



PROFILES IN PARTNERSHIP

BuildingOS & Smart Energy Decisions: Identifying Prospects Who Appreciate the True Value Of Data



Value Proposition: Facilities managers cannot effectively manage and optimize their energy spend without the right data. BuildingOS, an Acuity Brands technology, provides customers the tools they need to access, visualize, and act on the energy information that matters. BuildingOS helps facilities, energy, and sustainability teams effectively develop programs to manage energy, cut costs, and reduce carbon emissions. The teams from Smart Energy Decisions (SED) and BuildingOS worked together to get that message out to qualified potential customers.

Broadening the Message: For the past two-and-a-half years, BuildingOS and SED have collaborated in a variety of ways. The BuildingOS Director of Demand Generation, Amber Artrip, and members of the BuildingOS marketing team have sponsored the Innovation Summit, delivered tailored webinars, sponsored focused customer content, and collaborated on the development of an exclusive research report. Most recently, Artrip and the team created a campaign to raise awareness of Modern Energy Management. Artrip comments, "A good portion of the market is still using the old manual ways of collecting data and running their energy programs. We are working with SED and its network of modern energy and facilities managers to share stories of our customers and elevate what folks are doing to harness the power of data and technology to drive more optimized energy programs."

Getting Results From Multiple Events: Artrip recommends the SED events and reports as a great way for corporate buyers to better understand the value of applying the right data and technology in addressing their challenges. She and her team have developed multiple strategies for communicating with SED subscribers and members. SED webinars typically generate high-quality attendees, and "It's a really great way to get our ideas and products in front of the right audience."

The Innovation Summit, meanwhile, has created "the opportunity for us to have one-to-one networking face time with the right people...It's really great to have that personal time with them." The informality allows her team to bond with the prospects with whom they eventually hope to do business. "It's not like you are sitting at a booth all day. That's what makes it unique and worth it."

The team is also planning to return to the future Smart Energy Decisions events. "Every year our team comes back excited about the conversations they've had, and the people they had a chance to meet."

Artrip notes that to date the SED partnership has generated hundreds of thousands of dollars of sales pipeline opportunities for BuildingOS. She comments that **the recent research report** developed with SED resulted in over 200 downloads in the first week. "The work we did with SED was really relevant to the market, so we were able to drive a ton of interest in a short amount of time."



Amber Artrip,
Director of Demand Generation,
BuildingOS

Accelerating the Sales Process

Artrip recommends SED events as a valuable tool for building a network of qualified prospects that can help speed the process to deal close and cites one customer who interacted with a joint campaign. "They were excited about it and interested in our solution, and we were able to close within a month. It's one of the fastest deals we have closed."



John Failla,
Founder & Editorial Director,
Smart Energy Decisions

"At SED, we know that actions are always preceded by those conversations that develop a critical level of trust. Our job is help those discussions take place in a comfortable but focused environment."

Smart Energy Decisions events carefully curate experiences designed to help corporate buyers and suppliers succeed. They create a trusted community of companies that meet to discuss challenges and to develop solutions in an increasingly complex energy environment.

We invite you to join us! www.smartenergydecisions.com