

**Webinar:**  
Improving business performance  
through energy efficiency

11.05.2020



**Shell**  
**ENERGY**

# Our speakers



**Brendan Endicott**  
Business Development  
Shell New Energies



**Helee Lev**  
CRO  
Goby



**Carrie Buth**  
Solutions Engineer  
Goby



# Better together

The intersection of customizable reporting and actionable insights with the global industry-leading energy solutions provider and expert.

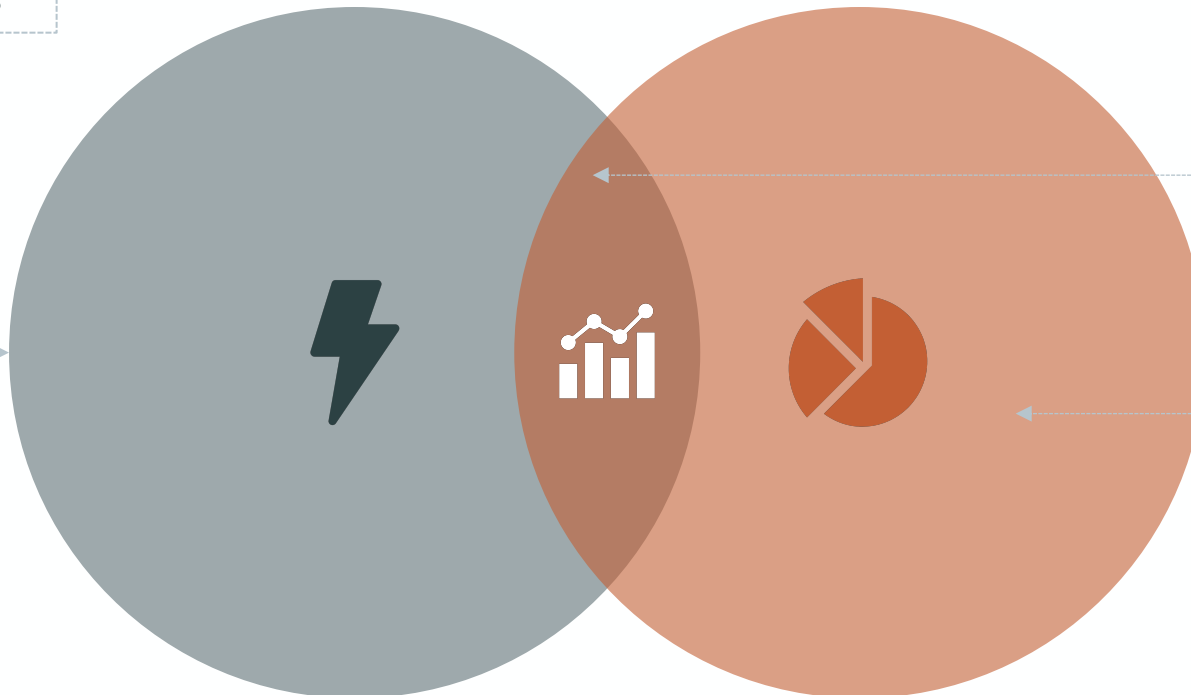
## Shell New Energies:

A wide range of light-touch, high-value energy solutions

- Sophisticated utility data analytics, enable energy solutions that deliver positive financial and sustainability payback
- Utility consumption and cost data analysis fuels better business and sustainability decisions

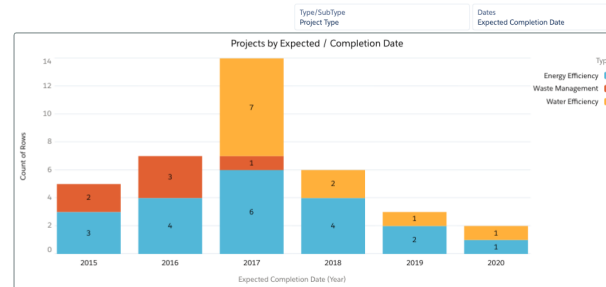
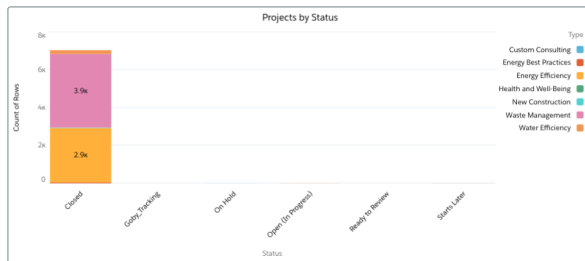
## Goby:

Goby's platform helps businesses establish, monitor, and communicate ESG initiatives.





