



## CASE STUDY: SEARS CANADA

*“When we selected Direct Energy approximately ten years ago to manage our heating, ventilation and air conditioning (HVAC) portfolio and particularly our automation systems, we looked for a partner not just a service provider. Our relationship with Direct Energy has blossomed over the years.”*



Tom Campbell  
National Manager, Facilities  
Sears Canada

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## Sears Canada

Sears Canada is a multi-channel retailer with a network of 122 department stores and 47 Furniture and Appliance stores. Sears also publishes Canada's most extensive merchandise catalogue with a circulation of 4.1 million households and over 2,200 catalogue pick-up locations. Sears employs more than 48,000 full-time and part-time associates across the country. In 1953, its first full year of operation, Sears Canada had sales of approximately \$100 million. Today, Sears Canada Inc. has celebrated its 50th anniversary, is a \$6.6 billion company and offers Canadian consumers an array of shopping options, including department and specialty stores, Canada's largest general merchandise catalogue, a comprehensive website, and a broad range of home-related services.

### CHALLENGE

With multiple store locations spanning Canada, Sears required a standardized building automation system for all its facilities. Sears required a company that could service its needs coast-to-coast from St. John's, Newfoundland and Labrador to Victoria, British Columbia. The team at Sears needed a system that would automate routine tasks, such as setting lighting levels and temperature, as well as meet the needs of the users. They also needed a system that could be easily installed and maintained.

### SOLUTION

The focus of a Sears store is the quality merchandise and the shopping experience should be one that is unaware of environmental issues such as temperature and light. The biggest compliment a shopper can pay Direct Energy Business Services is that they don't notice a thing beyond the merchandise displayed.

Direct Energy Business Services provided Sears with a building automation and controls system that monitors light and temperature. The system adjusts the heating, ventilation, air conditioning and lighting according to preset levels. The system also monitors the amount of carbon dioxide and adjusts the make-up air units. The number of shoppers in the store directly influences carbon dioxide levels at any given moment, which determines the need to bring in fresh air. The controls system also gives Sears the flexibility to respond quickly and easily to unusual events. During the power outage of August 2003, the building automation system was used to reduce store lighting by turning off signage, display, cleaner and outside lighting while leaving general lighting functioning. In response to government requests, temperature set points were raised easily and quickly.



### RESULTS

By choosing Direct Energy Business Services, Sears enjoys the ease and convenience of dealing with one service provider across Canada. The standardization of automation systems has made it easier to administer and move staff between stores minimizing training costs.

Sears enjoys energy savings by timing lights, heating and ventilation to correspond to the times the stores are in use and modifying temperature in response to store occupancy. Centralized monitoring gives greater freedom of action in situations where changes need to be made quickly across a number of stores.

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