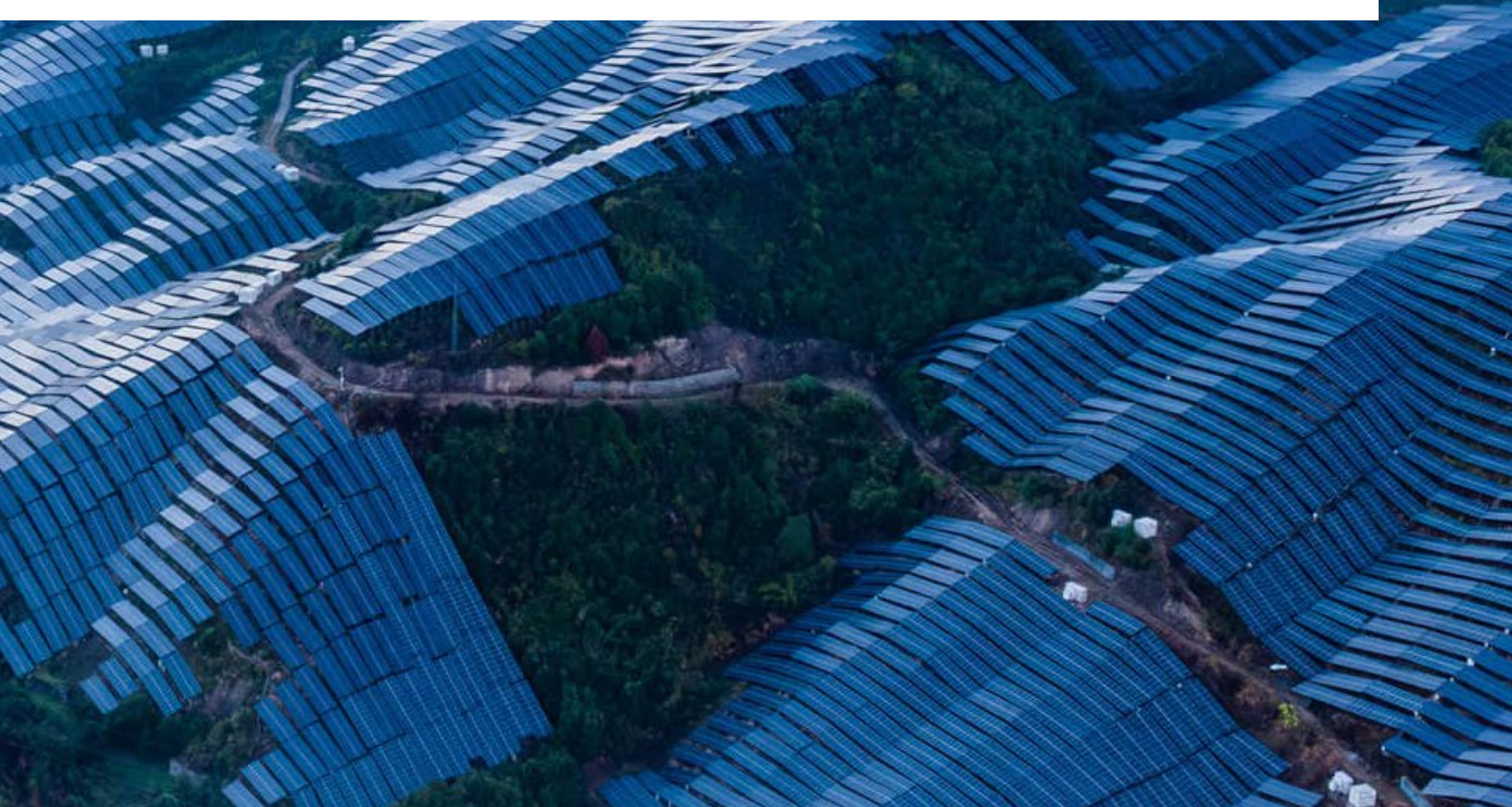




eBook

SMARTER RATE OPTIMIZATION

In Dynamic Energy Markets





INTRODUCTION

The energy landscape is currently defined by rapid change, increasing complexity, and heightened financial exposure. Organizations today face growing challenges in the energy market—but proactive rate optimization can help reduce energy costs, enhance budget predictability, and support long-term energy and resilience goals. ENGIE Impact’s proven approach outlines how data, analytics, and market expertise across complex portfolios deliver measurable, sustained results.