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[Home](#) [Use Analytics](#) [Cost Analytics](#) [ESG Reporting](#) [Data Status](#) [TXN Data Mgmt](#) [Master Data Mgmt](#) [My Goby](#)

| #  | Property Name              | Property Code | Property Type | Project Name | Status | Type              | Subtype  | Scope          | Annual Utility Savings | Savings Unit | Completion Date | Cost to Deliver | Estimated Lifetime | Estimated Savings | Expected Completion Date | Final Project Val |
|----|----------------------------|---------------|---------------|--------------|--------|-------------------|--|----------------|------------------------|--------------|-----------------|-----------------|--------------------|-------------------|--------------------------|-------------------|
| 1  | 3344 Peachtree Building    | -             | High-Rise     | 15676        | -      | Energy Efficiency | Building Automation System Upgrades/Replace    | Whole Building | 0                      | kWh          | 2018-12-19      | 0               | 0                  | 12,500            | -                        |                   |
| 2  | 3344 Peachtree Building    | -             | High-Rise     | 15677        | -      | Energy Efficiency | Building Automation System Upgrades/Replace    | Whole Building | 0                      | kWh          | 2018-05-01      | 0               | 0                  | 0                 | -                        |                   |
| 3  | 3350 Peachtree Building    | -             | High-Rise     | 15678        | -      | Energy Efficiency | Building Energy Management Systems Upgrades/Ri | Whole Building | 0                      | kWh          | 2018-04-01      | 0               | 0                  | 0                 | -                        |                   |
| 4  | 400 North Park Town Center | -             | High-Rise     | 15679        | -      | Water Efficiency  | Leak Detection System                          | Whole Building | 0                      | -            | 2018-04-15      | 0               | 0                  | 0.05              | -                        |                   |
| 5  | 500 North Park Town Center | -             | High-Rise     | 15680        | -      | Water Efficiency  | Leak Detection System                          | Whole Building | 0                      | -            | 2018-04-15      | 0               | 0                  | 0.05              | -                        |                   |
| 6  | 600 North Park Town Center | -             | High-Rise     | 15681        | -      | Water Efficiency  | Leak Detection System                          | Whole Building | 0                      | Cubic Meters | 2018-04-15      | 0               | 0                  | 14                | -                        |                   |
| 7  | 800 Gateway Village        | -             | Mid-Rise      | 15682        | -      | Energy Efficiency | Building Automation System Upgrades/Replace    | Whole Building | 0                      | -            | 2018-06-15      | 0               | 0                  | 0                 | -                        |                   |
| 8  | 800 Gateway Village        | -             | Mid-Rise      | 15683        | -      | Energy Efficiency | Smart grid/smart building technologies         | Whole Building | 0                      | -            | 2018-06-01      | 0               | 0                  | 0                 | -                        |                   |
| 9  | 800 Gateway Village        | -             | Mid-Rise      | 15684        | -      | Water Efficiency  | Metering Of Water Subsystems                   | -              | 0                      | -            | 2018-06-13      | 0               | 0                  | 0                 | -                        |                   |
| 10 | 800 Gateway Village        | -             | Mid-Rise      | 15685        | -      | Water Efficiency  | Cooling Tower Water Management                 | Whole Building | 0                      | Cubic Meters | 2018-12-31      | 0               | 0                  | 920               | -                        |                   |
| 11 | 900 Gateway Village        | -             | Mid-Rise      | 15686        | -      | Energy Efficiency | Building Energy Management Systems Upgrades/Ri | Whole Building | 0                      | -            | 2018-05-31      | 0               | 0                  | 0                 | -                        |                   |
| 12 | 900 Gateway Village        | -             | Mid-Rise      | 15687        | -      | Energy Efficiency | Smart grid/smart building technologies         | Whole Building | 0                      | -            | 2018-06-01      | 0               | 0                  | 0                 | -                        |                   |
| 13 | 900 Gateway Village        | -             | Mid-Rise      | 15688        | -      | Water Efficiency  | Cooling Tower Water Management                 | -              | 0                      | -            | 2018-05-07      | 0               | 0                  | 0                 | -                        |                   |
| 14 | 900 Gateway Village        | -             | Mid-Rise      | 15689        | -      | Water Efficiency  | Other  | -              | 0                      | -            | 2018-08-31      | 0               | 0                  | 0                 | -                        |                   |
| 15 | 900 Gateway Village        | -             | Mid-Rise      | 15690        | -      | Water Efficiency  | Reuse Of Storm Water And/Or Grey Water For Non | Whole Building | 0                      | Cubic Meters | 2018-12-31      | 0               | 0                  | 2,333             | -                        |                   |

