



E-world 2011: GreenPocket presents software innovations for trade customers and smart homes

Cologne/Essen, Feb. 3, 2011 – Right on time for E-world energy & water in Essen (February 8-10, 2011) GreenPocket GmbH (www.greenpocket.de) is presenting its latest software innovations for smart metering. Since turning from a newcomer last year into the current market leader for consumer-orientated smart metering software in the personal customer sector, the Cologne-based company is for the first time showing intelligent solutions for trade customers and for the control of household appliances.

Established in 2009, the company now counts 18 utility companies among its customers, including Vattenfall and Mainova, and has established itself as market leader for consumer-oriented software for the interpretation and visualization of energy consumption data. Up to now, GreenPocket has focused on web-enabled software solutions for the personal customer sector. The company has now expanded its product range toward trade customers. The new Trade Customer Portal enables managers to quickly and easily record the total energy consumption of their company via a hierarchically organized dashboard control function, as well as compare the energy consumption of individual locations and branch offices and to instigate effective energy savings measures on the basis of this information.

GreenPocket CEO, Dr. Thomas Goette, comments: “Our customers, the utility companies, repeatedly asked us if we could also provide a user friendly solution for the commercial customer sector which, despite the complex requirements, would be an uncomplicated expert portal. Just like our previous products, the Trade Customer Portal consequently stands out through its easy operation, an appealing design and intuitive displays.”

New product concepts are also available in the personal customer area. As a result, GreenPocket takes the next step from transparent presentation of energy consumption toward a controllable smart home. Visitors to this year’s trade show community booth of GreenPocket (‘Smart Energy’ community booth, Hall 7) are given the opportunity to try out the new software innovations.



About GreenPocket

GreenPocket GmbH is a specialist for software designed for customer-oriented interpretation and visualization of smart meter energy consumption data. The Cologne-based company offers its innovative software products to utility companies in form of white label solutions to be passed on to both personal and trade customers. Since its formation in 2009, GreenPocket has been able to already sign up 18 utilities as customers, including seven of the 20 largest utility companies in Germany.

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