

## Renewable Energy Strategic Service

Which renewable energy technologies, applications, and business models are most promising?

How can utilities meet legislative and regulatory mandates most efficiently?

How can utilities exploit retail market opportunities related to renewables?

Any organization involved in renewable energy—whether they are offering a green power product, explaining their position regarding renewable energy to regulators, or evaluating renewable energy generating options—needs timely, reliable information to stay on top of developments in this evolving market area.

Energy Insights' Renewable Energy Strategic Service is a research advisory service that provides subscribers with information, market analysis, and consulting support on trends and developments related to green power products, regulatory requirements, technologies, and best practices. Our experts' comprehensive insights and analyses help participants make informed business decisions and develop cost-effective strategies and tactics.

### Approach

Through an integrated package—primary and secondary research, networking opportunities, reports, newsbriefs, and access to Energy Insights experts—subscribers receive a steady flow of detailed information from an independent, fuel-neutral perspective. With decades of experience in the renewable energy industry, we leverage a broad spectrum of expertise and intellectual property from both IDC and Energy Insights technical staff and network of consultants.

### Deliverables

Energy Insights provides comprehensive information to subscribers in a variety of formats designed for easy access and usability. We post and archive all deliverables on an exclusive subscriber website.

- > **Strategic Reports**—Subscribers receive in-depth research reports typically covering plausible scenarios and the implications for various parties, timetables for expected developments, and links to additional resources. Past topics included “Designing Direct Marketing Materials to Sell Green Power” and “Renewable Portfolio Standards: The Road More Frequently Taken.”



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"Your summary of [a recent industry conference] was fantastic. I could not attend this year, but your report does a great job of summarizing what I missed! Keep up the GREAT work."

—Subscriber from a  
Midwestern investor-  
owned utility

"I just want to say how impressive yesterday's teleconference was. You gave me a real education in about 45 minutes. I am going to disseminate your handout to our Advertising and Green Power folks. Thanks again."

—Subscriber from a  
large southern utility

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- > **Perspectives**—Subscribers receive concise essays with expert insights and analysis on a range of important renewable energy issues. Past topics include "Flexible Firm Transmission Service," "Plugging into the Biogrid," and the "PV Archipelago."
- > **Renewable Energy Update**—Subscribers receive concise email briefings, about every other month, on key renewable energy topics such as renewable energy credits, technology trends, and policy trends such as portfolio standards and FERC efforts to boost renewables. The briefings make sense of data points from news-oriented media and connect those data points to larger themes, longitudinal trends, or broad market movements.
- > **Inquiry Privileges**—Subscribers can call our research staff for inquiries, referrals, and resources.
- > **Renewable Energy Outlook**—Subscribers receive complimentary registration to Energy Insights' annual Outlook event, a roundtable conference for clients and invited participants. Sessions focus on recent research, best practices, case studies, and technology innovations.

The Renewable Energy Strategic Service is offered on an annual subscription basis, which includes unlimited access to all deliverables within the client organization, and one complimentary registration to the Outlook event.

## Contact

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## About Energy Insights

Energy Insights, an IDC company, is the premier U.S. provider of research-based advisory and consulting services to the energy and utilities industry. Staffed by senior analysts with decades of industry-specific business and technology experience, Energy Insights provides a broad portfolio of offerings that are relevant to both IT and business needs. Energy Insights provides full coverage of the energy industry value chain from upstream to retail activities. In May 2006, Energy Insights acquired the Market Intelligence division of EPRI Solutions (formerly Primen, Inc.).