

# Jesse



## Flex Your Business

### Awareness

### Discovery

### Installation

### Activation

### Daily use

### Monthly use

### Upgrades

### Support

	Awareness	Discovery	Installation	Activation	Daily use	Monthly use	Upgrades	Support
<b>User Experience</b>	<ul style="list-style-type: none"> <li>Jesse receives a phone call from a consultant, called Claudia, that he met at a brewery industry event. Claudia works for a consultancy that has a good reputation, so he gladly spends ten minutes talking to her.</li> <li>Claudia tells him about a service called FLEX YOUR BUSINESS (FYB) that might allow him to reduce his energy costs and reduce his carbon footprint.</li> <li>After the call, the Claudia sends Jesse a link to a blog article where another brewery tells of the great results they have achieved with FYB.</li> <li>Jesse sees that this might be an opportunity for him to both reduce his operating costs and make his business more sustainable.</li> </ul>	<ul style="list-style-type: none"> <li>Jesse takes a face-to-face meeting with Claudia.</li> <li>During the meeting she asks him for a lot of data about his equipment and assets.</li> <li>A week later Jesse receives a report from Claudia estimating the financial benefits of adopting the service and how it might help him reduce his carbon footprint. The report also contains a full run down of all the costs including hardware, installation and service subscription. The report is also clear on how the service might affect how he runs his business.</li> <li>Claudia also tells Jesse that there may be favourable finance options available to him to help with the up-front costs.</li> <li>This all seems a bit too good to be true, but he recognises this is based on the data he gave to the consultant, so it appears credible enough.</li> </ul>	<ul style="list-style-type: none"> <li>Based on the Claudia's analysis Jesse decides to subscribe to the Flex your business service.</li> <li>He also decides to take advantage of the offered finance to offset his up-front costs.</li> <li>He creates an online account and places his order.</li> <li>The next day he is contacted by a Flex your business certified installation service to book an appointment for the installation.</li> <li>The installation takes place about a week later. It is quick, efficient and as it is done at the weekend, it does not interrupt his business operations.</li> </ul>	<ul style="list-style-type: none"> <li>Jesse arrives at work on Monday morning and finds he has an alert from the Flex your business service.</li> <li>He logs on and he sees his Flex your business dashboard for the first time. It shows him:             <ul style="list-style-type: none"> <li>The real time energy consumption of his equipment and assets</li> <li>The real time energy costs of his business</li> <li>The real time carbon footprint of his business</li> <li>A projection of what his energy consumption, costs and carbon footprint would have been if he did not have this service.</li> </ul> </li> <li>The Dashboard also has a place for him to adjust his flex limits, but right now he keeps with the default set defined in the consultant's report. He notices that there is also a flex off switch.</li> </ul>	<ul style="list-style-type: none"> <li>In the beginning Jesse checks his dashboard often to see how things are developing, but as time goes on he only accesses the service in order to aid his decision making and manage flexibility.</li> <li>The service provides him data on the flexibility benefits he is realising, but also reassures him.</li> <li>The service also provides him advice on how to optimise his production in order to fulfil his production targets while at the same time achieving the benefits of lower energy costs, flexibility revenues and a lower CO2 footprint.</li> <li>The service provides him the insight and advice he needs to plan his production: The types of products he makes, when he makes them and how much.</li> <li>He is able to adjust his flex limits in order to make sure he is able to meet his business objectives. Over time the service gets to know his business and is able to make better and better recommendations as to what the rules should be.</li> </ul>	<ul style="list-style-type: none"> <li>As Jesse gets used to working with Flex your business he gets increasingly used to optimising his business with energy in mind. This sometimes means adjusting shift times to benefit from lower energy costs or favourable flexibility market conditions.</li> <li>Periodically – typically once a month – Jesse takes a look at the benefits the service is bringing week-on-week, month-on-month and year-on-year. He is continually asking himself "Is this worth it?". When the service he is able to see the data he needs to, all compared to what the numbers would have been if he had not subscribed to the service. He also sees how his results compare to other businesses of a similar type.</li> <li>He also receives alerts if something is amiss in the system, for example if some piece of equipment is taking more energy than usual – this has helped him spot a piece of equipment that needed maintenance before it went wrong.</li> </ul>	<ul style="list-style-type: none"> <li>Jesse has been a happy Flex your business customer for some months now and he starts to consider how he might get even more from the service.</li> <li>Using the service Energy Journey feature he is able to see what would be the likely impact of upgrading a piece of production equipment to a more modern version – and what the ROI / payback time for that would be from an energy perspective.</li> <li>He is also able to run similar analysis to see what the benefits he might get from adding further flexibility assets such as adding his own generation capacity (e.g. PVs), or adding battery storage.</li> <li>Claudia from the consultancy also stays in touch. When he has an idea about adding new assets he is able to run them by her for a sanity check. After deciding to greatly expand his PV generation capacity she is able to advise on a good supplier and connect him with a good source of finance to make the investment. She also advises him on other sustainability topics, such as how to sell his side streams or to switch to electric vehicles in his delivery fleet.