

Three Big Myths About Big Data and Energy Management

Bob Dixon

Vice President, Industry Affairs
Siemens Building Technologies



Survey

Quantitative Approach:

- Surveyed GreenBiz VERGE Energy Panel of 800+ members
- 11.5% response rate (92 responses)

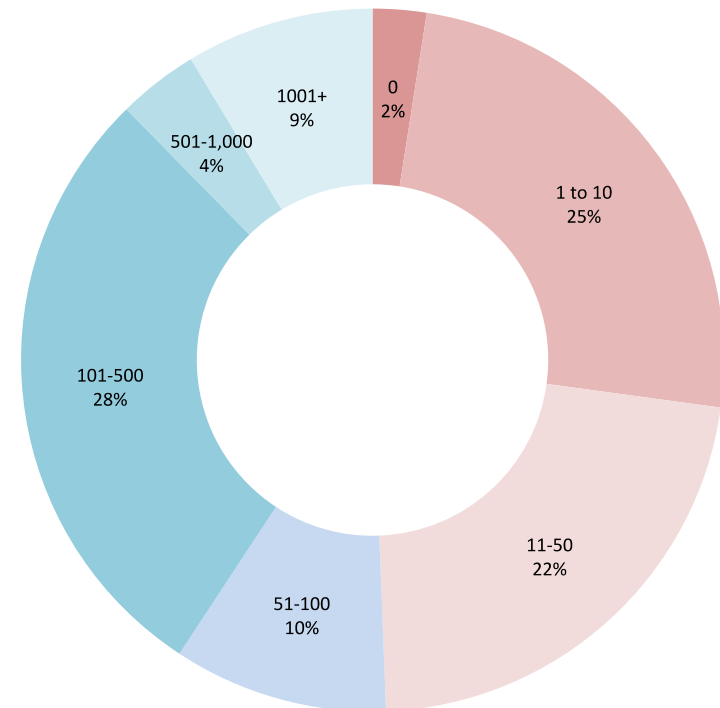
Qualitative Approach:

- Conducted twelve interviews with enterprise-level energy managers

Demographics:

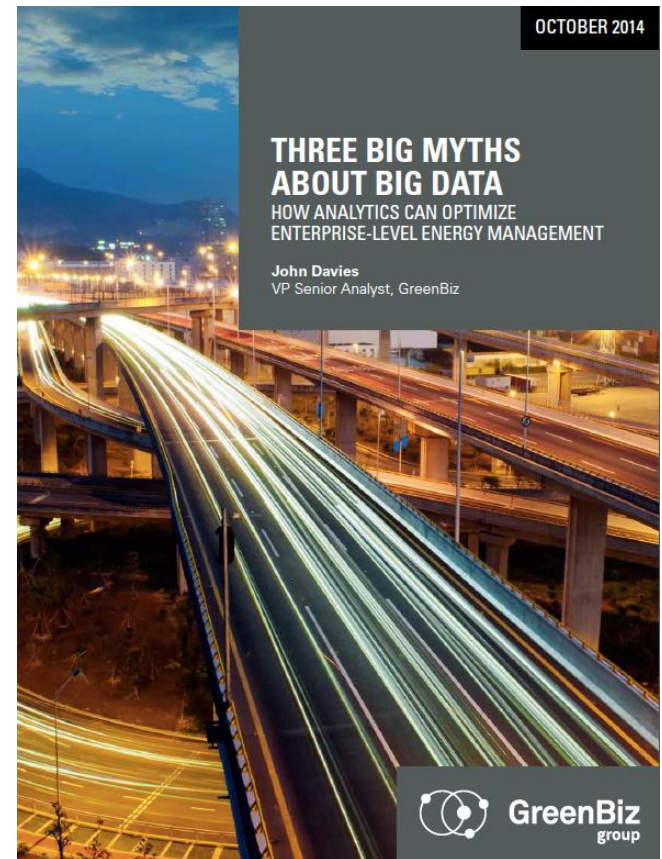
- 60% of respondents from organizations with revenues of \$1 billion or more
- 51% of respondents oversee building portfolios of 50 buildings or more
- Broad mix of industry segments

