



GB Microgeneration Market Research Service

How to turn market interest into sales

Prospectus - Summary



The *GB Microgeneration Market Advisory Service* is a joint offering from market leaders Accent and Delta Energy & Environment that will help you make the right decisions to beat the competition

Many consumers are concerned about the environmental impact of their actions, but there is a significant gap between this concern and microgeneration take-up.

With growing market drivers, understanding the dislocation between what people say and what they do is critical for any company active in this market, and for the market positioning of new microgeneration products

The *GB Microgeneration Market Advisory Service* enables market players to

- develop the right products and customer propositions
- grow their sales and market share

The service is designed to support a wide range of market players including:

Energy suppliers	Green Deal providers
Microgeneration manufacturers	Retailers
Technology suppliers	Large installers

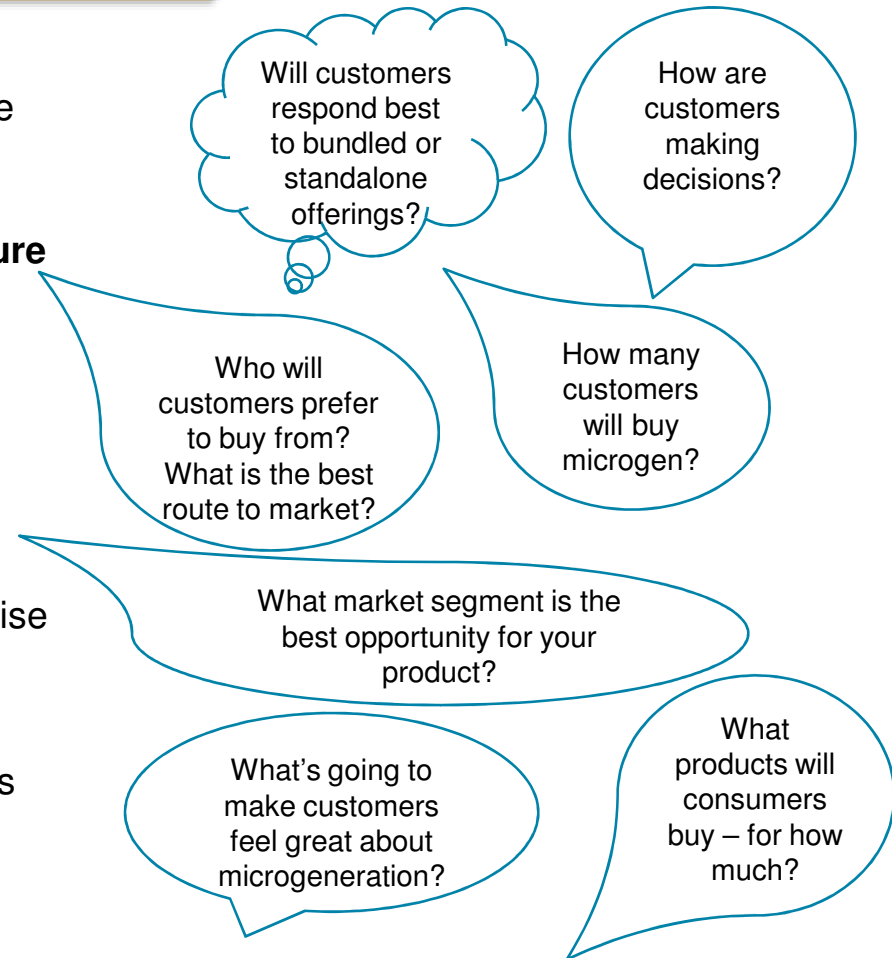
A unique service that combines deep customer knowledge with market insight

Service Objectives



For five core microgeneration technologies, the service will:

- ▶ Provide you with insight into **what current and future customers are thinking today**, and **why**
- ▶ Support development of your business planning, strategy and tactics with an **up-to-date market forecast based on detailed segmentation**
- ▶ Quantify **customers' willingness to pay**
- ▶ Help you turn **market interest into sales** to maximise your market share
- ▶ Identify what is required to achieve **delighted customers** – who will then act as market advocates



Technologies included:

Solar thermal	PV	Air source heat pump	Ground source heat pump	Micro-CHP	Biomass boiler
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A. Customer research

- i. Qualitative– focus groups + in-depth interviews
- ii. Quantitative – surveys of domestic customers

Infobase

B. Market intelligence data and analysis

- i. Housing stock segmentation and potential
- ii. Technology performance and economics
- iii. Policy analysis and current market developments

C. Market forecasts

- i. Forecasts of market sales for each technology with detailed customer segmentation

