



# Utilities Tech Outlook

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GridMarket

## UTILITY ANALYTICS SOLUTION PROVIDERS 2020



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*The annual listing of 10 companies that are at the  
forefront of providing Utility  
Analytics solutions and transforming businesses*

# GridMarket

## A Data-Driven Approach to Optimized Distributed Energy

**D**ata and advanced analytics are transforming the traditional utility sector. As new technologies enter the market and customers demand more of their energy providers, advanced analytics and customizable tools are helping utilities stay competitive in the global energy marketplace. Analytics providers, who garner a top-down view of the energy landscape, are unlocking the power of data to accelerate grid optimization, bring value to energy consumers, and create efficient utility networks.

In the evolving energy economy, traditional utilities can struggle to balance infrastructure needs and customer preferences. In order to become comfortable with new solutions and the integration of distributed solutions with the centralized grid, utilities need visibility into operations and actionable insight with which to make informed decisions. Nicholas J. Davis, a cleantech executive, saw an opportunity to create a powerful data-driven analytical tool that would create value and meet the needs of both energy consumers and the utility sector. Davis founded GridMarket in 2015, and the company built an AI-enabled project facilitation platform that uses artificial intelligence and predictive analytics to simplify and expedite the deployment of customer-sided and utility-scale distributed energy assets.

The GridMarket Platform creates a dynamic project ecosystem that strategically marries data analytics and advanced digital tools with a robust marketplace to accelerate the deployment and monetization of distributed energy resource (DER) solutions. The platform aggregates data in the cloud for analysis and interpretation, enabling the company to deduce actionable insights through proprietary algorithms. Davis adds, "We use data from disparate sources to turn every single property in a utility network into quantified, optimized distributed energy and microgrid opportunities." Besides the rich collection of data and algorithmic knowledge, the company finds merit in creating both customer and utility partnerships to catalyze the efficient distribution of clean energy.

The GridMarket platform's automated predictive modeling and simulation capabilities produce property-

specific distributed energy recommendations based on unique utility network and customer data. Recommendations include suitability and sizing quantifications for technologies such as solar PV, battery storage, fuel cells, combined heat and power, and more.

GridMarket helps utility partners visualize every distributed energy opportunity across their service territory and prioritize solutions based on unique network needs. Additionally, GridMarket works directly with energy consumers to identify and deploy best fit clean energy technologies. In situations where customer-sided solutions can be viewed as a threat

to traditional processes, GridMarket provides utilities and other critical partners with the tools to view these solutions as valuable monetization opportunities that can be strategically structured to provide reliability and resiliency.

GridMarket's most recent utility collaboration comes as part of a public-private partnership with the Independent State of Samoa. Davis discussed how GridMarket's unique approach to planning and development would help Samoa reach 100 percent renewable energy generation in a rapid, cost-effective manner. The company deployed its platform across the country, aggregating data and profiling every property, local grid network, and energy distribution node within the country. Within this multi-phase project, GridMarket is on track to help Samoa reach 100 percent renewable energy through an optimized mix of solar PV, wind, battery storage, and geothermal.

As a technology-agnostic project partner, GridMarket helps customers and utilities consider all viable technology options and make the most informed decisions. In addition to utility and government applications, GridMarket has facilitated the deployment of customer-sided DER solutions across diverse commercial and industrial verticals, with operational projects at universities, multifamily apartment complexes, manufacturing facilities, office buildings, and more. Credited with numerous such accomplishments and collaborative engagements, the company is looking towards the future with the prospect of strengthening its partnerships in the utility space and growing its global presence. 



Nicholas J. Davis