

2009 Star of Energy Efficiency Award Nomination Advantage IQ, Inc.

Advantage IQ, is a Spokane, Washington based company founded twelve years ago that literally created their own industry – strategic utility expense management – and has saved corporate America hundreds of millions of dollars in the process. Anticipating that companies would need better tracking and collection of their energy use data to make more informed decisions, the concept for Advantage IQ was born. Their system has provided a foundation for many of their client's energy management programs, enabling them to make environmentally responsible decisions while saving them money. Advantage IQ's services provide companies with critical cost and consumption data in an easy-to-access web tool—leveraging the data to significantly increase energy efficiency and reduce costs across their portfolio.

Advantage IQ was the brainchild of five individuals who worked together at a local utility in Spokane, WA, now known as Avista Corporation. As experts on the utility side, they recognized the deregulation of gas, 14 yrs ago, would create a unique market opportunity; anticipating that companies would need better tracking and collection of their energy use data to enable them to make more informed decisions, from there the concept for Advantage IQ was born. Today, Advantage IQ supports over 500 clients to actively manage facility energy consumption for over 425,000 locations across North America, 80 belonging to the Fortune 500.

The tools and resources provided by Advantage IQ begin with analyzing energy usage as cost and consumption data are entered into the system and evaluated for inefficiencies and errors. The continuous process and analysis routinely identifies opportunities for operational improvement. To address the need for an overall assessment of performance against peer facilities, Advantage IQ provides portfolio-wide benchmarking reports for each facility in the portfolio. The reports allows our clients to identify facilities that consume more energy than peer facilities when normalized by key variables such as square footage, weather, and occupancy. Trend analysis reporting tracks year-over-year changes in energy performance at the site level and summarizes the results by facility manager/district/region and is normalized at a site level for the impact of key variables such as weather and occupancy.

Understanding the importance of benchmarking, Advantage IQ works with the EPA to facilitate the automated exchange of data between their two systems. The integration with ENERGY STAR's Portfolio Manager tool expands the depth of analysis as well as provides strategic program development. Advantage IQ delivered 130,517 individual ENERGY STAR ratings in 2008, representing an impressive 81.3% of all automated ratings processed by EPA. Advantage IQ has been recognized as the ENERGY STAR Partner of the Year in 2005, 2006 and 2007, and the ENERGY STAR Sustained Excellence Award Recipient in 2008 and 2009.

Recognizing that resources can be limited within organizations, Advantage IQ offers support that ranges from the reporting of carbon emissions to the design and management of a corporate energy strategy. Case studies detailing how Advantage IQ assisted Staples in reducing their overall U.S. ghg emissions by 20% or how Dell utilized Advantage IQ to purchase green energy can be found at: <http://www.advantageiq.com/WhyYouNeedUs/CaseStudies/tabid/64/Default.aspx>

Focused on enabling the efficient management of utility services, the fundamental mission of Advantage IQ is to help businesses balance the financial, social and environmental aspects of doing business through superior energy awareness and management. Advantage IQ has assisted clients in the efficient management of energy, but works to promote the need for further progress. Advantage IQ has worked with organizations and publications to promote awareness. Working with the National Action Plan for Energy Efficiency (NAPEE). Ed Schlect, VP Product Management, provides support to the NAPEE through conference calls and contribution to document review for developing guidance for utility data best practices. In addition, Advantage IQ has assisted the EPA in finding examples of adoption of the NAESB standards. Also, placing full-page ads in *Fortune Magazine* and *Chain Store Age Magazine* speaking about sustainability and how they can help companies operate more efficiently, use renewable resources, and make a difference in the world we live in. Advantage IQ's commitment to responsible energy management is clear.