

GRIDPOINT

2013 North American Building Energy Management Solutions
Customer Value Leadership Award



F R O S T & S U L L I V A N



50 Years of Growth, Innovation & Leadership

Customer Value Leadership Award Building Energy Management Solutions North America, 2013

Frost & Sullivan's Global Research Platform

Frost & Sullivan is in its 50th year in business with a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The company's research philosophy originates with the CEO's 360-Degree Perspective™, which serves as the foundation of its TEAM Research™ methodology. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the findings of this Best Practices research, Frost & Sullivan is proud to present the 2013 North American Customer Value Leadership Award in Building Energy Management Solutions (EMS) to GridPoint, Inc.

Significance of the Customer Value Enhancement Award

Key Industry Challenges Addressed by Superior Customer Initiatives

Energy management is an essential priority for buildings and facilities — not just for immediate energy cost savings, but from a broader perspective encompassing sustainability stewardship, more efficient resource allocation, image, tenant expectations, and long-term return on investment. However, Frost & Sullivan notes that the achievement of optimized energy management can be a complex and expensive proposition, given the inherent inadequacy in several EMS that are available at present to building portfolio owners and managers.

Frost & Sullivan points out that a proven way of achieving operational performance and cost efficiencies in facilities has been through the integration of disparate mechanical systems and devices for unified control, management, data sharing, and visibility into the energy performance of these systems. However, the benefits of deploying such unified control lies in the system's ability to generate, share, and allow for actions to be carried out on real-time data through an integrated software suite. In reality, multiple fragmented tools are patched together to achieve this purpose, as witnessed in a myriad of software solutions that are offered to building operators as energy management and monitoring options. Furthermore, application suites differ by energy management, asset management, and environmental monitoring functions.

Frost & Sullivan feels that this challenge is further magnified when a portfolio of sites and fit-outs are taken into consideration, where a unified energy management platform is expected to handle the needs of a multitude of operating facilities.

Upon a review of the various EMS available to the building operators and managers at present, Frost & Sullivan firmly believes that the data-driven EMS solution from GridPoint is by far the most comprehensive and innovative product platform that offers incremental value to its customers. Besides generating both historic and real-time data on energy consumption, it also includes billing and production data from distributed generation sources, such as solar and storage energy systems. The solution holistically combines controls, sub-metering, and monitoring capabilities that allow for data aggregation, monitoring and analytics, and project tracking. Additional energy advisory and managed services add further value GridPoint's customers, resulting in an optimized purchase decisions, with continued efficiency gains and savings.

Best Practice Award Analysis for GridPoint, Inc.

The Frost & Sullivan Customer Value Leadership Award is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on the investment that customers make in its services or products. This Award recognizes the company's inordinate focus on enhancing the value that its customers receive, beyond offering a truly innovative product platform, leading to improved customer growth and ultimately business expansion.

Frost & Sullivan independent analysis indicates that the unique factors responsible for GridPoint's growing customer reach, and strengthening its brand position, stem from the company's distinctive product platform and ability to work with customers' unique needs to deliver distinguishing value enhancements in the area of energy management and monitoring.

Factor 1: Comprehensive Product Platform

GridPoint's integrated suite of EMS and managed services offers a highly novel approach to enterprise energy management. At the heart of it lies GridPoint's robust energy management software platform—the GridPoint Energy Manager™. Its vast suite of applications include cloud-based data integration and aggregation capabilities from a host of devices, centralized multi-site management and control capabilities, data monitoring, and dashboards across a variety of consumption loads such as lighting, temperature controls, humidity, carbon emissions, water, gas, etc., and finally smart alarms to mitigate risks across the enterprise.

Additionally, with GridPoint's continued innovation, other facets are expected to be integrated into this application suite by the end of 2013 and first half 2014. These upgrades will include advanced control algorithms for proactive optimization of energy consumption, carbon conversion, and bill and rate optimization capabilities. When compared to other EMS substitutes, this is truly an unparalleled breadth of capability from a single EMS that is available to the building energy management industry at present.

Complementing this software suite is GridPoint's energy management hardware set-up, which brings together in-house and third-party-integrated controllers, meters, thermostats, and sensors. Finally, advisory and managed services, ranging from demand response tracking and analysis, customized analysis, trouble shooting, and project support, to name a few, make the GridPoint EMS a clear breakaway from other point solutions offered by competitors.

Factor 2: Meaningful Real-Time, Data-Aided Approach

A key differentiating aspect of GridPoint's EMS is the ability to gather the most appropriate amount of data pertaining to consumption, production, trends, and frequency. The ability to carry out granular analytics on such data and convert that into actionable information enables end users to predict energy performance, generates adequate feedback, and allows for continued improvement and optimization. And, since such data is collected on an enterprise-wide basis, results and best practices can be compared and replicated across other facilities within the portfolio, resulting in continued operation and maintenance savings. This comprehensive monitoring and reporting allows building managers to undertake predictive maintenance, enhance system efficiency, and avoid costly repairs and retrofits. The benefits are equally applicable to third-party facility operators and maintenance providers in that they are able to justify distinct savings to their customers.

