

## Strategic Load Growth with Electrotechnology Deployment



### Objective of the Program

This program is designed to support the adoption of electrotechnologies that improve the competitiveness of industrial customers in ways that make good business sense for both the customer and the energy company.

### Program Description

#### Identification of Key Industrial Companies

EPRI and Center staff will use proprietary know-how and techniques to identify, by four-digit SIC Code, the industry segments in the client's service territory that have high probability of implementing specific technologies.

#### Identification of Specific Customers within those Industries

Using proprietary screening techniques, together with customer information provided by the utility company and company information from publicly available and private databases, specific customers within these industry segments will be identified that have the highest probability of implementing selected electrotechnologies. This task will reduce the list of potential industrial customers to a manageable size that can be further screened by direct personal contact.

#### Training of Utility Staff (optional)

Depending upon the extent of utility staff involvement, training courses can be conducted for personnel connected

with the project. The course would include an overview of the project, the technologies being pursued and their applications, and the procedures and types of information needed to screen candidate companies. This training will be based on EPRI know-how and techniques.

#### Establishing Key Individual Contacts within the Group of Customers Identified

EPRI will (with utility staff) within the given number of customers identified, determine which individuals are in the best position to provide essential information needed for further screening to ensure success.

#### Collecting Customer Information by Telephone Contact

EPRI will (with the utility staff) contact the short-list of prospective customers that have been identified. Key information will be collected from the industrial customers regarding products produced, processes employed, installed equipment, processing volumes, production rates, operating hours, production problems, quality issues, and other information needed to further qualify prospects.

#### Identification of Key Equipment Suppliers

Based on information gathered EPRI Center staff will work with the utility to identify appropriate equipment suppliers to support subsequent steps.

#### Interaction between Equipment Suppliers and Utility Employees

EPRI, jointly with the utility and equipment vendors, will select the final set of industrial customers considered high-probability sales prospects.

#### Sales Activities

EPRI will determine the strategies/activities for deployment of the technologies. They may include further telephone interviews, seminars, sales calls, written correspondence, presentations to customers, plant tours, and any number of other activities. In each case, the set of activities chosen will be tailored to the needs of the individual companies involved. This set of activities will be focused on closing sales.

## **Cost of Participation**

The program, tailored to meet each client's objectives and goals, will be designed around specific customer groups and technologies. Examples include Materials Fabrication, Materials Production, and Municipal Water/Wastewater. Depending upon the program /activities selected the cost of the program varies between \$75K and \$250K. The contract can be structured as a flat fee or at a reduced initial cost with EPRI receiving a success fee based on the number and size of each installation. Specific terms and conditions will be negotiated with the client.

For more information, contact the EPRI Customer Assistance Center (EPRICAC) at 800-313-3774 or [askepri@epri.com](mailto:askepri@epri.com).

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