</li> <li>When the extra PV panels were delivered the installation process was just as smooth and easy as when the first installation was done.</li> </ul>	<ul style="list-style-type: none"> <li>Jesse has found the service to be very reliable, but he has on occasion used the "Help" page in the service. Here he can find:             <ul style="list-style-type: none"> <li>A moderated user community</li> <li>Direct contact chat, email and phone number for Flex your business customer support.</li> </ul> </li> <li>He once had an error in his monthly bill and was pleased that this was resolved very quickly.</li> <li>He has never had a system outage but he is very reassured by the fact that the customer support is staffed 24/7.</li> </ul>
<b>User Needs</b>	<ul style="list-style-type: none"> <li>Lower business costs</li> <li>Be sure the service is not a scam</li> <li>Improve sustainability image</li> </ul>	<ul style="list-style-type: none"> <li>Get a clear and credible estimate of the financial costs and benefits (€)</li> <li>Be reassured that this service will not interrupt or otherwise adversely affect his business</li> <li>Save own up-front costs by accessing 3rd party finance</li> <li>The estimates should be based on the data from his own business</li> </ul>	<ul style="list-style-type: none"> <li>Elegant user interface for operations and eCommerce</li> <li>Trust that the installation will happen when agreed and that it will not inconvenience him or his employees</li> </ul>	<ul style="list-style-type: none"> <li>Confirmation that the installation was successful and the system is up and running</li> <li>Be reassured immediately that he is getting benefits</li> <li>Be able to disable flexibility if he wishes</li> <li>Making sure that his operations continue as planned</li> <li>Ability to set the rules and limits for flexibility</li> </ul>	<ul style="list-style-type: none"> <li>Elegant and clear user interface that supports quick understanding and decision making</li> <li>Info about how to take flexibility into use</li> <li>Visibility to when flexibility actions are occurring, how they will affect production and the benefits they will bring</li> <li>Visibility of key data that are linked to benefits: Energy monitoring, price</li> <li>Plan ahead, optimise production planning</li> <li>Security: Service cannot interrupt production. If it fails it needs to fail safe</li> </ul>	<ul style="list-style-type: none"> <li>See a clear economic benefit from both energy efficiency / energy costs and flexibility revenues</li> <li>See a clear environmental benefit in terms of a reduced CO2 emissions</li> <li>Have no unexpected outages related to the service</li> <li>See where the economic benefits come from: efficiency vs flexibility</li> <li>Be able to run his business smoothly</li> <li>For the service to give him advice and insight beyond direct energy costs and benefits</li> </ul>	<ul style="list-style-type: none"> <li>Be able to optimise his business investments taking energy into account, asking "What if?" questions, making scenarios</li> <li>Get expert guidance when he needs it on a wide range of topics and / or assets / equipment</li> <li>Be sure that his data is kept secure and that his privacy is respected</li> <li>Access to investment / financial support to help acquire further flexibility assets</li> <li>Be able to understand if he should add flexibility assets and if so what kind?</li> <li>Be able to use waste energy such as excess heat from the coolers</li> <li>Receive overall sustainable business advice such as how to most optimally re-use his sidestreams</li> <li>Ability to easily add new assets to the system, including hardware installation</li> </ul>	<ul style="list-style-type: none"> <li>Get assistance in using the service</li> <li>Correct things he thinks might be a mistake in the data (especially billing)</li> <li>Report faults and have them corrected quickly</li> <li>Clarify anything that seems odd in his data</li> <li>Troubleshoot problems and resolve them</li> </ul>
<b>Key Features</b>	<ul style="list-style-type: none"> <li>sales &amp; promotion channels</li> <li>case studies from existing customers</li> </ul>	<ul style="list-style-type: none"> <li>consultants for estimation of benefits</li> <li>financing</li> </ul>	<ul style="list-style-type: none"> <li>digital service essentials</li> <li>installation services</li> </ul>	<ul style="list-style-type: none"> <li>dashboard</li> <li>flex limits</li> </ul>	<ul style="list-style-type: none"> <li>planning tool</li> </ul>	<ul style="list-style-type: none"> <li>monthly benefits overview</li> <li>alerts tools (anomaly detection)</li> </ul>	<ul style="list-style-type: none"> <li>energy journey tool</li> <li>consulting support</li> <li>cross-selling of energy products and services</li> <li>customer support</li> <li>financing</li> <li>upgrade installation support</li> </ul>	<ul style="list-style-type: none"> <li>customer support</li> </ul>
<b>Open Questions</b>	<ul style="list-style-type: none"> <li>consultants vs automation (self-service)</li> </ul>	<ul style="list-style-type: none"> <li>estimation of benefits</li> <li>data &amp; automation</li> <li>investment</li> <li>competition/ existing services</li> </ul>	<ul style="list-style-type: none"> <li>digital service development &amp; operation</li> <li>installation</li> </ul>	<ul style="list-style-type: none"> <li>dashboard</li> <li>flex limits</li> </ul>	<ul style="list-style-type: none"> <li>planning tool</li> <li>flex limits</li> </ul>	<ul style="list-style-type: none"> <li>meaningful benefits</li> <li>benefits statement tool</li> </ul>	<ul style="list-style-type: none"> <li>energy journey tool</li> <li>consulting support</li> <li>financing</li> <li>upgrade installation support</li> <li>cross selling responsibly</li> </ul>	<ul style="list-style-type: none"> <li>customer support</li> </ul>