

**Venstar Inc.**  
**Surveyor Energy Management System**  
**Frequently Asked Questions**

**What is Surveyor?**

Surveyor® is an Internet-based energy management system that allows small-box retailers, restaurant chains and other multi-location businesses to remotely monitor, manage and control their energy usage (HVAC and lighting/electrical and mechanical systems). Whether it's for a chain with hundreds or thousands of locations, Surveyor allows a single authorized person to easily look at the equipment, change set points, run exception reports and energy usage reports for the entire chain, individual locations, or by groupings of locations. Surveyor is currently installed in more than 13,000 locations, primarily small-box retailers throughout North America. Surveyor gives users unprecedented visibility into their locations.

**What is “unprecedented visibility”?**

Surveyor gives users unprecedented visibility into their locations by allowing them to remotely monitor, control and manage the HVAC, lighting/electrical and mechanical equipment in their stores. Surveyor gives users a live look into their stores, allowing them to actually look at the equipment, make changes, identify any issues, and make decisions on repairs or replacement of broken or malfunctioning equipment. Surveyor helps increase productivity by giving users the ability to remotely monitor, control and manage their HVAC, lighting/electrical and mechanical systems. With Surveyor, users have a visibility they would not have had otherwise, allowing them to address issues, make corrections, repair or replace broken or malfunctioning equipment, and stop the unnecessary flow of money and energy usage.

**How else can users gain visibility into the systems?**

Exception reporting gives users visibility into their stores by showing the stores that are operating outside of the set parameters.

**Can you give an example of how Surveyor's exception reports can show where there are problems?**

For example, Surveyor could notify a user about stores that are unusually warm or cool, such as above or below a given temperature. The report will show what stores meet that exception, and the user can see in the report that a certain store has three rooftop air conditioners and that two are not working. This way, users can intelligently manage repairs and stop wasting money and energy.

**Can you provide an example of a specific customer that is using Surveyor?**

Family Dollar (a discount chain store) has more than 6,700 stores in 44 states. Family Dollar has a single person who uses Surveyor to monitor, control and manage the HVAC, lighting/electrical and mechanical systems at all their stores. With Surveyor, the project manager can change settings remotely at the touch of a button and run reports on energy use for a group of stores or for the entire portfolio of stores. Having Surveyor monitor and control their energy systems allows them to make smart business decisions. Family Dollar reports that they are saving 22 percent on their energy costs, a total of \$20 million in annual savings.

### **Who are some of the other customers already using Surveyor?**

AutoZone, the nation's largest auto parts retailer, has more than 4,500 stores in the United States, Mexico and Puerto Rico. AutoZone relies on Surveyor to monitor and control its energy usage across its entire portfolio of stores. With the help of daily emails and automatic exception reporting, a single person at AutoZone's headquarters identifies and remedies energy waste. AutoZone reports that they are saving a significant percent on their energy costs, reducing their energy costs by millions of dollars annually.

### **What are examples of how to slice and dice data from Surveyor?**

The system is extremely versatile, allowing access to nearly any type of store information. For example, a user can perform a pre-season heater check to find out what furnaces are in disrepair, before the winter arrives. If a user wants to find out what stores are too cold in Fargo, N.D., it's easy to do that. If the user wants to find out what stores are not performing well in Miami, it's just as easy. With a couple keystrokes, the desired location comes up right away and allows the user to investigate and take action, if needed.

### **Can a single person in a centralized location do all this?**

Yes, a single person in a centralized location can manage all the stores on the system. Once Surveyor identifies the issues, the user can take immediate action. Some of the Surveyor customers have internal maintenance teams, while others outsource the maintenance. Either way, one person can look at the reports and immediately take action to have poorly performing or malfunctioning equipment repaired or replaced.

### **Will most retail chains transition from thermostats to full energy management systems?**

Yes, it is absolutely the trend for multi-location businesses to move to an energy management system. Retailers or businesses that have historically used a programmable thermostat or non-communicating lighting control are moving to energy management systems. Surveyor provides exception reporting, giving the user insights into broken or malfunctioning equipment before it becomes a real problem. Energy management systems are the next logical step beyond thermostat systems and lighting systems with timers.

## **How does Surveyor work?**

Each piece of the user's energy-consuming equipment has sensors installed that communicate to the user's Surveyor system via the Internet. The sensors can be added to virtually any manufacturer's equipment, allowing users to retrofit their existing equipment without buying new equipment. Some of the biggest manufacturers in HVAC, including Carrier and York, have Surveyor controls available as a factory-installed option. For added flexibility for mobile users, the Surveyor iPhone® application provides users the ability to monitor and control the Surveyor system on the go.

