

# Market Research & Intelligence

## Entertainment company leverages market intelligence to lock energy prices and save over \$1 million



*Entertainment company leverages Tradition Energy's market research and intelligence capabilities and saves over \$1 million.*

### Services Provided

- Market Research & Intelligence
- Supply Management & Procurement: Electricity, Natural Gas & Steam
- Solar Analysis
- Sustainability Consulting

### Opportunity

- Global energy procurement was decentralized at this Fortune 200 company and the corporation lacked an enterprise-wide strategy. Tradition was selected to advise the client through a competitive RFP process.

### Approach

- With hundreds of locations, including skyscrapers to billboards, Tradition developed a phased energy plan focusing on the quickest cost reduction activities first.
- The initial product strategy was to quickly lower costs and eliminate price volatility through fixed products.
- As our relationship has evolved, we have identified several opportunities to execute more sophisticated strategies involving management of different products.

### Results

- Energy management centralized, coordinated procurements in U.S., created vetted pool of suppliers with client-specific terms, **current contracts provide over 10% in savings, current annual savings estimated over \$1.0 million.**
- Assisted in evaluation of use of Fuel Cells at West Coast Studios, managing the procurement of the underlying natural gas running the Fuel Cells, leading to a more sustainable studio.