# Efficiency Conservation Measures (ECM) Project Tracking





# **Shell Energy Inside™**

**Comprehensive Energy Solutions for  
Commercial and Industrial Businesses**





# Agenda

1

Why Shell?

2

Overview of Shell Energy Inside™

3

Case Study

4

Q & A

## Shell is strengthening its position as a leading energy company

- Aim to make **power** a significant business for the company
- Investing up to **\$2 billion annually** in New Energies business
- Executive compensation tied to **GHG reduction** from company operations

**“The world must change the way it uses energy, and Shell must help to make this happen by providing solutions that can help our customers reduce their emissions.”**

- Ben van Beurden, Shell CEO



# Shell Energy Inside™ helps customers reduce costs, increase reliability of energy systems, and achieve sustainability goals



## Cost Reduction

Shell Energy Inside™ unlocks **energy and operational savings** with limited investment of time and capital



## Reliability

Shell Energy Inside™ provides upgraded energy systems with **guaranteed performance** and **maintenance included** at no additional cost



## Sustainability

Shell Energy Inside™ helps customers **achieve sustainability goals** that are good for the planet and the bottom line

# Shell Energy Inside™ comprises a wide range of light-touch, high-value energy solutions



**Metering &  
Controls**



**HVAC  
Systems**



**LED  
Lighting**



**Utility Bill  
Management**



**Sustainability  
Reporting**

Powered by  **goby**





## Our approach

1

**Assess**

2

**Recommend**

3

**Implement**

4

**Optimize and Report**



# Collect and analyze customer inputs to make informed, data-driven recommendations

- Predictive energy spend and savings calculator
- Utility bill intake and analysis
- Targeted on-site energy audits
- Submetering and HVAC performance reporting



# Provide recommendations for multi-phase deployment of energy solutions

- Start with light-touch, high-value solutions with immediate payback
- Develop replacement schedule based on age and performance of individual assets
- Evaluate additional energy solutions to meet specific customer needs

## Example deployment plan:





Implement solutions at a  
**lower, more-predictable  
cost than traditional asset  
ownership/maintenance**



