



## E Source Small & Midsize Business Service

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No matter how you define them, small businesses are difficult to serve. Because they're numerous and diverse, it's hard to figure out what they need and want from their energy provider, much less how to reach them. Nevertheless, they represent a potentially high-profit market segment for energy service providers. The E Source Small & Midsize Business Service gives subscribers an edge in working with these customers by providing innovative strategies, benchmark statistics, tools, and market trends.



### Deliverables

#### Reports

The Small & Midsize Business Service provides subscribers with in-depth strategic reports covering such topics as market trends, segmentation, and pricing issues; customer retention and profit potential; and alliance and outsourcing opportunities, as well as focused case studies.

#### Market Research

Each year, subscribers receive a survey report of the characteristics and needs of over 900 small businesses in the U.S. and Canada.

#### SMB Focus Reports

The service offers quarterly, electronic Focus reports. These short reports, delivered in PDF format from the service Web site or via e-mail, address subscribers' ongoing research needs, helping them to capitalize on product and service opportunities.

#### E Source Customer Direct Pamphlets

These are two- to four-page summaries of electricity and gas end-use technologies. They are aimed at helping end users select energy-efficient, cost-effective options for applications such as lighting or water heating. Provided in PDF format, these pamphlets can be mailed to your small business customers or left behind with them when you make on-site visits. Subscribers may also choose to post these PDF files on their web sites for customers to download.

#### Summit

Series members are invited to join us each year for the Small & Midsize Business Summit, held in conjunction with the E Source Members' Forum in Colorado Springs, Colorado. The Summit brings members together to learn about new trends, to brainstorm solutions to common problems, and to interact with end users in a highly participatory format. Summit participants also play a key role in shaping the service's research agenda.

#### Inquiry Privileges

Subscribers are able to submit research questions to our expert staff; they can expect timely and thoughtful responses. If we cannot answer your question in a day or two, we'll make every effort to refer you to appropriate alternative resources.

## E-Mail Service

All staff within subscribing organizations are welcome to sign up to receive the quarterly SB Focus reports, as well as announcements of new reports, teleconferences, and upcoming events.

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## To Subscribe or for Additional Information

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