

# Demand Response

## Oil producer discovers how to get paid thousands of dollars for curtailing energy usage



*“Tradition Energy has helped us in many ways by identifying products that fit our business and enhance our cash flow, such as Demand Response.”*

- COO, Oil & Gas Producer

### Services Provided

- Demand Response (DR)

### Opportunity

- Tradition Energy educated a natural gas well operator about ERCOT (Electric Reliability Council of Texas) Demand Response (DR) programs and the opportunity to earn incremental revenue through participation.

### Approach

- Tradition defined the client’s electrical usage and demand for facilities in regions of Texas where the DR programs are available.
- After providing information and clarification to the client about the various DR programs that were available, Tradition explained how these programs could be beneficial to the client and submitted the client’s program application.
- Before applying to a DR program, Tradition spent the necessary time studying the client’s specific needs. Then client was directed to the precise DR program that best met their requirements, including curtailment scheduling and kilowatt load shedding commitments.
- Tradition researched all DR programs that matched the client’s specific requirements and situation and performed an opportunity analysis, providing a pricing report that considered equipment installation costs, expected revenue, and payback period.

### Results

- Tradition monitored the chosen DR provider’s costs, schedule, and performance and communicated that information to the client. The client received reports on revenue and performance relative to the plan to ensure accuracy.
- Since available load reports affect client revenues, Tradition monitored those results closely in case further action was warranted.
- With the implementation of Tradition’s strategies, **the client has realized over \$120,000 in incremental revenue.**