

# Project Example – Energy

# Wholesale – B2B Demand Side Management

## Situation

- Board of leading independent UK energy wholesaler considers the introduction Demand Side Management (DSM) product to its largest Business clients
- Senior Management seeks a solid fact-based business case to i) answer the desirability of DSM and ii) identify strategic options to implement and roll-out DSM

## Actions Proost Ventures

- Project market-outlook of the UK reserve markets
- Assess competitive offerings of DSM and assess need for (DSM technology) partnership
- Develop blueprint of DSM product offering: product, matching of load profiles, IT feasibility and roadmap, financial conditions, and 100-day implementation plan
- Outline strategic option framework
- Prepare Business Case for leading UK energy wholesaler to introduce DSM product & service, including 5-year P&L
- Provide negotiation support and input to Partnership and Service Level Agreement with DSM technology partner

## Project Results

- Create sense of urgency with the management to accelerate integration and restructure operational footprint
- Lending banks endorse 5-year financial and strategic plan including operational restructuring measures

## UK Energy Reserve Markets – 2015