Number of Buildings in Portfolio of Companies Participating in Survey

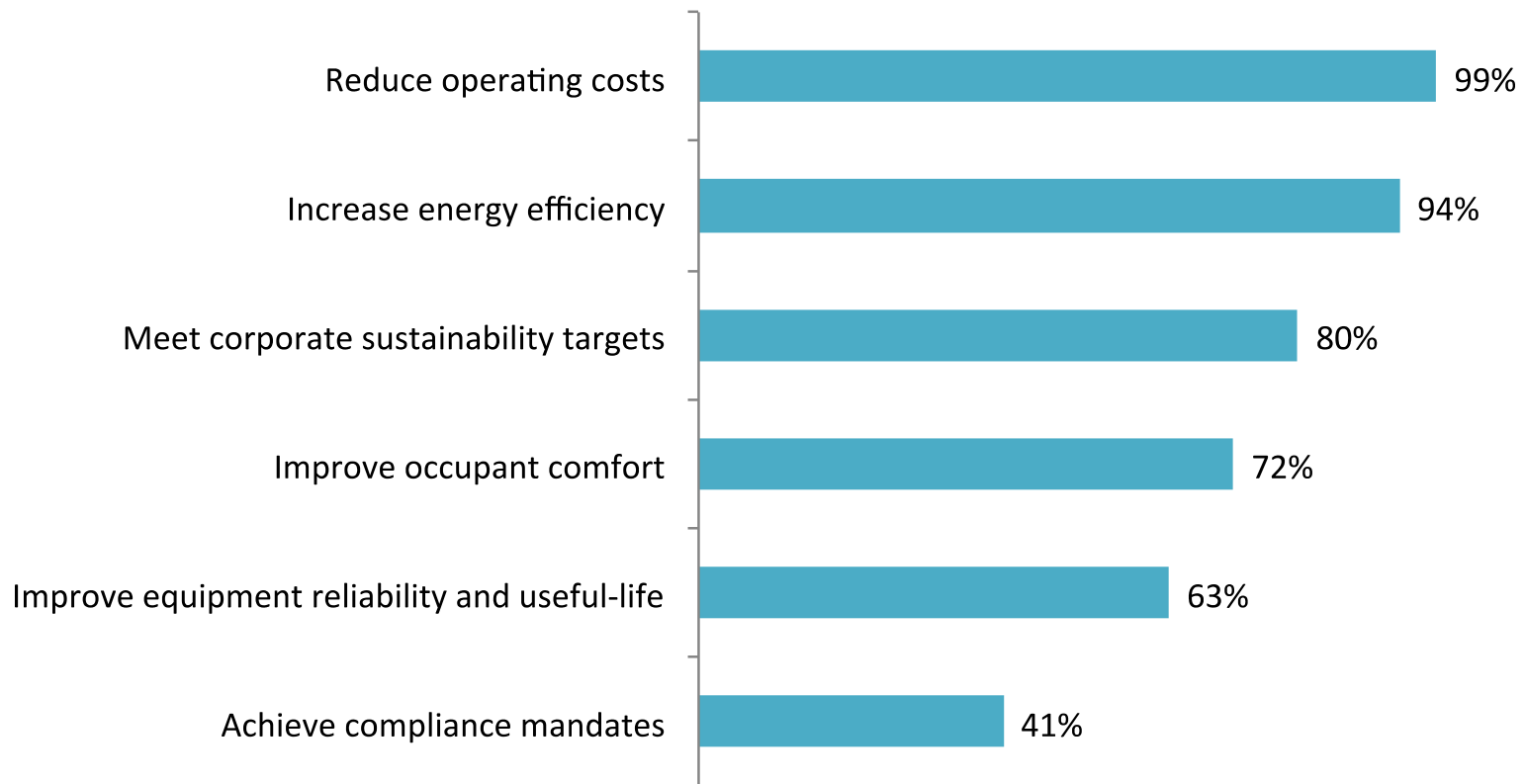


Three Myths About Big Data

