



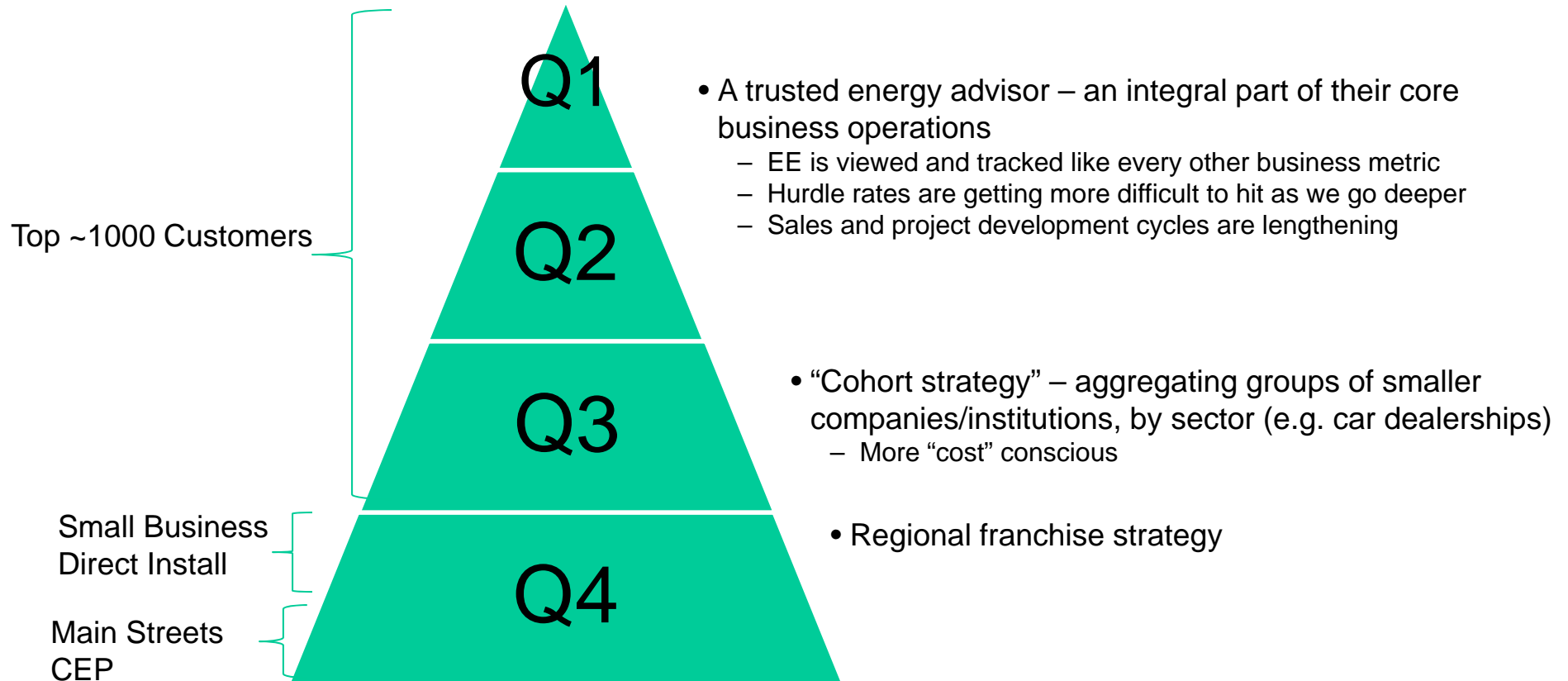
Northeast
Utilities

Market Observations

Richard Kazarian

July 8, 2014

Every NU Business Customer Has a Point of Contact



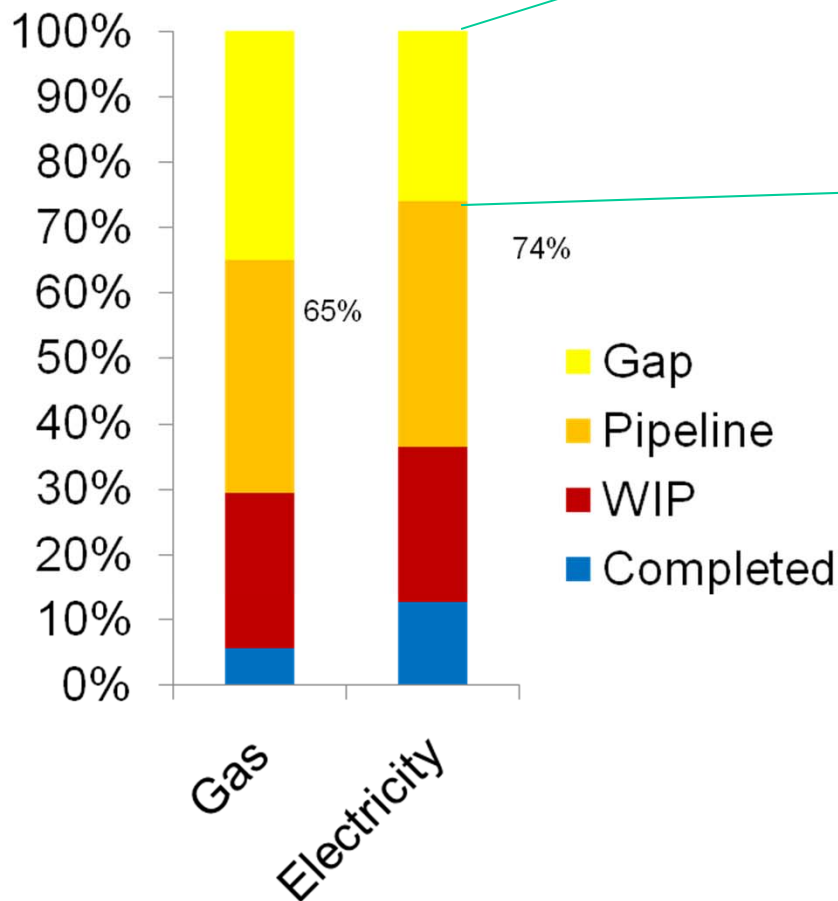


Sector-Focused Teams Deliver Savings

Pharmaceuticals & Medicines; Healthcare; Retail	Account Executive	Program Manager	Engineer
Colleges & Universities; Research Labs; Pharmaceuticals & Medicines	Account Executive	Program Manager (2)	Engineer
Government Agency; Schools; Federal	Account Executive	Program Manager	Engineer
Com & Res Property Management; Lodging; Professional Service	Account Executive	Program Manager (2)	Engineer
Com Property Management; Data Center; Professional Service; Communication & Entertainment.; Industrial; Financial	Account Executive (2)	Program Manager (2)	Engineer
NSTAR Gas *Worcester*	Account Executive	Program Manager	Engineer