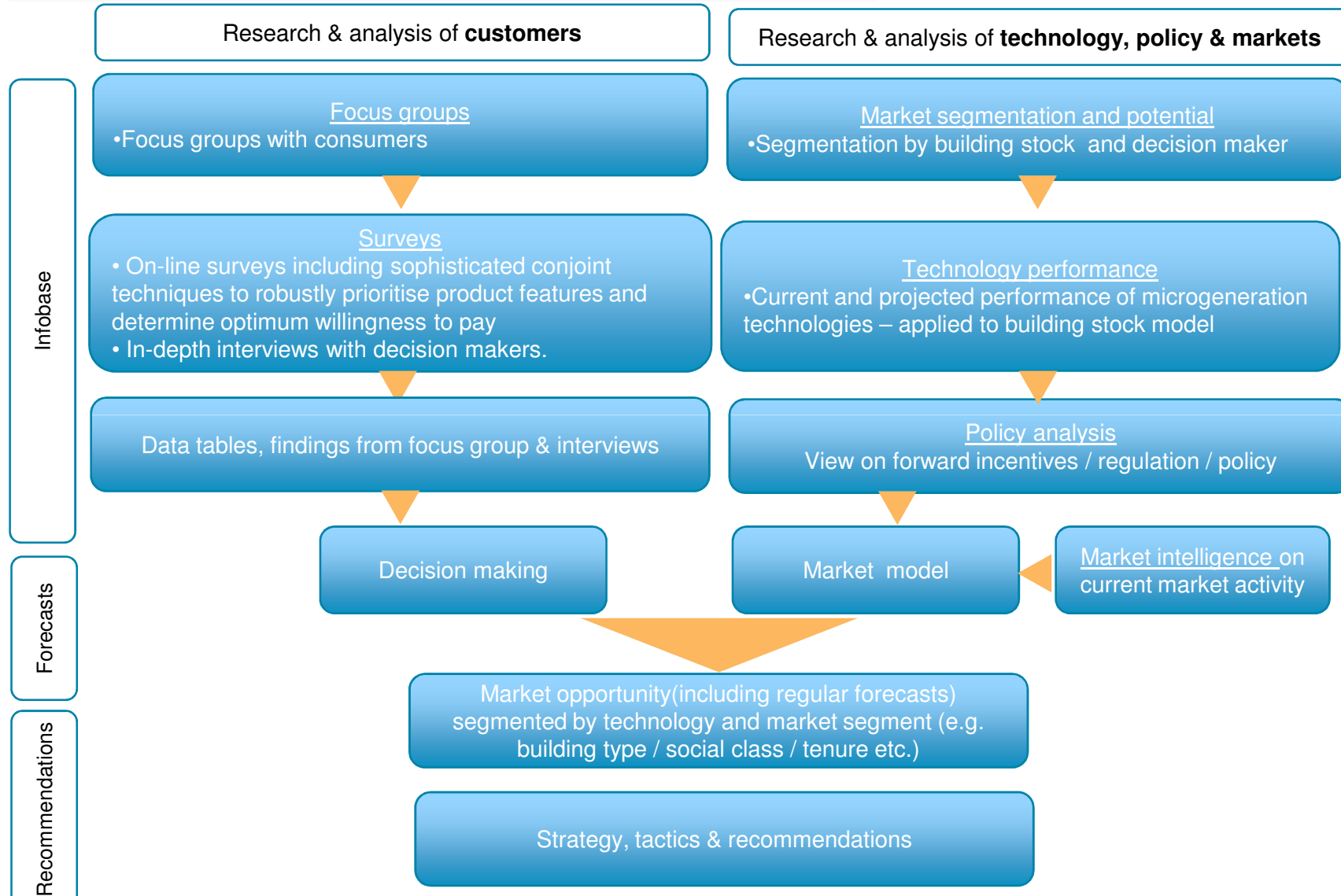
Forecasts

D. Strategy & Tactics

- i. Product and proposition development - identifying the right product and proposition for the right market segment
- ii. Marketing & sales – gives you a guide of the most appropriate marketing campaign, sales tactics and after sales service
- iii. Channels - understanding customers' buying habits so you can identify and exploit the most effective *routes to market* for your products

Recommendations

Methodology - Overview



Service Deliverables



- 1) An regularly updated **executive report** (~10-15 slides) containing the **headlines** for the current and future microgeneration markets
- 2) **Market research data tables, market model outputs, and market forecasts** – accessed through the subscriber website
- 3) A detailed Power Point slide-set (~50 slides) containing:
 - a) **Customer research findings** – qualitative and quantitative, by customer group
 - b) **Current market activity** – by technology and customer group
 - c) **Forecasts** for future market activity
 - d) **Strategy & tactics** recommendations for different industry stakeholders
- 4) **Briefing notes on key market developments** and **ongoing access to analysts** for ad hoc support and questions.

The research will be updated through regular customer surveys and periodic updates to the market forecasts and executive management report

Early Subscriber Benefits



- ▶ The first five subscribers will additionally benefit through:
 - ▶ attendance at up to two focus groups
 - ▶ submit two custom questions into the survey questionnaire
 - ▶ potentially exclusive access for up to 6 months

Our credentials...



Delta's expertise lies in providing our customers with market insights and intelligence. Our strength is in decentralised energy generation and energy efficiency measures both in the domestic and commercial sector; technologies on the customer side of the meter including microgen & energy usage display systems. Through the years, we have built a strong knowledge-based network which includes utilities, equipment manufacturers, Escos, local authorities and trade & industry associations.

"We have used Delta's services on a number of occasions to help us develop our decentralised energy businesses. On each occasion Delta has provided us with first-rate analysis".

"Delta provides us with ongoing, first-class insight and advice to support our low carbon investment activities"

www.delta-ee.com

Accent is an award-winning, full service research agency, handling major qualitative and quantitative studies for high-profile clients across a range of sectors. With a highly skilled and experienced team – which has delivered over 400 research projects in the energy sector alone in the past 5 years – offices in London, Edinburgh and Bristol, we have a proven reputation for providing strategic, customised research solutions with real business benefit through an actionable and recommendations-led approach.

"New clients continue to seek us out after strong recommendations from existing clients. Our business development team meet such contacts almost every day of the week and this provides an excellent springboard for growth when added to our excellent record of repeat business"

www.accent-mr.com

Contacts



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