**\$0 upfront investment**



**Fixed monthly payment** can be treated  
as operating expense (off balance sheet)



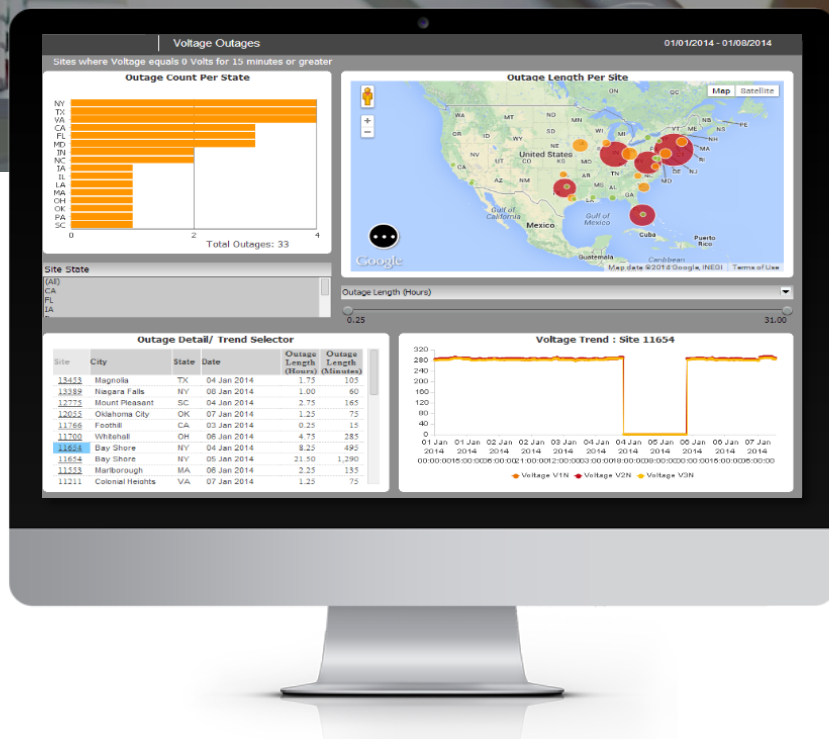
Preventative and reactive **maintenance  
included** at no additional cost



**Guaranteed equipment performance**  
for entire contract term

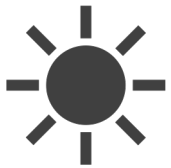


# Provide savings updates and ongoing recommendations to optimize site performance



- Monthly energy savings reporting
- Quarterly comprehensive account review
- System optimization through advanced analytics, reporting, and alarms
- 24/7 technical support

# Explore additional opportunities delivered by Shell New Energies



**Solar**



**Green Power Supply**



**Demand Response**



**EV Charging Infrastructure**



**Battery Storage**



# Case study: Green Street Academy

**Green Street Academy** (GSA) is a grade 6-12 public charter school in West Baltimore with a mission to prepare students for college and careers in sustainable technology.

- \$28M facility gut and rehab in 2015; **all new energy systems** installed
- Includes 100,000 sqft of fully renovated academic space
- 2nd largest **LEED Platinum** public school facility in the US
- 2018 Green School of the Year

Despite the recent rebuild, GSA faced several **challenges related to its energy systems:**

- Cold classrooms during winter led to **frequent complaints** from students and staff
- Out-of-warranty heating, cooling, lighting, and control systems **were not commissioned properly** and had begun to fail
- Too much time spent by key staff members **troubleshooting issues** and working with various contractors to fix systems
- Spiky, **unpredictable facility maintenance expenses** led to budget uncertainty



## Case study: Green Street Academy

- Through the **Shell Energy Inside™** program, GSA was able to transition responsibility for all energy systems to Shell for a **lower, more-predictable cost** than maintaining the systems themselves.
- In exchange for a **fixed monthly payment**, Shell guarantees that all HVAC, lighting, and controls **work properly**, and the monthly payment is reduced until any problem is fully resolved.
- Over 10 years, GSA **eliminates volatile repair costs**, transitions from three vendor relationships to one, and sees **> 30% cost savings**.

10 year current vendors costs

\$664,543

10 year subscription costs

\$459,295

*Costs are net of expected utility bill savings*

### Services include:

- Preventative maintenance
- Recommissioning HVAC and BAS
- Repairs and replacement
- BGE rebate processing

# Questions?



**Brendan Endicott**

[linkedin.com/in/brendanendicott/](https://linkedin.com/in/brendanendicott/)



**Helee Lev**

[linkedin.com/in/helee-h-lev/](https://linkedin.com/in/helee-h-lev/)



**Carrie Buth**

[linkedin.com/in/carolinebuth/](https://linkedin.com/in/carolinebuth/)