Closing More Projects Early in the Year

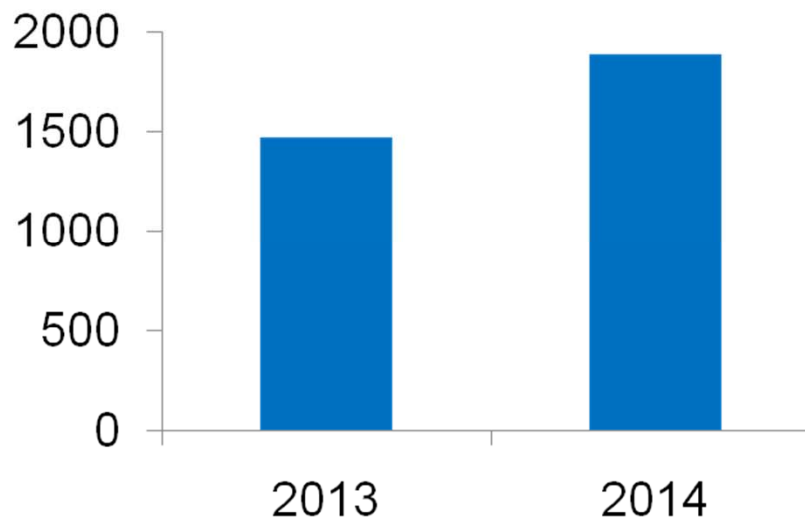
Lifetime Savings



Gap Strategy

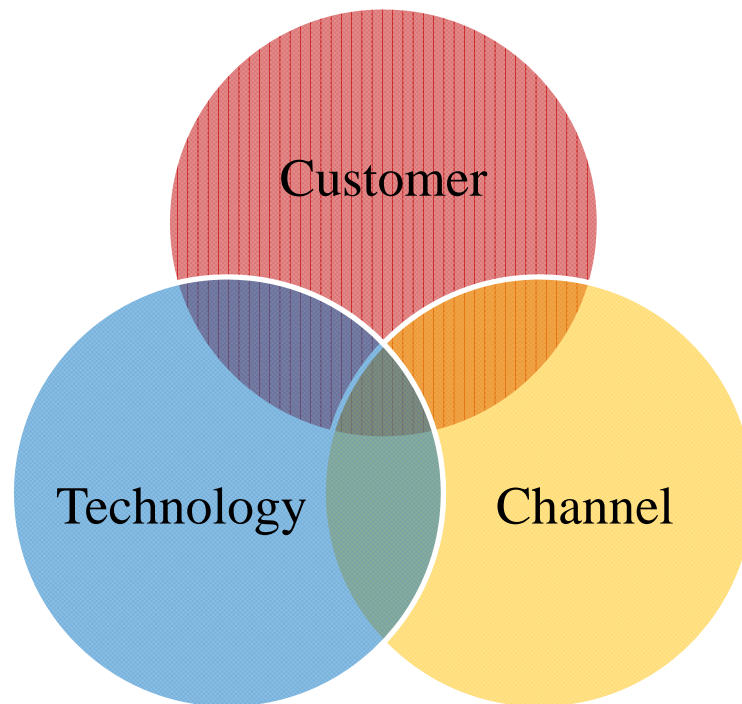
- MOU: – getting stuff in the ground sooner
- Q1-Q3: - Aggressively engaging channel
- Technology Initiatives
- Market & Channel Dynamics

Number of Projects





Transforming the Market



- Create the pull: Leverage new technologies to create “halo effect” with customers (e.g. LEDs in Hospitality)
- Identify “state-of-the-shelf” technologies to drive into the market
- Strategic partnerships with channel partners: Deep working relationships with manufacturers and other channel partners to hone their go-to-market model



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High Efficiency Pumps & Demo



