

Find out how The Source cut energy costs.

Bell Energy Management helped
The Source reduce energy spend
by 18% and realize ROI in one month –
all with zero downtime.

Bell



Case study overview

Integrating Energy Management Solutions (EMS) into retail operations can help businesses lower their energy consumption and offer an enhanced in-store experience. With the right solution, a business can easily transform how it approaches managing its resources.

This case study examines how The Source was able to implement and benefit from a Bell EMS.

About The Source

A subsidiary of Bell, The Source is Canada's largest tech retailer, with over 400 locations nationwide offering the latest in consumer electronics from today's top brands. Associates pride themselves on providing personalized tech advice and exceptional customer service. A proudly Canadian company, The Source has been serving Canadians for over 40 years.



The need

There are many challenges facing the retail industry today; the success of the digital marketplace, rising customer expectations, increased costs, and shifts in customer behaviour. As a result, businesses are looking for ways to run their operations more efficiently so they can compete and invest in areas that provide the greatest business value.

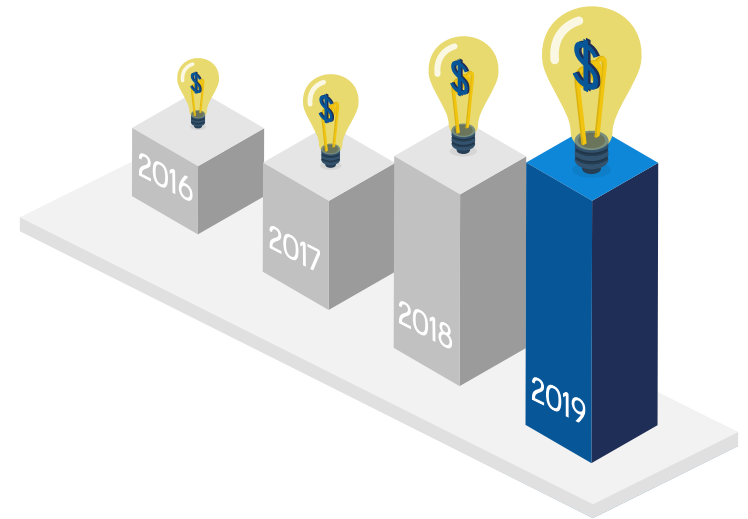
Like many other companies, The Source was challenged to improve both operational efficiencies and customer experience. With rising utility rates and hundreds of locations across Canada, there were significant increases in utility costs over the past few years. Finding an IoT solution that could help save energy costs became a priority.

The Source needed a solution that would provide real-time control and insight into energy usage in order to maximize savings. Plus, it had to be scalable, allowing multiple locations to be controlled remotely. Lastly, it needed to be installed with minimal disruption to customers and staff.

The solution

Bell recommended an Energy Management Solution (EMS) specifically designed for retail. The solution is a comprehensive cloud-based suite of hardware, software and services. It provides a single point of control to monitor and manage energy-consuming assets – such as HVAC and lighting systems – across thousands of sites, ensuring operational consistency and predictable energy spend.

Retailers challenged with rising utility costs



The pilot

Knowing the potential for savings can be realized through better management of HVAC systems, The Source opted to run a three-month pilot at two locations that monitored and managed their HVAC. The installation of the solution was very simple and required no downtime for the stores.

How it works

- 1 IoT sensors are installed throughout the HVAC systems, and existing thermostats are replaced with enterprise-grade smart thermostats.
- 2 The sensors collect data on things like temperature and environmental conditions, and send it to the cloud-based management platform in real time via Bell's secure LTE network.
- 3 The platform uses advanced analytics to determine optimal settings and proactively identify issues. Analytics also enable tools like smart alarms, building control, facility diagnostics, project tracking.

The Source started realizing the benefits of the solution immediately. The cloud platform provided a single point of control to monitor and manage HVAC systems in all stores. Pre-defined and pre-scheduled store temperatures ensured a consistently comfortable environment for customers and staff, and took the responsibility off of store managers. Analytics monitored for anomalies in HVAC performance, and triggered notifications if issues were detected. The Source could then schedule proactive maintenance to help avoid costly future repairs or uncomfortable outages, if necessary. Being able to do all of this and more from one centralized platform simplified operations and helped keep track of historical data to better plan for the future.



"The installation was complete in two days – and we were able to stay up and running throughout the entire process."

Claire Gillies, President, The Source



The results

The pilot was very successful. It only took one month for The Source to see a return on investment, and within three months energy costs were reduced by 18%. But energy savings were just one of the overall benefits. The combination of granular data collection, advanced analytics and intelligent controls enabled continuously improving energy savings, increased facility efficiency and enabled more informed capital planning. Plus, with automated temperature control, there's one less thing for busy store managers to worry about.

The next steps

As a result of the pilot's great success, The Source has started rolling out the solution to 50 more stores across Canada this year. The Source will continue to partner with Bell on future solutions that will help them become more efficient while enhancing customer experience.

A resounding success.



18% reduction in energy costs



ROI achieved within 1 month



0 downtime for installation



To learn more about how your business can benefit from an Energy Management Solution, contact a Bell representative or visit bell.ca/energy.



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