A Look Inside

- **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 are misaligned with actual load.
- **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.
- **What a data-driven rate strategy in action looks like**
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.



THE EVOLVING ENERGY LANDSCAPE

Regulatory shifts, grid constraints, tariffs, and rising demand from electrification and data center growth are reshaping the energy markets as they undergo persistent and accelerated change.

Electricity prices and consumption are shifting, as utilities introduce new rates year over year, creating confusion for customers trying to understand what options exist and which structures best align with their operations.

The financial implications of energy landscape complexity are significant. When not actively reviewed and managed, mismatched rates can expose an organization to unnecessary cost, volatility, and risk. As tariffs grow more layered and dynamic, unmanaged rate structures can quietly erode budgets and undermine confidence in energy cost forecasts.

Evolving renewable incentives and rate designs factor in as well. Green tariffs, EV-specific rates, and other utility-run programs are becoming more commonplace as utilities respond to changing grid needs and customer demand. These developments unlock often overlooked opportunities and value through avoided costs, credits, and longer-term price stability—but only if you understand how to navigate them.



RATE OPTIMIZATION: THE HIDDEN OPPORTUNITY

With traditional generation constrained, renewable energy stands out as the most pragmatic option.

Many accounts are placed on rates that are technically valid but suboptimal for their load profile, operational needs, or future plans. As tariffs evolve and new options emerge, previously reasonable rates become misaligned, creating hidden cost exposure. Organizations that rely on outdated rate structures or default utility assignments often miss the opportunities that arise from complexity.

ENGIE Impact approaches this challenge with comprehensive portfolio analysis and benchmarking. By reviewing historical usage data, evaluating alternative rate scenarios, and comparing performance across similar accounts, we uncover hidden opportunities that would otherwise go unnoticed.

Because rates, eligibility rules, and customer usage patterns change year over year, this work is not a one-and-done box to check—ongoing review is essential to sustaining value over time. Due to a lack of incentivization, utilities may not ensure customers are on the most cost-effective rate. Additionally, eligibility rules can be complex. Without proactive analysis, accounts may remain on suboptimal or even ineligible rates for years. Continuous rate optimization helps mitigate this risk while aligning energy costs with evolving business priorities.





UNDERSTANDING RATE STRUCTURES AND MARKET DYNAMICS

To take advantage of the opportunities that arise out of market complexity, organizations must first develop a deep understanding of rate structures and market dynamics, from utility tariffs to renewable integration.

DECODING UTILITY TARIFFS AND MARKET MECHANISMS

Utility tariffs are built from a variety of components, each affecting customer bills in different ways. Fixed and flat energy rates provide simplicity, while variable structures—such as demand charges and time-of-use rates—introduce both risks and opportunities. For example, customers with high off-peak usage may benefit significantly from time-of-use pricing while facilities with consistent, predictable loads may be better suited to alternative fixed or constant-use structures.

Evaluating these options requires detailed analysis. Estimating how an account would perform under a different rate often means translating total consumption into hourly or time-segmented usage profiles. Regional dynamics further shape outcomes. Wholesale market structures, transmission investments, and generation build-outs at the ISO and RTO levels influence local tariffs, while state-level regulation and utility-specific rules determine eligibility and pricing details. These influences cascade down to the facility level, where weather, climate, and operational patterns ultimately define how rates perform in practice.

