

European Utility Week 2014: GreenPocket helps business customers enhance their energy efficiency

Cologne, Amsterdam, 3 November 2014 – Due to rising energy costs and regulatory stipulations, energy efficiency has become an important competitive factor for companies of all sizes. Therefore, the German software specialist GreenPocket has developed an innovative energy management tool that helps business customers reduce energy costs and improve energy efficiency significantly.

While most energy management systems are made for large companies, the choice of suitable products for small and medium-sized enterprises is comparatively low. For this reason, software specialist GreenPocket offers an energy management tool that enables companies of all sizes to control and optimize their energy consumption, increase energy efficiency and meet CO₂ efficiency goals.

In cooperation with a leading European energy provider, GreenPocket's energy management tool has been recently implemented at over 200 business customers. The software tool appears in the energy provider's corporate design and is offered as part of the provider's product portfolio. Aside from businesses, the tool is also suitable for municipalities or other organizations. For the time being, the software is offered to gauge customer interest and gain market feedback.

By using the energy management tool, business customers gain more transparency of their energy consumption in real-time via a well-structured and easy-to-use dashboard. Moreover, customers are able to compare and analyze the energy costs of different locations and buildings. Based on data analytics, the tool provides the customer with detailed daily, weekly or monthly reports. Alerts via e-mail or text message will be available soon. A recent penetration test conducted by external security experts confirmed the solution's outstanding overall security level compared to similar applications.

With its energy management tool GreenPocket addresses the promising market of approximately 22 million small and medium-sized enterprises in Europe. For companies in this segment, energy costs have become a critical financial factor since energy costs have been constantly increasing. Additionally, the EU directive 2012/27 stipulates a reduction of the overall energy consumption of the EU member states by approximately 20 percent until 2020. In view of this, companies are encouraged to implement solutions that meet the conditions of ISO 50001, the official standard for energy management systems. GreenPocket plans to receive the ISO 50001 certificate for its energy management tool in spring 2015.

At this year's European Utility Week in Amsterdam, taking place from 4 to 6 November 2014, GreenPocket is going to present its energy management tool to a broad audience of energy experts and trade visitors (booth 4.G32).

About GreenPocket

GreenPocket is a specialist for smart home and smart meter software. The Cologne-based company provides utilities and service providers with innovative applications, which enable households and businesses to control and optimize their energy consumption. With more than 80 successful projects for over 40 national and international utilities and service providers, GreenPocket is one of the leading software companies in the global smart energy market. Founded in 2009, GreenPocket now employs more than 30 employees.

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