## **What is an example of how Surveyor can help a large chain?**

The energy manager for a large chain might receive an email or phone call from the utility company, indicating that in order to avoid rolling blackouts, they need to curtail energy usage. Now, with Surveyor, this can be accomplished in minutes, and it's easy to run a report to verify to the utility company that it was done.

## **What are the main advantages of Surveyor?**

Surveyor gives users business intelligence at their fingertips, empowering them to make smart decisions and save millions of dollars in energy costs. Surveyor's typical 18-month return on investment allows users to regain their investment quickly. Surveyor gives users unprecedented visibility into their stores, allowing them to remotely monitor, control and manage HVAC, lighting/electrical and mechanical systems.

## **What kind of energy savings are Surveyor users experiencing?**

Surveyor customers typically see 25 percent energy savings. It can vary both from chain-to-chain and from store-to-store. For instance, there are individual stores that were previously managed so poorly that they realized a 70–80 percent energy savings using Surveyor.

## **How does this translate to CO<sub>2</sub> emission reductions?**

Reducing energy waste by becoming more efficient has a very positive effect on the reduction of greenhouse gases. For example, Family Dollar's energy savings has resulted in an annual CO<sub>2</sub> reduction that is equivalent to taking more than 27,000 cars off the road, saving 14 million gallons of gasoline, or planting 3.2 million trees.

## **Are there governmental regulatory compliances required, or is this just the right thing to do?**

It varies by state.

## **What kind of relationship do you have with the EPA?**

Venstar's relationship with the EPA is with their program called ENERGY STAR. In addition to other committee members who are also in energy-related industries, several Venstar executives contributed to formulating the EPA's requirements for products to be ENERGY STAR certified.

**Do you see customers coming to you driven by regulatory issues, or is it driven by costs?**

Primarily, customers want to save on their energy costs and meet their green initiatives. Surveyor customers handle regulatory issues directly. The Surveyor team is here to help them meet their goals, whether they involve cost savings, visibility into their stores, or meeting regulatory mandates.

**Can Surveyor be configured to meet the needs of individual chains?**

Surveyor's designed-in flexibility affords the system administrators the ability to configure the system to meet each chain's unique needs. Configurable data includes security levels, access, ability to sort stores by a variety of criteria, specific needs of facilities or energy managers, and much more. The Surveyor system adapts to what the customers want.

**What is the most important thing to the customer?**

The most important thing to the customer is saving money on energy costs and meeting their green initiatives.

Surveyor can cut energy usage by 25 percent, saving tens of millions of dollars annually, while reducing the CO<sub>2</sub> emissions on the environment. Family Dollar just released a report showing their reduction of greenhouse emissions.

**What is the return on investment on Surveyor?**

Surveyor is one of the most affordable energy management systems available, giving customers a very fast return on investment of typically less than 18 months. Surveyor is significantly less expensive than most competitive systems.

**How can Surveyor be so affordable?**

Venstar can deliver this affordability since it designs and builds every piece of the Surveyor energy management system. Also, Surveyor was designed specifically for the small-box retailer.

**What, if anything, is the impact on the users' IT infrastructure?**

Surveyor has minimal impact on the customers' IT infrastructure.

**Where is the EMS industry headed, and what we will see in the next year or two?**

The energy management industry itself is evolving more towards facilities management, which encompasses energy management as one facet. Energy usage plus maintenance functions, work order flows, etc., become facilities management. It's broadening to encompass much more than just energy use. As a result, the energy management systems of today will become the facilities management systems of tomorrow. Venstar is expanding its product line to be one of the leaders in tomorrow's facilities management marketplace.

**If I am the president of a decent-size chain store, and I don't have a good EMS right now, what are the key things I need to look for?**

First, value, then reliability and track record. As far as product goes, the CEO has to decide if it fits how they do business as well as if it is manufactured by a partner that will configure the product to meet their needs.

**Does Surveyor have limits?**

Surveyor can be scaled up or down to accommodate the varying sizes of the stores. It was specifically designed for small-box retailers, restaurants and some multi-location businesses like banks, healthcare/medical providers, and other companies.

**Why should a potential customer choose Surveyor?**

Surveyor makes energy management affordable and available to chains of all sizes. It is significantly less expensive than most competitive systems and gives users a return of investment typically of less than 18 months. Using Surveyor results in an average of 25 percent reduction in energy costs, which translates to more than \$20 million for many retail chains. The energy savings is an immediate contribution to the bottom line for any retail chain.

**What other products/services does Venstar offer retailers?**

In addition to the Surveyor energy management system, Venstar offers a full line of thermostats that employ the latest technologies, including wireless products, voice recognition and full-color touch screens.

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