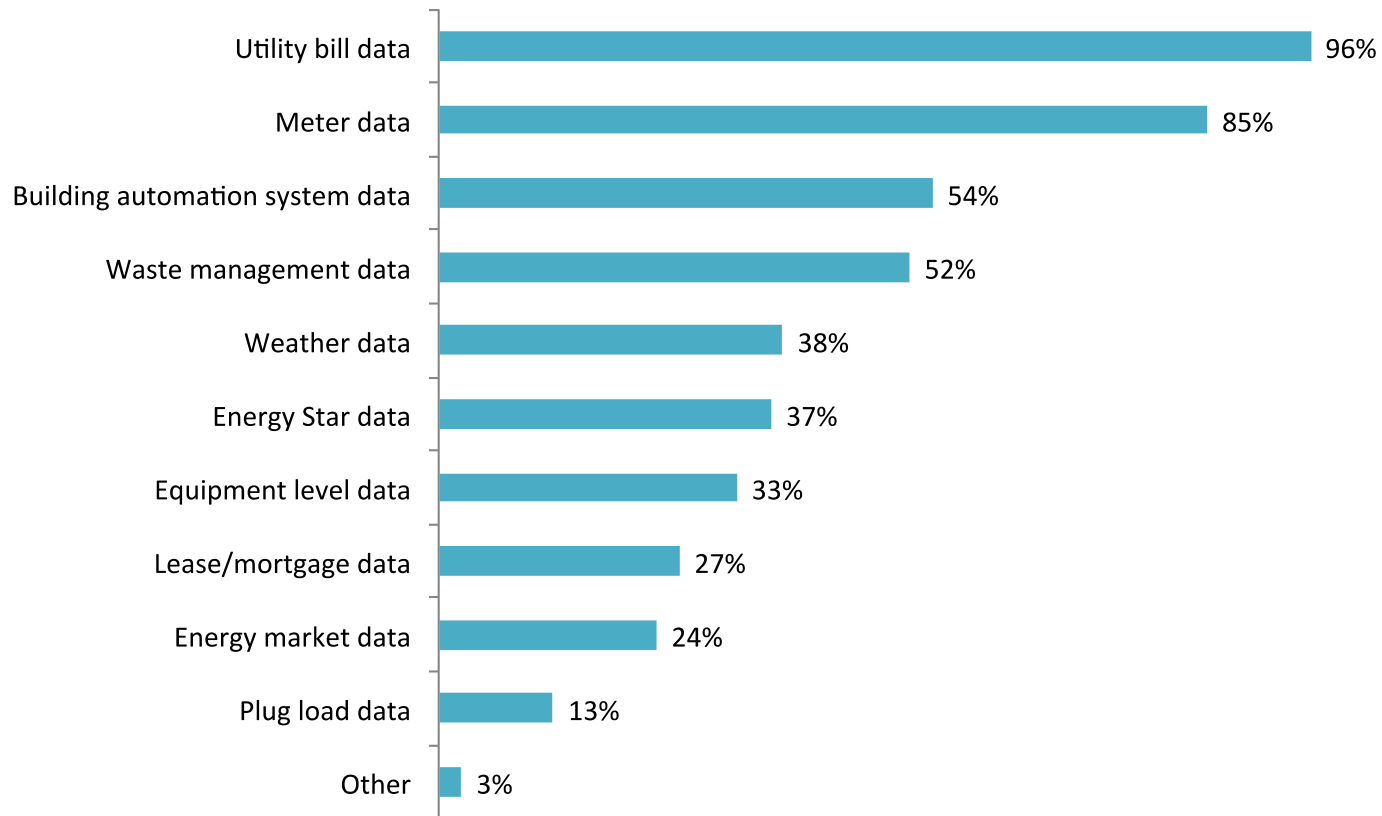
- #1 One Size Fits All
- #2 It's All about the Technology
- #3 Data Equals Information