RENEWABLE INTEGRATION AND RATE IMPACTS

Renewable integration has become a central factor in rate optimization. Onsite assets—such as solar—can materially change load profiles and alter how certain tariffs perform, particularly in markets with time-of-use pricing. Offsite procurement and utility green tariff programs introduce additional considerations, including avoided cost credits, long-term price structures, and alignment with broader energy strategies.

A growing number of utilities offer green tariffs that allow customers to enroll in utility-run renewable programs that contribute to energy goals while influencing rate outcomes. These programs do not always deliver immediate cost savings compared to short-term alternatives, but they provide long-term value through price stability, market-based structures, and closer alignment between procurement strategy and rate selection.

By coordinating rate analysis with procurement activities, organizations can evaluate how different renewable options interact with tariff structures and select pathways that balance cost, risk, and long-term objectives.

ENGIE IMPACT'S APPROACH TO RATE OPTIMIZATION

Starting from a solid foundation of data, ENGIE Impact evaluates all accounts to find the best rates available, even as markets evolve. A strong expense management foundation is essential for effective rate optimization, and establishing a robust utility expense management program is the first step.

COMPREHENSIVE DATA ANALYSIS

ENGIE Impact's rate optimization process begins with rigorous data analysis. First, we collect, validate, and normalize utility consumption and billing data across portfolios to ensure accuracy. We review that data to ensure it is complete, correct rate codes and structural inconsistency, and address gaps or anomalies through informed estimation and benchmarking where necessary. We then analyze the validated data using detailed tariff models that mirror utility rate structures. By applying historical usage to all eligible rates, ENGIE Impact quantifies what each account would have paid under different scenarios, creating a clear, data-backed comparison.

Using comparable accounts and market data, we forecast how usage would distribute across on-peak, mid-peak, and off-peak periods. This level of analysis is critical to making confident recommendations.

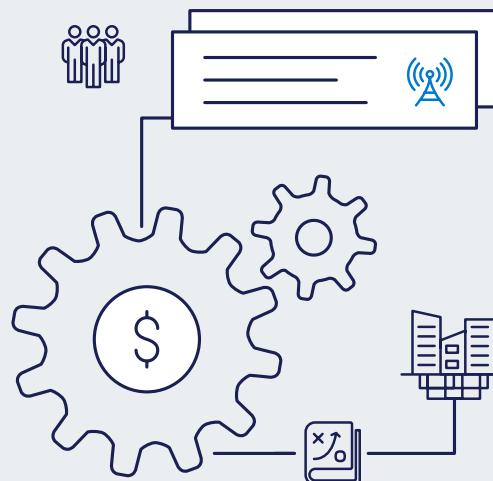


STRATEGIC RATE EVALUATION AND IMPLEMENTATION

ENGIE Impact develops rate recommendations in alignment with facility operations, load profiles, and organizational priorities. We leverage extensive utility expertise and our dedicated team of analysts to manage reviews at scale and support large, international portfolios.

We manage implementation end-to-end, from utility coordination to required paperwork and meter considerations. ENGIE Impact completes most rate changes within approximately two months, reflecting improvements in process efficiency and utility engagement.

But optimization doesn't stop at implementation. ENGIE Impact monitors rates and tariffs continuously and updates our rate books monthly to capture new and revised tariff options. Our clients receive regular identified savings reports—whether or not immediate savings are available, our clients have the peace of mind knowing that they're getting the best cost savings possible. ENGIE Impact's ongoing oversight gives organizations confidence that their accounts remain on the most appropriate rates as markets evolve.



RESULTS IN ACTION: QUANTIFYING THE IMPACT

The value of rate optimization is most visible where savings are identified.

The accounts that yield immediate opportunities see meaningful impact. Depending on market conditions, load characteristics, and tariff structures, optimized accounts experience approximately a 17% reduction in energy costs on average.

Rate optimization doesn't just provide direct savings—it reduces exposure to market volatility and policy shifts. Continuous review leads to early awareness of changes that could affect costs, allowing organizations to manage risk proactively and avoid surprises.

