

The Smart Home online store: Grünspär and GreenPocket start partnership

Cologne, Münster, September 04, 2012 - Two of the most successful startups in the energy business will be working together from now on. The e-commerce expert Grünspär from Münster and Cologne-based Smart Home specialist GreenPocket now provide a joint All-in-One solution for utilities which helps them gain more customer satisfaction and retention in the Smart Home area.

While Grünspär offers online sales services for utility companies providing energy saving products to specific target groups, GreenPocket develops innovative software for consumer oriented smart meter and smart home applications. From now on the companies will merge their expertise in a sales and product partnership.

As an initial step Grünspär and GreenPocket offer an All-in-One solution which combines e-commerce and Smart Home. The solution is based on the Grünspär online shop, which the utility can modularly integrate into GreenPocket's smart home portal. Dr. Thomas Goette, CEO at GreenPocket, summarizes the benefits of such a solution: "The online shop offers a great assortment of hardware components, such as actuators and sensors, which allows customers to easily upgrade their Smart Home. Thus, the utility provides an attractive e-commerce service that effectively leads to more customer satisfaction and loyalty. "

As a white label product each online store is individual and corresponds to the energy supplier's corporate design. Furthermore the user interface is flexible and can easily be customized. The logistics, i.e. purchasing, storage, shipping and billing, as well as customer services are arranged by the e-commerce experts at Grünspär. "The utility gets a full service package for smart home and at the same time strengthens its public image as an innovative service provider," explains Sebastian Kotzwander, CEO at Grünspär.

About GreenPocket

GreenPocket (www.greenpocket.de) is the leading specialist for smart meter and smart home software that empowers people all over the world to use energy in the most comfortable and responsible way. Based on a flexible, modular and scalable high performance platform GreenPocket's software applications transform complex energy data into a wide range of consumer-orientated benefits for energy control and home automation. Working with leading European Utilities the company has quickly become an important player in the global smart energy market. Founded in 2009, GreenPocket is a privately held company headquartered in Cologne, Germany.

About Grünspär

Grünspär (www.gruenspar.de) operates over 40 white label stores for utilities in German and Austrian cities as a software-as-a-service. Additionally, Grünspär sells resource- and energy-efficient products in their own online store Gruenspar.de. The young company employs 20 people at their current location in Münster. The offers in the areas of customer retention and customer acquisition for utilities are expanded continuously. For further information: www.gruenspar.de/b2b