

NEWS RELEASE

UK LAUNCH OF “SMARTOPT”, A NEW APPLICATION WHICH OPTIMISES THE MARKETING OF DISTRIBUTED ELECTRICITY GENERATION

London, United Kingdom, 23 April 2013: The Advisory House, a leading management consultancy to the European energy industry, today announces the UK launch of SmartOpt, a new application which optimises the marketing of distributed electricity generation.

The Smart Energy revolution

The asset landscape of the highly centralised power generation system in the UK and Europe is changing. The dominance of large, centralised power stations is starting to reduce. Driven by subsidies for renewable energy and high-efficiency combined heat and power, there has been a rapid rise in locally generated electricity in distribution networks.

These fundamental market changes unlocking Smart Energy are driving a revolution in the products and services which innovative companies can offer to customers. “Access to the wholesale energy markets and ability to trade energy and capacity is a key success factor for the new Smart Energy business models, which SmartOpt provides to our clients.” commented Dr. Jim Fitzgerald, Associate Partner, The Advisory House Ltd.

SmartOpt interfaces assets with markets

The SmartOpt application has been specifically designed to form the interface between the large numbers of distribution-level small-scale supply, demand and storage assets in the wholesale markets. By aggregating and combining these assets in real-time and in response to the half-hourly energy market prices as well as back-up capacity services, energy consumers can realise additional revenue streams and value from their existing and new assets. The standalone software application builds on other proprietary platforms by The Advisory House which have a successful eight year track-record of optimising larger scale hydropower (HydrOpt) and gas-to-power assets (G-OPT).

Speaking after the successful UK roadshow of the new SmartOpt product, Matthias Raeck, Application Lead and Associate Partner, The Advisory House AG said “The UK energy market players are at a very advanced stage compared to their European counterparts. We look forward to developing the SmartOpt application further to meet our UK clients’ specific needs.”

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About The Advisory House:

The Advisory House AG is a leading provider of consulting services to the energy industry in Europe. The company was incorporated in Switzerland in 2003 and has grown continuously with offices operating in Zurich, Munich, Vienna, Dusseldorf and London. Today, close to 80 consultants work across the region to offer solutions to the evolving energy market. More information about The Advisory House is available at www.advisoryhouse.com

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