



Business Energy Advisor

Your business customers' go-to online resource for actionable advice on saving energy and lowering bills

E Source Business Energy Advisor is a library of information that integrates with your existing website and provides sector-specific energy advice for a wide variety of business types and technologies. With this valuable information, you can improve business customer engagement and guide them to your energy efficiency programs.

See how Business Energy Advisor works



What we offer:

- *Customization.* You have two options. Link to a hosted version of Business Energy Advisor that we customize with your logo, colors, and custom content to seamlessly blend with your website. Or you can pull Business Energy Advisor content into your website via an application program interface (API) and style it however you choose.
- *Easy updates.* We regularly update the library of topics in Business Energy Advisor, so you don't have to.
- *Powerful web analytics.* We provide up-to-date and in-depth reporting on the performance of Business Energy Advisor in a user-friendly dashboard that you can access at any time.

What our customers say

Business Energy Advisor is one of the best, most user-friendly products E Source offers! Concise, well written, and objective, BEA equips utilities with technical information to educate customers—and our own employees. In fact, earlier today I inserted several BEA links into our newsletter to help business customers find ways to control energy expenses during our long, hot, and humid summer.

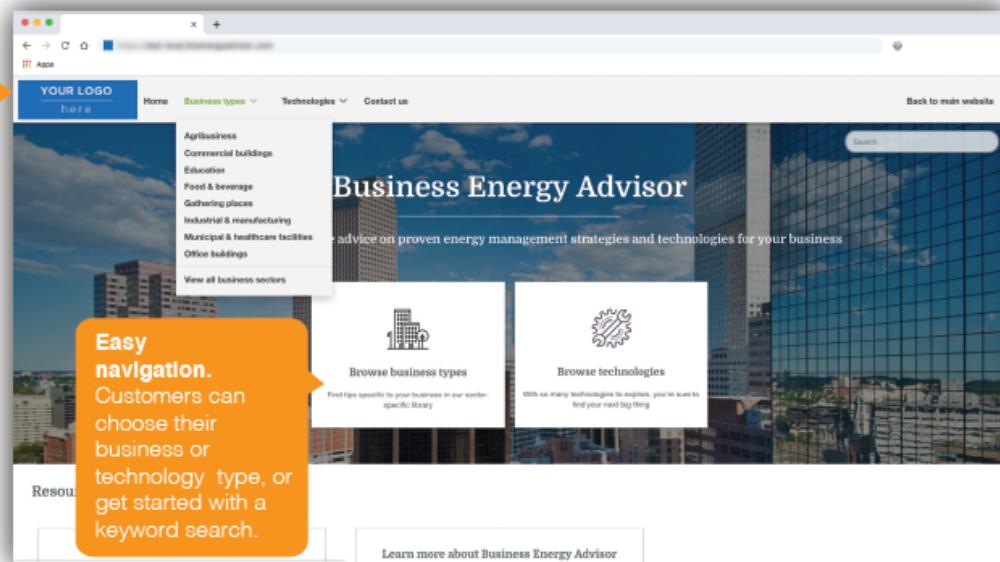
—Becky Williamson, Strategic Marketing Coordinator, Memphis Light, Gas and Water Division

The Business Energy Advisor is a much-welcomed resource in my marketing toolkit—I equate it to having a team of content writers at my fingertips. The data and technical information come from a trusted and reliable source so there's no need to second guess or do additional research on my end. The platform was exactly what we've been seeking—no need to recreate the wheel; Business Energy Advisor was our solution.

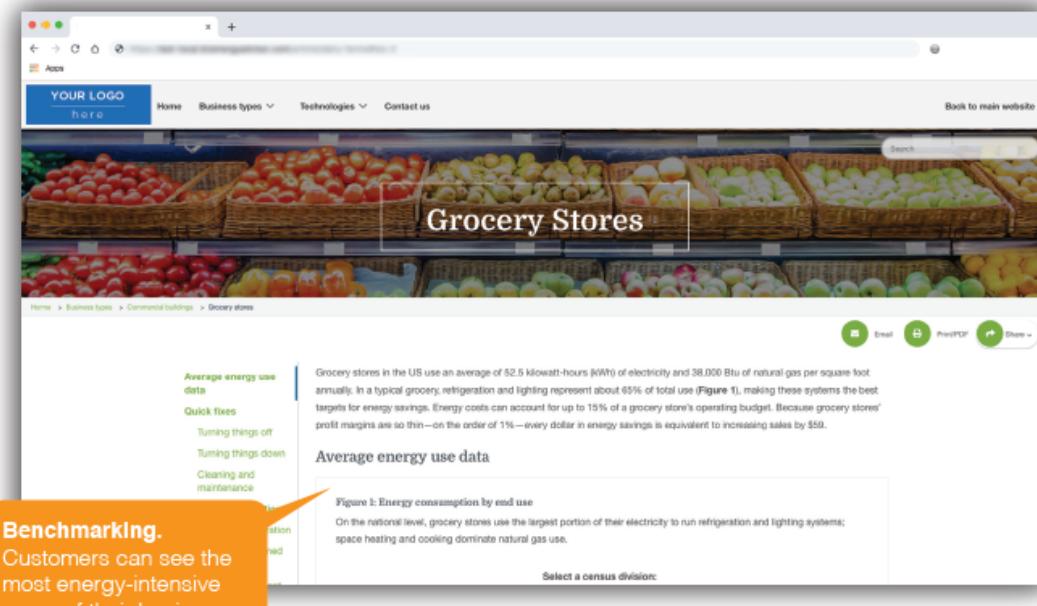
—Caryn Fisher, Marketing & Media Services, SMUD

Features of the Business Energy Advisor website

Brand alignment.
Customize Business Energy Advisor to align with your brand logos, colors, and content, or pull it into your website via API.



The screenshot shows the homepage of the Business Energy Advisor. At the top, there is a blue header bar with the text "YOUR LOGO here". Below this, the main navigation menu includes "Home", "Business types", "Technologies", and "Contact us". A "Back to main website" link is in the top right. The main content area features a large image of a modern city skyline. Overlaid on the image are two callout boxes. The top box, titled "Brand alignment.", describes how to customize the logo. The bottom box, titled "Easy navigation.", describes how customers can browse business types, technologies, or search for keywords.



The screenshot shows a report page for "Grocery Stores". The top navigation is identical to the main site. The main content area features a large image of grocery store produce. Below the image, the title "Grocery Stores" is displayed. The page includes a sidebar with "Average energy save data" and "Quick fixes" like "Turning things off" and "Turning things down". The main content area contains a section titled "Average energy use data" with a figure and text about grocery store energy consumption. A callout box on the right, titled "Flexible communication platform.", suggests sharing the report with a team. Another callout box on the left, titled "Benchmarking.", explains how customers can see energy-intensive areas.