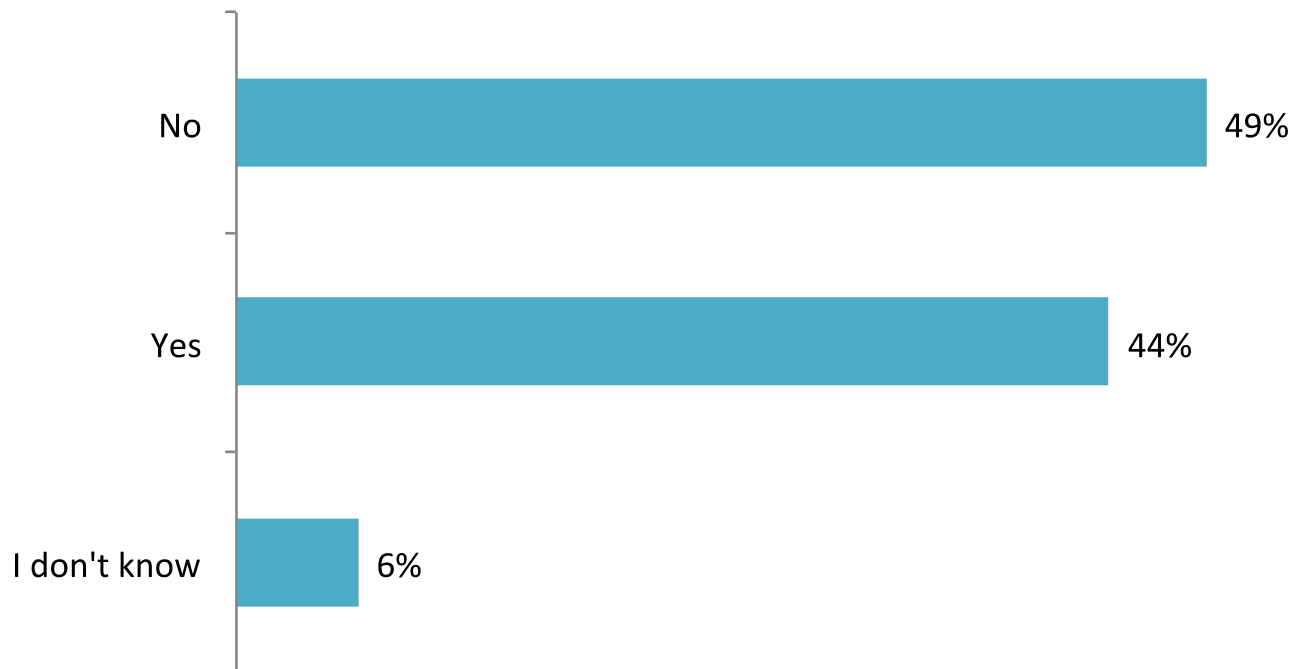
What goals does your organization hope to meet through the management of your enterprise real estate portfolio?



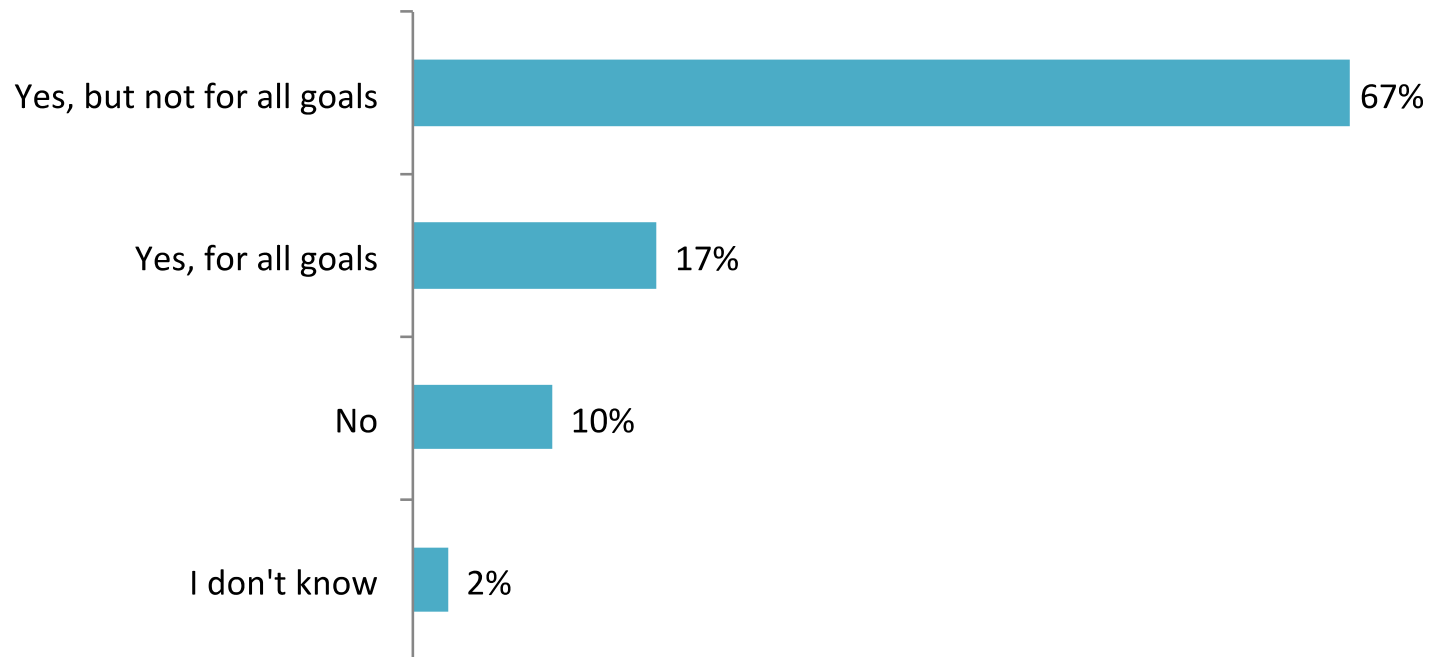
What type of building/portfolio data do you collect?



