

# Powering Industrials



## Benefits of an Energy Strategy from Direct Energy Business

### ■ Experienced Energy Service Provider

With more than 20 years of industry experience, we are dedicated to helping organizations across all sectors optimize their energy management strategy and gain greater control of their energy budgets. We are highly experienced in helping commercial and industrial businesses implement custom energy purchasing strategies to effectively manage their energy costs and achieve maximum efficiencies in their operating budgets.

### ■ Straightforward Guidance

We are a trusted commercial retail energy supplier dedicated to providing you with the best guidance to your energy management decisions. Our pricing, product and educational information will give you a clear view of the industry and your electricity and natural gas choices.

### ■ Energy Advocacy

Direct Energy Business delivers much more than electricity and natural gas supply. We're here to act as your advocate for energy choice by keeping our eyes, ears and voice in the energy policy sphere. Our in-house regulatory experts are active in each of our service areas, and we regularly share their insights with you, including advance notice of rulemaking changes and analysis of the projected impact on your energy management strategy.

### ■ Volatility Safeguards

With your monthly energy budget in the tens of thousands or millions of dollars, even a small fluctuation in the energy market can cause substantial cost increases. With information from our best-in-class Energy Management Center and a variety of industry-leading products and services, we can help you make informed decisions to shield your operating costs from energy market volatility.

### ■ We Understand Your Business

Our solutions begin with you. No matter what size your organization, we begin our relationship by getting to know your business. We want to learn about your energy profile, risk tolerance and business objectives, so we can customize an energy management strategy that supports your specific performance goals.

## Gain control of your energy budget

As a large industrial enterprise, managing all of your operating expenditures is a task of monumental proportions. In today's energy marketplace, your electricity and natural gas consumption is likely to be one of your higher and most unpredictable line items.

At Direct Energy Business, we understand the energy market—with all of its complexities and opportunities. We have the knowledge base to design custom energy purchasing strategies to achieve cost-savings for high-volume industrial enterprises like yours. We are a trusted retail energy supplier of choice for industrial users nationwide. We offer a variety of energy management solutions specifically developed to mitigate risk and exposure to market volatility, enabling you to better control your energy spend.



## Powerful Solutions for Industrials

Direct Energy Business is an experienced retail energy provider for industrial enterprises and understands the impacts of energy on your business. We can help you develop a strategy that best suits your energy needs and contributes to your business objectives.

Whether you want a strategy with budget security or flexibility, we can provide objective, straightforward guidance for your energy management decisions. We understand that energy can have a significant impact on your bottom line, so we will work with you to simplify the procurement process and implement a custom energy strategy that aligns with your usage profile, risk tolerance and budget expectations.

## Industry-Leading Product Offerings

With a variety of industry-leading products and services, we can help you devise and implement a custom energy strategy that supports your business objectives.

- **Fixed Price.** Gain greater budget control with a fixed rate for your electricity and natural gas supply. We can recommend strategies for gaining cost predictability in dynamic market conditions.
- **Index Priced.** Mitigate the risks of locking in your entire supply at relative highs. Our index priced (market-based) electricity and natural gas products offer flexibility to ride the market in pursuit of strategic buying opportunities.
- **Heat Rate.** Purchase electricity supply for your Texas facilities with a transparent, competitively priced rate that's linked to the natural gas market. Our Heat Rate product offers added risk management value, with the option to convert to a fixed price term to take advantage of favorable market conditions.
- **PowerPortfolio®.** Create a custom energy strategy that includes fixed and market-based prices with the PowerPortfolio product. Gain customized planning and dedicated management of your procurement strategy from a Portfolio Strategist who actively monitors markets for buy opportunities that optimize your energy spend.
- **Make Me Green™.** Enhance your energy strategy with renewable energy certificates (RECs), an increasingly popular and cost-effective choice for corporate sustainability programs. Each Make Me Green REC purchase serves as proof of your support of the advancement of renewable energy technologies.

For more information about our products and services, visit [www.directenergybusiness.com](http://www.directenergybusiness.com).

## About Direct Energy Business

Direct Energy Business is dedicated to serving our customers with industry-leading energy management solutions. We can help you gain greater control of your energy costs and streamline your procurement process.

With more than 20 years of industry experience, we are dedicated to helping companies make cost-effective choices for their energy requirements. Contact us to talk about your energy demands, and we'll help you navigate the procurement options available in your service area.

To learn more about our company and other energy strategies for commercial and industrial enterprises, visit [www.directenergybusiness.com](http://www.directenergybusiness.com) or call 800.830.5923.



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