

Smarter Rate Optimization in Dynamic Energy Markets

EBOOK

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Navigate dynamic energy markets, evolving tariffs, and rising demand with proactive rate optimization.

Discover an Actionable, Data-Driven Approach to Rate Optimization

The energy landscape is currently defined by dynamic changes, evolving tariffs, and rising demand. Rate management has become a critical financial and operational priority for large, multi-site organizations facing challenges in the energy market. Proactive rate optimization can help lower costs, mitigate risk, and support long-term resilience goals.

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Key Insights From Our eBook

- **Why rate structures drive both cost and risk:** See how demand charges, time-of-use pricing, and regional tariff design can materially increase spend when rates and actual load are misaligned.
- **How renewables change the rate equation:** Understand how on-site and off-site renewable assets, avoided costs, and specialized tariffs influence optimal rate selection and overall value.



Related

[Weekly Energy Market Watch](#)[Regulatory Compliance Updates](#)[ENGIE Impact and NFL Green Bolster Recycling and Waste Operations at Super Bowl LX](#)

- **What a data-driven rate strategy looks like in action:** Learn how normalized data and benchmarking reveal savings opportunities and support smarter rate decisions.
- **How to sustain savings over time:** Discover why continuous monitoring and periodic rate reviews are essential to maintaining savings as markets, loads, and portfolios evolve.



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About the Authors

Addison Ingle, Senior Manager of Rate Analysis at ENGIE Impact, has been an analyst and people leader in the energy industry for nearly nine years. A certified renewable energy professional, he combines tariff expertise with operations leadership, sales enablement, and renewable market insight to help clients navigate sustainability and utility rates with confidence.

Travis Mitchell, Manager of Rate Analysis at ENGIE Impact, has been an experienced rate analyst with the company for nearly eight years. Coming from a background of finance and facility expense services, he ensures every client sees the best cost savings possible.

Get In Touch

Let's work together to optimize your rates and take action on your competitive advantage.

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Energy Market Reality Check

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Data-Driven Energy Efficiency: A No-Regrets Approach

In today's climate of escalating energy costs, organizations can't afford to make energy decisions based on industry averages or gut feelings. A successful strategy demands a data-driven approach.

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In this interview, ENGIE Impact discusses best practices for VPPA cash flow management, policy uncertainty, and the challenges of 24/7 carbon-free energy goals.

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