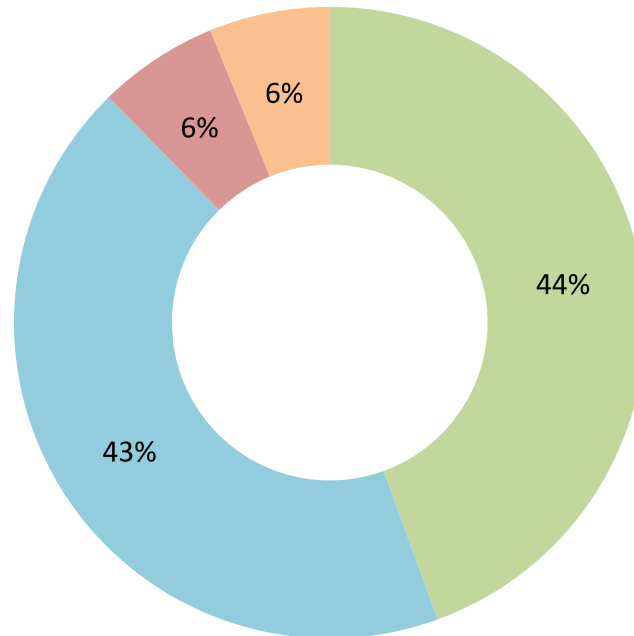
Are you satisfied with the quantity and quality of the data you are collecting?



Of the earlier goals, does your organization have hard and measurable targets?