Factor 3: Rapid Payback and Continued Savings

The move from traditional brick-and-mortar installations to the cloud-based model allows for attractive cost-benefit analysis for customers. As GridPoint's software and hardware cohesively combines such a host of critical features, customers realize quicker payback by installing it over competing systems. Overall, customers can expect 10 to 30 percent total savings per site/month, spread across critical areas such as controls and instrumentation savings, operational and capital savings, and continued savings from ongoing enhancements.

Predictive energy monitoring and optimization help customers avoid downtimes and untimely repairs. The advanced features embedded in GridPoint's EMS, such as building instrumentation with advanced automation, control algorithms, real-time dashboards, and alarm notifications, allow for quick fault detection and diagnostics that have helped customers avoid revenue losses. In addition to operational savings, customers can also avail of benefits from utility-led demand-response programs. For instance, GridPoint's solution helps customers to manage energy use during peak periods and power resale with distributed generation.

Other quantifiable benefits include the ability to spot billing inaccuracies, estimation of future energy spend, and tracking of carbon emissions. Above all, the data-driven approach helps customers identify overcapacity in design and equipment outlay that can

allow for reduction in capital expenditure, when applied at the conceptual facility planning stages.

Factor 4: Impressive Customer Reach and Steady Growth

Given the distinguishing features associated with GridPoint's energy management solution, Frost & Sullivan appreciates the fact that customer acceptance levels have been quite encouraging. The company has achieved significant market penetration amongst a wide range of vertical clients covering commercial, industrial, retail, restaurant chains, grocery chains, pharmacy chains, and convenience stores, as well as public facilities and government clients. With a double-digit increase in customer bookings registered year-on-year, at present its diversified base of clientele measures well over one hundred key clients spread across the United States and Canada. The value derived from choosing GridPoint is clearly evident, given the fact that customers benefit from choosing a comprehensive one-stop solution provider over piecemeal single-point providers.

Equally unique is GridPoint's go-to-market strategy, fully backed by a consultative approach to customer needs. The EMS industry is currently marked by a fragmented competitive landscape of product providers that lack a solution-driven approach to meeting customer requirements. GridPoint, in this regard, truly outpaces its competitors.

Conclusion

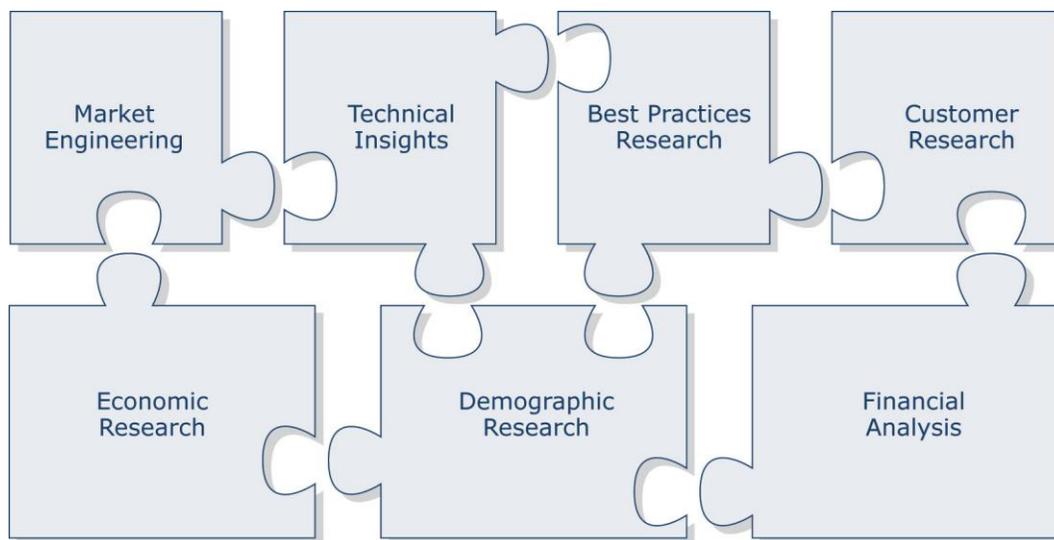
GridPoint's steady innovation initiatives and ability to introduce a highly compatible and versatile EMS for built environments work seamlessly to provide cost benefits, aid emergency preparedness, and offer predictive management of resources. These attributes place the company distinctively apart from other EMS providers in the market. With the flexibility and scalability of the software suite, integrated hardware featuring strong purpose-built and third-party solutions, and energy advisory services, the company continues to expand on its vision of predictive energy management, monitoring, and optimization. The need, technology, and timing are ripe for the rapid deployment of full scale EMS to meet this growing need of the building industry. Due to its unique technology and business approach, GridPoint has broken down pertinent cost barriers in the deployment of fully managed and smart EMS, when evaluated at total cost of ownership.

Due to the above reasons, and based on Frost & Sullivan independent analysis, GridPoint is recognized with the 2013 Customer Value Leadership Award.

Critical Importance of TEAM Research

Frost & Sullivan's TEAM Research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Our experience has shown over the years that companies too often make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Frost & Sullivan contends that successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. In that vein, the letters T, E, A and M reflect our core technical, economic, applied (financial and best practices) and market analyses. The integration of these research disciplines into the TEAM Research methodology provides an evaluation platform for benchmarking industry players and for creating high-potential growth strategies for our clients.

Chart 1: Benchmarking Performance with TEAM Research



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.