

Empowering Energy Management with Mobility

Written by Govi Rao

Wednesday, 16 November 2011 16:01 - Last Updated Friday, 18 November 2011 15:35



The inherent flexibility and power derived from mobile-based technology and tools is clear. The ability to take this flexibility with you and be in constant contact not only impacts the way we communicate, but also where we choose to locate our business, the market and customer base for our companies, and strategic approaches for expansion and growth.

Mobility means instant access, which means instant action — and instant reaction.

In response to a skyrocketing demand for remote energy monitoring analytics and maintenance, innovative mobile applications have emerged in today's highly competitive energy marketplace, which empowers companies to cut costs and streamline processes.

Although mobility allows you to take your show on the road, there are still critical responsibilities

Empowering Energy Management with Mobility

Written by Govi Rao

Wednesday, 16 November 2011 16:01 - Last Updated Friday, 18 November 2011 15:35

back at the office that require constant attendance. For example, your building's HVAC and other energy-related systems are always on-call. In the case of utility companies looking to manage their unmanned renewable energy sites such as solar PV plants, mobile-based monitoring solutions enable plant managers to access critical information on operational and maintenance issues and react immediately to any changes. They can quickly and easily make adjustments to optimize the renewable electricity output from these sites.

Monitoring your facility's energy usage is the primary way to lower your cost of doing business. The exponential rise in energy costs has most likely inflated your company's utility bills to astronomical levels, especially if you have multiple sites.

If you could download an application that allowed you to monitor energy usage wherever, whenever, and make decisions to cut usage and costs, would you? If you wouldn't, you can be assured that your competitors would and are, in fact, already taking advantage of these capabilities.

It's likely that your CFO may not even wait for your answer. According to a national survey of 1,200 small businesses sponsored by advocacy group Small Business Majority, 43 percent of financial executives said the rising costs of doing business — including the cost of fuel, electricity, heating and cooling costs — was a key concern, topped only by uncertainty about the economy.

Empowering Energy Management with Mobility

Written by Govi Rao

Wednesday, 16 November 2011 16:01 - Last Updated Friday, 18 November 2011 15:35

Energy-related mobile applications can enable better management of renewable energy production, energy consumption and water usage in real-time. My company's Building EKG™ application, for example, is designed to help businesses access information anywhere at any time, enabling key decision makers to make on-demand changes across multiple platforms and at multiple facilities, irrespective of location.

Today's mobile applications must give a 360-degree view of all critical energy cost drivers, including electric, gas, steam, oil, district heating and cooling, among others.

With the proper tools and resources, organizations today can reduce their costs and leverage more efficient and cost-effective measures to reduce their carbon footprint.

Govi Rao is President and CEO of [Noveda Technologies](#), where he leads a team of energy management and water management experts to help clients improve building performance. Prior to joining Noveda, he was the Chairman and CEO of Lighting Science Group and most recently was a partner at Pegasus Sustainable Century Merchant Bank. With more than 15 years of global experience, Govi has held positions as Vice President and General Manager of Philips Solid State Lighting, North America, and Vice President of Business Creation for Philips Lighting.