

# GMA ENERGY(+)



- GAS PROCUREMENT
- ELECTRIC PROCUREMENT
- DEMAND RESPONSE
- GREEN ENERGY PROGRAMS

*\*Programs & Services Vary Upon Region/Location*



## FROM THE PRESIDENT

Graphic Media Alliance is thrilled to unveil our latest initiative for 2024: **GMAENERGY(+)**. As an Association committed to driving efficiency and cost-effectiveness, we're proud to expand our energy savings program to encompass a broader spectrum, now including gas, electric, demand response, and green energy solutions. While our legacy services have consistently aimed at minimizing operational expenses, our new **GMAENERGY(+)** program takes it a step further by introducing tailored solutions in each region we serve. Moreover, it's not just about cost reduction; in numerous instances, this program opens doors to revenue-generating opportunities.

We understand that staying ahead in an ever-evolving landscape requires innovation and adaptability. **GMAENERGY(+)** embodies this ethos by offering diverse and region-specific solutions to empower your business. We're dedicated to providing avenues for new streams of revenue.

Embrace the possibilities that our **GMAENERGY(+)** program brings, and let's navigate this landscape together towards a more sustainable and prosperous future.

**Andrew Schall**, President  
Graphic Media Alliance



# GAS & ELECTRIC PROCUREMENT

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## Optimize Rates Through Data Driven Procurement & Analytics

Selecting the best energy supplier price and contract is a complex process. The critical goal is to ensure that each supplier's quote includes the same price components and contract clauses.

Decisions about procurement method, when to buy and contract length are based on data, analytics, and market expertise. OIE tailors solutions that fit each client's needs.

## Data Driven, e-Procurement Approach

- Review energy invoices and supplier agreements.
- Identify energy sourcing options based on:
  - Market Price fundamentals, trends and historical analysis
  - Current supplier dynamics
  - Contract expiration
  - Regulatory environment
- Utilize OIE's e-procurement platforms to simplify the supplier bidding process and increase supplier competitiveness.
- Review all offers and help select the best option for you based on data, analytics, contract terms, product structures and credit conditions.
- Help finalize contract terms with selected supplier ensuring a seamless transition.

## OIE CASE STUDIES

### SAVED \$523,715 IN 2 YEARS

Prior to OIE services, spending \$900,000 per year.

