

AEP Load Management E-mails

Energy Efficiency and Technology

Version A

Subject line: *Load management as a service: the link you've been missing*

Body:

Hello, **NAME**.

As electricity demand continuously increases worldwide, so do emissions and the overexploitation of natural resources. This is putting greater pressure on businesses to decarbonize and adopt environmentally friendly energy options. The challenge lies in accomplishing that while keeping your energy costs sustainable, something that load management can be helpful in.

With decades of experience in energy management, AEP Energy Services can assist you with a holistic and systematic energy load management program.

Our energy experts will identify relevant load management programs as well as negotiate and facilitate contractual execution with the most beneficial curtailment service providers (CSPs) for you. In addition, we will execute the installation of interval meters and provide continuous measurement, reporting, and ongoing strategy adjustment and troubleshooting. We also handle issue resolution if needed.

Thereby, you will be able to enjoy reduced energy costs, increase your grid reliability, and prevent energy outages. You will be continuously informed about results, strategy optimization, and action steps, without needing to have active involvement in the load management execution.

We're certain that our load management program can help **COMPANY** become more competitive and reach its business goals.

How about a brief 15-minute call to discuss your current load management challenges and how AEP Energy Services can resolve them?

Looking forward to hearing from you.

NAME SURNAME

AEP Energy Services

JOB TITLE

Version B

Subject line: *Is your load management strategy stalling your growth?*

Body:

Hello, **NAME**.

Many businesses are increasing their energy consumption to ensure uninterrupted production. Has **COMPANY** been doing the same? Despite being common, this strategy is skyrocketing costs and negatively affecting profits and growth.

At AEP Energy Services, we can assist you with a systematic energy load management approach. Instead of increasing your energy consumption, we can help you optimize your existing energy usage.

We use our decades of experience in energy management to develop a personalized and holistic load management strategy that uniquely addresses your organization's energy challenges. We select relevant load management programs based on the historical results of your company's energy consumption and partner with the most suitable curtailment service providers (CSPs).

Moreover, we manage and oversee interval meter installation and continuously measure key performance indications to ensure that our strategy is meeting your expectations.

As an outcome, you can expect reduced energy costs and improved grid reliability.

Would such a load management program accelerate **COMPANY**'s growth?

Let's have a short conversation to discuss your current energy management practices and how our innovative approaches can help you overcome them. When is a good time for a brief 15-minute call?

Looking forward to hearing from you.

NAME SURNAME

JOB TITLE at AEP Energy Services