



PROMENADE MALL SAVES \$944,000 WITH PTRACK®, DEMAND RESPONSE AND THE NWA PILOT

CUSTOMER: Promenade Mall

INDUSTRY: Retail

GEOGRAPHY: North America

SUMMARY

Home to nearly 130 stores and businesses spanning 879,000 square feet. Promenade Mall spent well over \$4 million annually on electricity bills. Edgecom Energy helped Promenade Mall reduce costs through the ICI programs and create a new revenue stream with Demand Response.



CHALLENGE

Like many large energy users in Ontario, Promenade Mall was unaware of the potential advantages of programs like the Industrial Conservation Initiative (ICI), Demand Response (DR), and others that benefit you from energy efficiency. Most businesses don't have the time or resources to focus on understanding or improving their energy usage, so energy management is not part of their core business. Promenade Mall was paying around \$2.5 million per year in global adjustment payments and didn't know they could easily reduce this portion of their bill. Edgecom Energy offers specialized energy management services to help facilities with large and complex energy use profiles.



SOLUTION

With Edgecom Energy's help, Promenade Mall transitioned from Class B to Class A, saving an estimated \$476K plus within a year. Promenade Mall saved an additional \$359K the following year by actively curtailing their energy usage. Promenade Mall was also able to capitalize off its energy flexibility and generate \$29K from DR participation. Through Edgecom Energy, Promenade was able to participate in Alectra's Non Wires Alternatives (NWA) Pilot Program and generated an additional \$80K split between availability and activation payments. This pilot demonstrated the benefits of NWA and should drive the implementation of a full-time NWA program that many large industrial and commercial consumers will undoubtedly participate in. Looking into the future, a potential savings of \$2.2 million was identified if they also decided to install a battery system.

KEY PROGRAMS

Industrial Conservation Initiative (ICI)

Industrial Conservation Initiative (ICI) is a program run by the Independent Electricity System Operator (IESO). During system peak events, consumers are incentivized through rate structures to reduce stress on Ontario's aging power grid.

Demand Response

Demand Response (DR) is a program the IESO runs to help manage the electricity grid by paying consumers who collaborate with the IESO to reduce or shift their load when needed instead of building more generation capacity.

Non Wires Alternatives (NWA)

Non Wires Alternatives (NWA) pilot program is a localized form of DR run by Alectra to secure energy and capacity from Distributed Energy Resources (DER).

RESULT

Collaboration with Edgecom Energy has generated continual yearly savings for Promenade Mall and added new revenue streams to their business. Besides monetary incentives, the ownership group better understood their energy usage, the Ontario Energy market, and the available programs. They look forward to continuing to improve their energy use and take advantage of other programs and products by leveraging the guidance and technical abilities of Edgecom Energy.


YEARLY SAVINGS AND EARNINGS

Opting in to Class A	\$476,000
ICI Peak Management	\$359,000
Demand Response	\$29,000
Non Wires Alternative	\$80,000
Total	\$944,000

ABOUT US

At Edgecom Energy, we empower large energy consumers to take control of their energy costs and reduce emissions by harnessing the power of IoT and AI solutions. Our innovative technology helps you optimize energy usage, save money, and contribute to a greener, more sustainable future.

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BOOK A CONSULTATION



AT A GLANCE CHALLENGES



Spending over \$4 million annually on electricity bills



Unaware of the available programs in Ontario for energy cost savings.

PTRACK® RESULTS



\$476K plus savings in the first year by becoming a Class A customer



Saved an additional \$359K the following year through ICI Peak Management



Generated \$29K revenue from Demand Response participation