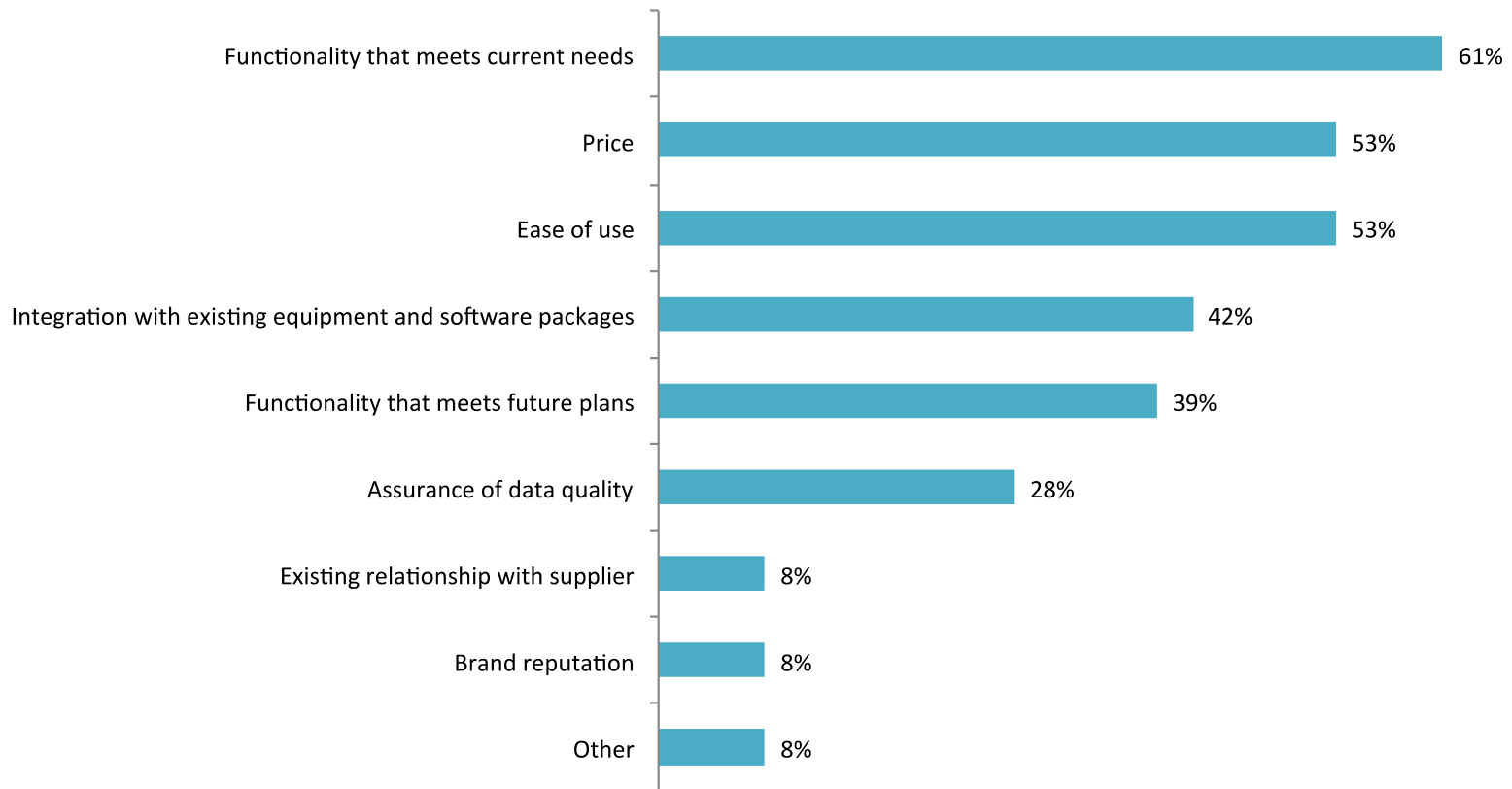


Are you currently or do you have plans to utilize a dashboard to visualize building/portfolio data across your enterprise?