### SAVED 37% IN 12 MONTHS

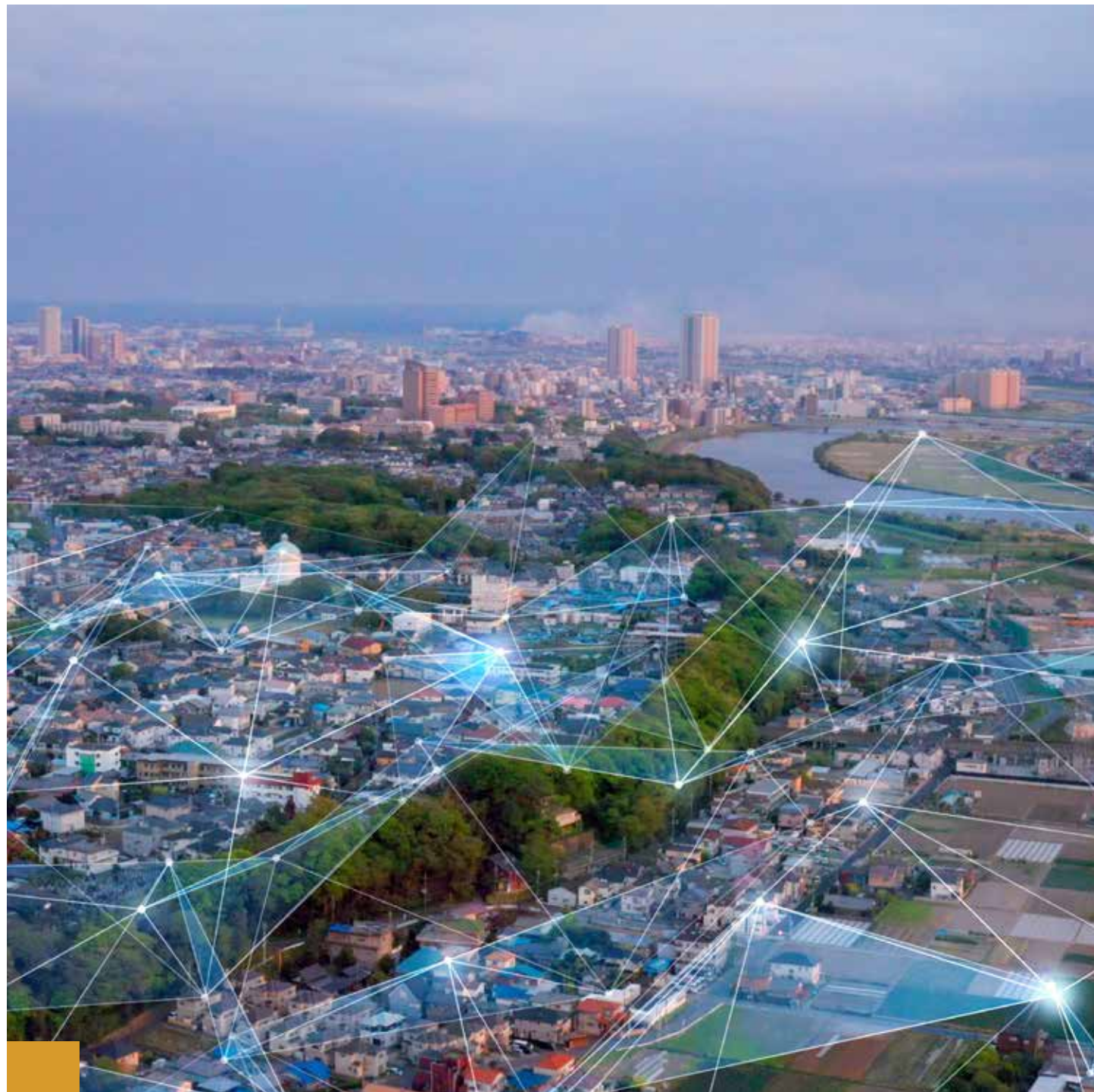
Prior to OIE services, spending an average of \$37,000 per year.

### SAVED \$305,688 OVER 18 MONTHS

Prior to OIE services, spending an average of \$785,000 per year.

### SAVED 43% OVER 2 YEARS

Prior to OIE services, spending an average of \$12,000 per year.



## DEMAND RESPONSE & SYNCHRONIZED RESERVE PROGRAMS

**Powered by OIE & Partners**

### **Get paid to support a more affordable, reliable, and sustainable grid.**

Energy users get paid by grid operators, utilities, or virtual power plants to conserve or shift electricity use in response to grid signals. These signals can be triggered by 1) a lack of energy supply (from heat waves, storms, downed power plants, renewable energy variability), 2) high prices, 3) high emissions on the grid, or other reasons.

Demand response can also generate value for energy users in the form of electricity bill savings when leveraged to actively avoid demand charges. Demand response serves as a lifeline for grid operators and utilities to prevent blackouts or shut offs which can be extremely disruptive, even deadly, to businesses and residents.

We identify every dollar from every type of distributed energy resource across every electricity market. We then monetize these DERs through demand response, price response, carbon reduction payments, demand charge avoidance, and energy management technology.

### **Instant access to your demand response performance, earnings, and savings through a dedicated portal.**

- Earnings forecast for planning
- Cash earned, disbursed, and payment status
- Real-time energy data
- Past and current event performance
- Current load vs. forecast system load
- Avoided CO2 emissions



# GREEN ENERGY SOLUTIONS

Powered by OIE

In addition to optimizing the rate you pay, you can also reduce how much you use to manage your total cost. Clean energy solutions, lighting retrofits, demand/response programs and other energy efficiency measures can lower your usage and total cost. OIE's energy professionals can provide available financing options for all of these solutions if desired.



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**For more information on any of these  
services and benefits please contact GMA.**

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