

# CASE STUDY

24 hour call centre to self-generate 47% of its electricity demand with solar and battery storage with no upfront cost

## BACKGROUND






Our client, a nationwide roadside recovery company operates a 24/7 call centre from their head office in West Sussex. Before they were in touch with Optify, they'd been considering solar since the advent of efficient battery storage as their call centre site is prone to power outages and they wanted to move away from reliance on diesel backup generators.

They'd previously been approached by several solar installers about the possibility of going solar but had been put off by the high installation cost which made the project unviable.

What drew the company to Optify was that we were not fixated on trying to sell them solar panels. Instead, as their trusted advisor, our objective was to find them the most affordable way for them to realise their objective, which resonated strongly with them.

Our proposition to them not only made their ambitions affordable but meant they could achieve their objectives with no upfront cost and with a firm focus on maximising the cost savings from doing the project. This meant they could achieve their aim of backup power, in an affordable way whilst being safe in the knowledge that they were getting the best long term outcome possible.

## AT A GLANCE

-  97kWp system with 46kWh battery backup
-  47% of all power demand delivered by our solution
-  89,759kWh of electricity generated per annum
-  £292,000 lifetime savings
-  41,000kg CO2e emissions avoided per annum



## CONTACT US

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# OUR SOLUTION

The foundation of Optify's solutions is that we make the solution affordable with installation possible for no upfront cost, whilst acting as the clients trusted advisor we also co-ordinate the project so that it delivers the maximum lifetime savings possible.

Our starting point for this project was to create a detailed illustration of what solar and battery storage could look like for this client, on the site in question and for their historical power consumption habits. At this stage, our work is desktop based using client power consumption data, satellite imaging and solar modelling software. To make the illustration as accurate as possible, we used the client's detailed consumption history to accurately model what size of solar array would provide the optimal financial performance, based on when during the day they have consumed power. Our calculations incorporated battery storage which is quite nuanced; adding a battery without due care for how power is consumed in the building can adversely affect the benefits case. In this particular case, we modelled various scenarios, one of which showed that battery storage would add cost to the project with very little benefit but by optimising the design we

were able to demonstrate that whilst the battery does add more cost to the project, that overall it delivers an additional net saving and would contribute 6% of the company's overall power consumption.

Another way we optimised this design is that the system was sized according to the clients needs rather than the amount of roof space available. The roof of this head office building had capacity for many more solar panels but adding them to the project would push up the cost of the project unnecessarily and would result in diminishing returns. Likewise, more battery storage could have been specified but in both cases, the optional design hits the sweet spot for maximising the lifetime savings possible.

Armed with our high-level design and expected project costs, we took the details to our panel of funders. At this early stage, we're looking to find out what the art of the possible could be in terms of which finance options could be available to the project and which may need ruling out because they don't meet the client's requirements.

The characteristics of this project meant that specialist green asset finance was going to be the most efficient way to proceed so we ensured these were the

# SOLUTION CONTINUED

options that were put in front of the client. For this project, the asset finance was proposed over 7 years. Our finance partners will wherever possible structure deals so that in the early years, when the finance is being repaid, that the repayments are less than the projected energy bill savings, meaning the client is cash positive from year one. With this structure, the client saves exponentially after the finance term ends.

We took the client through the proposals and introduced them to our finance partner who worked with them to fine tune the specific way that repayments would be made so that the final solution was fully in line with what the client wanted.

At the point where the client commits to the project, we arrange a detailed site survey by our installation partner which firms up the system design, confirms suitability of the roof structure and enables the confirmed project costs to be drawn up.

Revisions to the project costs are shared with the finance partner and they carry out their work to arrange the finance ready to pay for the installation. In parallel, we co-ordinate with the installation partner to begin their work to secure the relevant approvals from the distribution network operator.

We were proud to present projected lifetime savings of £292,000 to the client which could be achieved without paying for the installation upfront.

This solution supports Optify's mission to get more decarbonisation and energy efficiency projects done by making them more affordable. Our solutions not only remove the high upfront cost of the project, which we know is the single biggest barrier to doing projects, but also deliver industry leading lifetime benefit and financial saving on energy bills.

## SUMMARY OF BENEFITS

### 1. Client requirements met

Our solution would enable the client to go solar with battery storage included to help reduce reliance on backup generators in a way that was affordable to their business.

### 2. Vast cost savings achieved with no upfront cost

Our approach to these projects is an enabler that gets projects done that otherwise couldn't go ahead, making vast energy bill savings achievable for many more organisations.

### 3. Maximum lifetime savings

When we act as trusted advisor for our clients, they're assured that we're working to optimise every aspect of the project for them to deliver the best result possible. We're building our reputation by being a partner that's obsessed with getting the very best financial outcome possible.

## GET IN TOUCH

If you'd like to find out more about whether our model could work for your organisation and what your likely savings could be, get in touch, we'd love to hear from you.

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