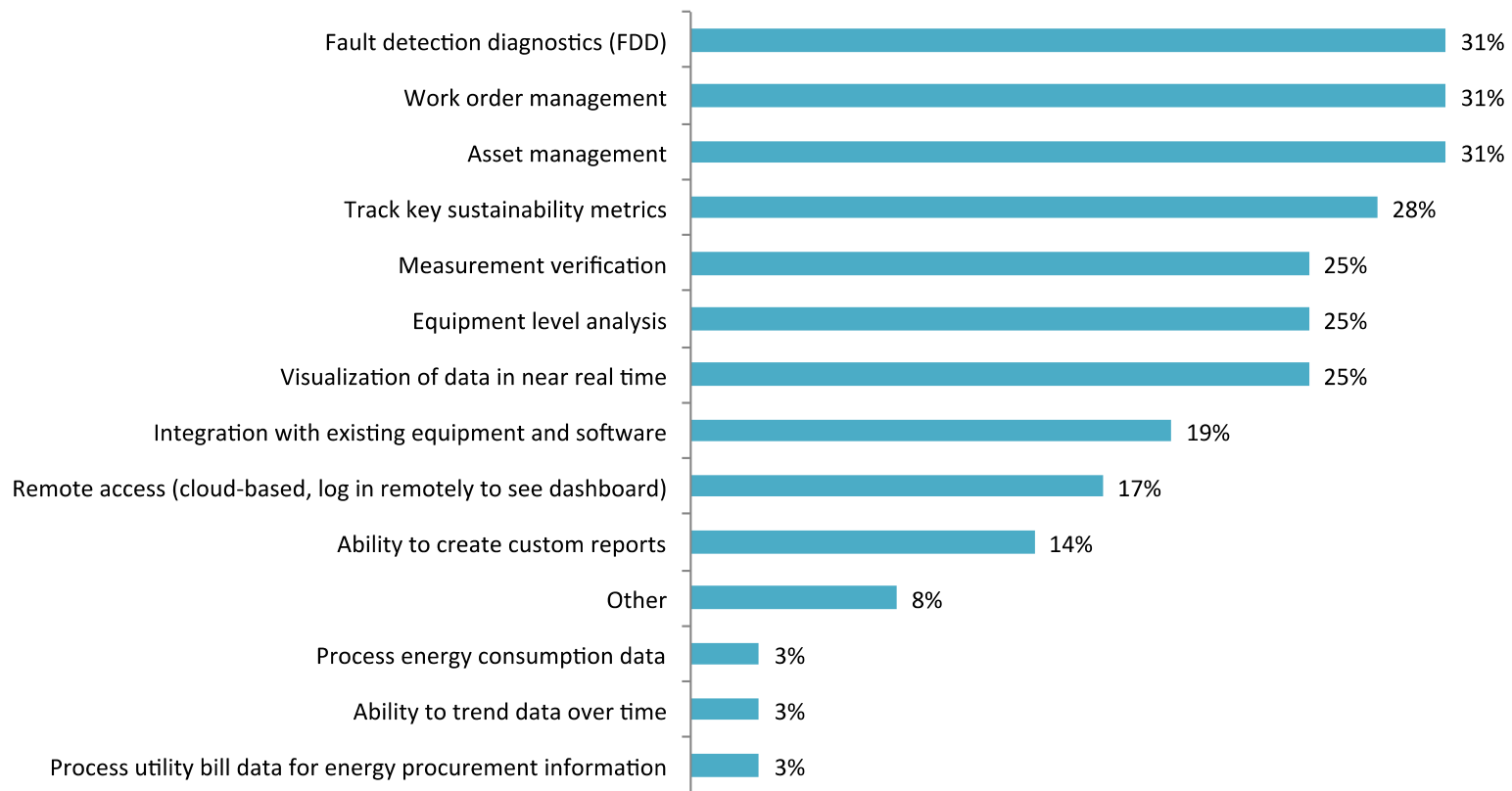


- Yes, we currently have a solution in place.
- Yes, we would like to utilize a dashboard in the near-future but don't have one currently
- No, and we have no interest in a dashboard for our organization
- I don't know

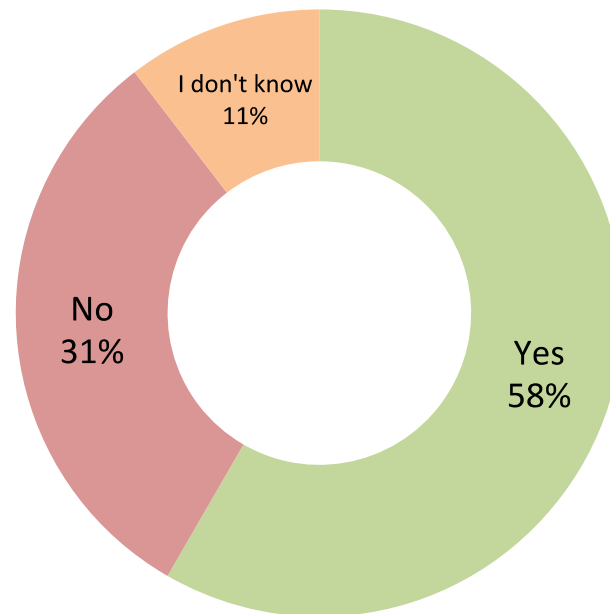
What were the top 3 important factors that were considered when buying a big data/analytics solution?



Which functionalities are you NOT currently getting from your existing efforts that you would benefit from?



When you purchased your energy management big data/analytics solutions, did you budget money for the implementation of corrective actions?



Questions?

