Why Demand Flexibility Matters – for Everyone

There are two ways you can reduce your electric bill every month:

1. **Use less (improve efficiency)**
2. **Use wisely (manage peak demand)**

Your monthly commercial electric bill breaks down into two parts:

- **Consumption: the total amount of electricity, measured in kWh, that you used during the entire month**
- **Demand: charged for the highest amount of power, measured in kW, that you used during a single 15- minute period**

There are 2880 15-minute metered intervals reported to your Utility each month.

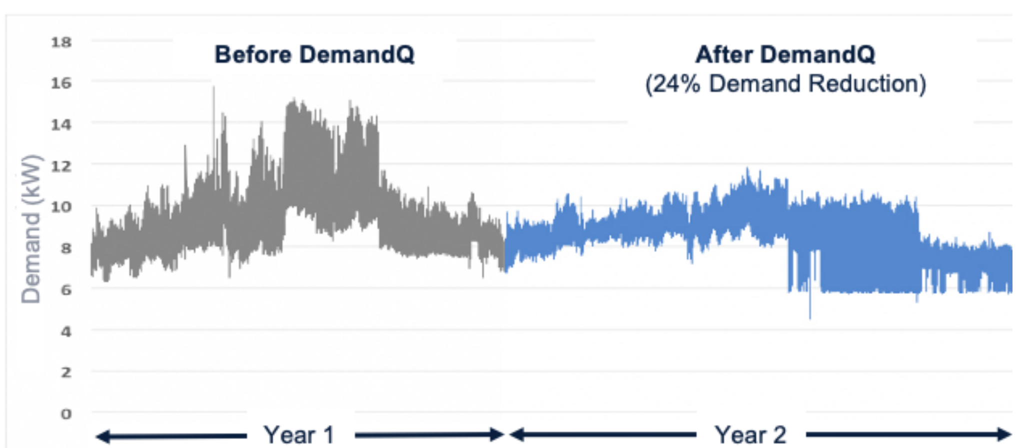
If unmanaged, a single random event, when you happen to be using all of the devices and systems you rely on, HVAC, charging stations for your multiple EVs, pumps or compactors, will generate the peak demand charge for the entire month. In some markets, the structure for that fee can last for the whole year.

Peak demand charges are highly variable. A kilowatt that you use in the summer costs more than in the winter, and can even vary by the time of day.

- **Demand charges often account for over 50% of your total monthly bill**
- **Demand charges are increasing by 6% per year across the US**
- **Just like the actions that can be taken to improve the efficient consumption of electricity, peak demand charges can be managed and reduced**

The Solution to the Peak Demand Problem: DemandQ's Intelligent Demand Optimization

Software services that seamlessly integrate with your building automation/EV charging systems to automatically lower the cost of electricity without impacting customer comfort or business operations



Data Source: www.pge.com

For more information about DemandQ, please email our team at info@demandq.com or call us at (855) 693-8377