Visibility into total energy cost drivers allows organizations to further strengthen their decision-making. This enhanced visibility provides a clear understanding of why bills change by the season, how usage patterns influence outcomes, and what trade-offs exist between different rate structures. Transparency supports confident budgeting and planning.

Case Study

FIRST WATCH RESTAURANTS TURNS COMPLEX UTILITY DATA INTO OPERATIONAL CONFIDENCE

First Watch Restaurants manages hundreds of locations across the United States, making their portfolio highly complex.

When they partnered with ENGIE Impact, they gained visibility into issues before they could escalate. Our dedicated team proactively monitored the accounts and flagged issues as they arose, investigating and resolving them quickly. We kept the accounts organized and readily offered answers to First Watch Restaurants' inquiries, typically within 24 hours. Using ENGIE Impact as their all-in-one partner, First Watch Restaurants successfully organized their complicated portfolio of 3,200+ accounts, significantly reducing utility shutoffs.



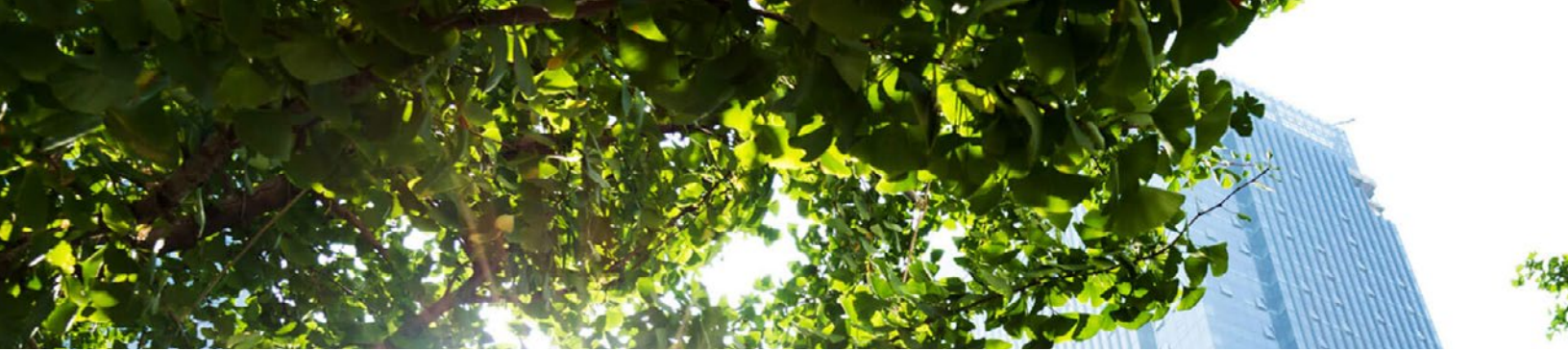


THE PATH FORWARD

Continuous Optimization Is a Strategic Advantage

Rate optimization is not a one-and-done task. Energy markets, tariffs, and customer usage patterns are in constant flux, and electrification initiatives, renewable investments, and operational changes influence how rates perform over time. Maintaining alignment between rates and reality requires ongoing monitoring. As volatility and complexity continue to increase, continuous rate optimization becomes a strategic advantage.

By integrating rate analysis with broader energy and procurement strategies, organizations can capture greater value from their investments and adapt effectively to change. ENGIE Impact's data-driven approach ensures recommendations are grounded in actual usage and informed by experienced market knowledge. Organizations that embrace proactive, data-led rate management are better positioned to control costs, improve predictability, and navigate the evolving energy landscape with confidence.



ABOUT ENGIE IMPACT

ENGIE Impact partners with organizations to expertly manage energy, water, waste, telecom, and carbon, harvesting resource data through advanced technology platforms and converting it into actionable intelligence. Our resource expense management, data-driven insights, and energy management expertise help clients save money, build resilient operations, and drive sustainability forward.

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Addison 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.



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



Contact us today to begin accelerating your sustainability transformation.

engieimpact.com/contact

