

# Market Expertise

## Tradition's national deregulated market expertise helps a global retailer improve its bottom line



*"In an industry where rapid change is common, it's indispensable to have a partner such as Tradition Energy to help me make the right decisions at the right time."*

*- Manager, Energy Utilities & Profit Improvement*

### Services Provided

- Market Research & Intelligence
- Strategic Risk Management
- Supply Management & Procurement: Electricity and Natural Gas
- Demand Response

### Opportunity

- Energy management was centralized within this major national upscale department store chain. However, the client lacked knowledge about national deregulated markets, and Tradition was able to provide guidance and expertise in communicating the various service options this client could consider to achieve their goal of reducing energy costs.

### Approach

- Tradition defined the client's energy exposure and current energy procurement practices across their national footprint and identified areas in which their lack of local market knowledge resulted in higher energy costs and missed opportunities to find the best energy solutions to fit their needs.
- Then, Tradition educated the client on a variety of service options across several states so they could go forward making better, more informed decisions related to their energy expenditures.

### Results

- By helping the client understand their local market options and guiding them toward an informed decision, **Tradition helped the retailer save over \$2.5 million in energy costs over the last 36 months.**
- In addition to helping the retailer save more money, Tradition was able to help them identify and create new, additional revenue streams through Demand Response programs in New York, Illinois, and Maryland.