Nate Strong
July 8, 2014



High Efficiency Pumps



Standard Circulator Pump



High Efficiency Circulator Pump

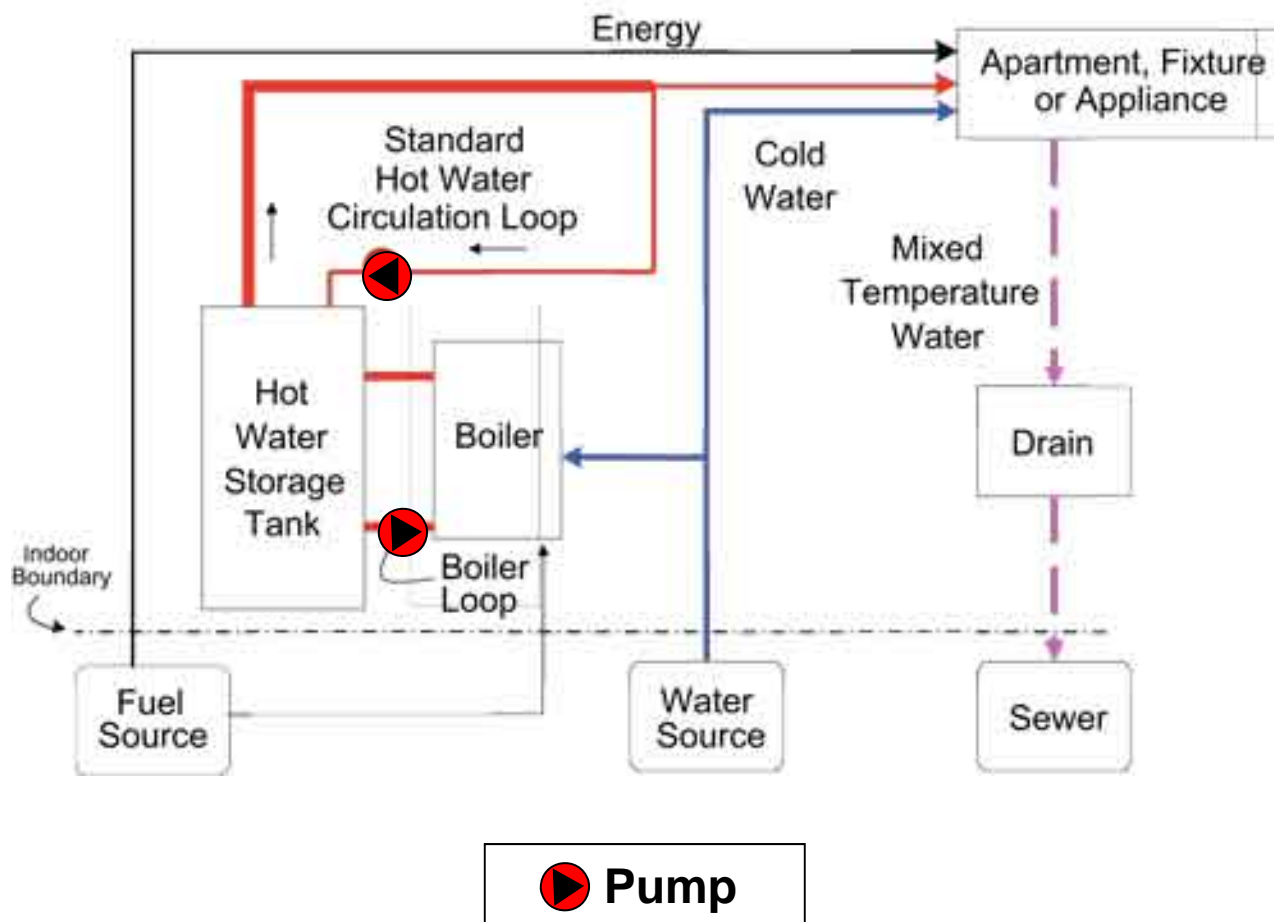
Gains in efficiency are made from...

1. High Efficiency Motors/Electronically Commutated Motors (ECM)
 2. On Board Variable Frequency Drives
 3. On Board Logic Control
- Energy savings (in Commercial application) is on average 55%
 - Circulator applications ~3,000 kWh per unit annual savings
 - Booster applications, ~35,000 kWh savings per install annual savings
 - Application and “right sizing” can provide up to 90% savings
 - Increased system life, decreased noise, potential gas savings, etc.



Typical Applications

Typical Central Boiler Hot Water System



Common Applications

- Boiler/Hydronic Heating
- Ground-Source Heat Pumps
- Radiant Slab Heating
- Fan-coil Heating
- Heat Recovery/Heat Pumps
- Solar Water Heating
- Hot Water Recirculation
- Domestic Hot Water Heating
- Chilled Water
- Data Centers

Common Segments

- Hotels
- Hospitals
- Commercial Buildings
- Education
- Government
- Multi-Family/Mixed Use
- Biotech/Manufacturing

Go To Market

