A reimagined energy marketplace
New Energy Resources - Renewable and Distributed, Predictably Intermittent
Customers demand greater choice and better services

Accenture’s 2017 multi-year Consumer Research program has surveyed over 80,000 consumers from 26 countries, and found that:

- **82%** of consumers want products that are more personalised to their needs and preferences
- **72%** of consumers want more innovative and diverse product offerings
- **61%** of consumers want products and services that enable them to collaborate with other consumers e.g. community solar programs
CHALLENGE

Energy markets becoming increasingly decentralised

Yesterday

Fixed-price commodity from large, centralised generation

Today

Rise of distributed energy resources, electric vehicles and smart appliances

Tomorrow

Billions of households, businesses and smart appliances actively participating in interconnected electricity systems
Local Energy Marketplaces

Prosumers:
- Make their generation available to the local market
- Price signals delivered to influence self-consumption and asset performance

Consumers:
- Set preferences for energy mix and prices
- Purchase local clean energy

Grid Operators:
- New ways to manage grid
- New revenue streams/business model

Retailers/Aggregators:
- New products and services
- Opportunities as intermediary between DERs and higher order markets