

## Case Study: Ongoing client realizes significant franchisee savings

### OPPORTUNITY

Fellon-McCord and its wholly-owned expert energy procurement provider, Global Energy Market Services (GEMS), are a long-time partner to a multi-national chain of pizza restaurants. In 2011, corporate operations requested services be provided for franchisees.

### SOLUTION

GEMS developed a solution to provide power procurement for individual franchisees, allowing them to get expert energy advice, once limited to corporate units.

The energy procurement program developed for this brand is afforded to all franchisees in deregulated power markets at no out-of-pocket expenses.

GEMS works with a qualified pool of suppliers to negotiate power prices. GEMS pricing is advantageous because of:

- Portfolio Size
- Market Knowledge
- RFP Process

GEMS fees are transparent and paid by the supplier.

### RESULTS

GEMS was contacted by a franchisee in the state of Illinois with 6 units, ranging from 79,000-83,000 annual kWh. Two days after being contacted, GEMS identified a significant market opportunity and took the franchisee's load to the market. The result was an annual savings of \$14,193 or \$2,365 per unit. The annual savings represented a 38.5% savings against the franchisees previous contract.

**6 Unit Franchisee in Illinois**  
*\$14,193 Annual Savings*  
*38.5% off previous contract*



### CONCLUSION

GEMS' expertise in power markets and ability to competitively bid supply enabled us to recommend a course of action that led to significant year-over-year savings. Our experience in negotiating with numerous power suppliers made it possible for the client to receive much more competitive contract terms than if it had continued with its existing buying strategies.