulated natural gas supply contract

Results

- Savings of almost \$200K to date on natural gas
- Locked-in contract enables them to better plan and manage their monthly utility budget

Thank You

