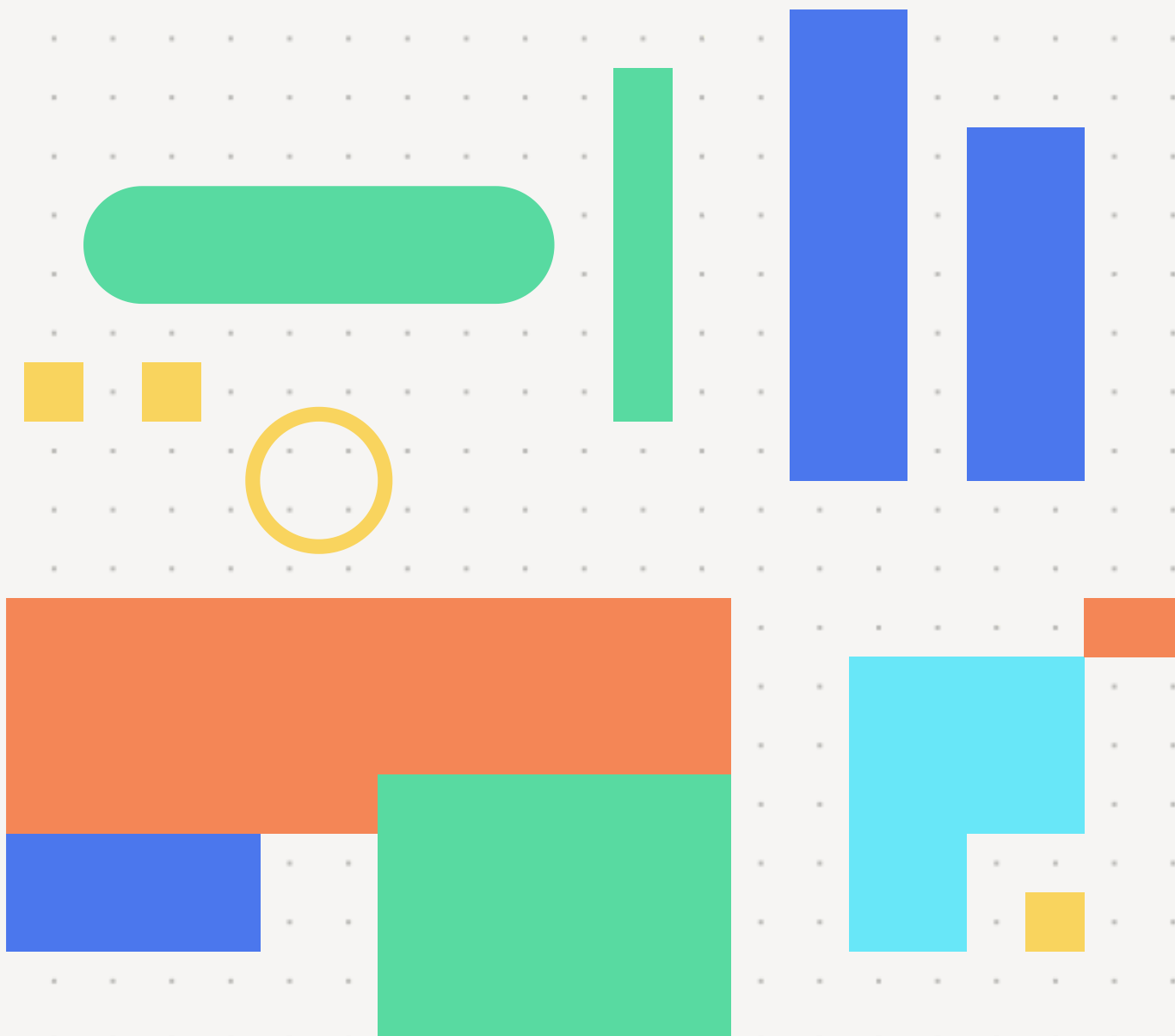




BUYER'S GUIDE TO FLEXIBILITY

# How to choose your next flexibility platform.

A practical guide for European energy retailers: the important decisions, what to ask vendors, and how to compare their answers.

# In this guide

For commercial and product leads at energy retailers who will launch and run a flexibility offer.

---

|   |                                       |    |
|---|---------------------------------------|----|
| 1 | Why flexibility now?                  | 3  |
| 2 | One platform for your whole portfolio | 4  |
| 3 | Stack value across markets and assets | 5  |
| 4 | Your brand, your customers            | 6  |
| 5 | A platform that fits your business    | 7  |
| 6 | How to judge value claims             | 8  |
| 7 | Running a fair tender                 | 9  |
| 8 | Vendor scorecard                      | 10 |
| 9 | Is Fever Energy the right fit?        | 11 |

---

# Why flexibility now?

*Flexibility can be more than a new revenue line. It changes how customers see their energy company.*

Energy retail is a competitive business, and many customers mostly hear from their supplier when the bill arrives. Flexibility gives you a reason to show up more often, with a service that saves or earns them money.

Your customers already own much of what it takes. Batteries, EVs, heat pumps and solar can all shift when they use or deliver power. Run together, they open new revenue in day-ahead, intraday and balancing markets, under your brand.

Getting started is the easy part. The real questions come when you move from pilot to product. How do you get customers to sign up, and keep them? How do you keep their devices online and earning? How do you know the revenue will match the promise? Many vendors can sell you flexibility. The test is who can help you run it.

This guide shows how to evaluate vendors on those questions, and how to select the right provider for you.

## IN EUROPE TODAY

**100 GWh+**

of batteries installed by the end of 2025, just under half of it in homes

**1.88 million**

new battery-electric cars registered in the EU in 2025

**29.3 million**

heat pumps installed across 21 European countries

Sources: SolarPower Europe, European Battery Market Outlook 2026–2030. ACEA, new car registrations 2025. EHPA, market report 2026.

## ASSET COVERAGE

# One platform for your whole portfolio.



Ideally, one platform covers everything your customers own, so you don't have to stitch several different providers together.

Start with your portfolio: the asset types your customers have, such as batteries, EVs, solar and heat pumps, and in which segments. Several providers can work, but it adds operational complexity and workload for your own teams, with more integrations, contracts and support processes. It also usually lowers customer earnings, as their assets can't be optimised together.

In homes, you need to reach both newer and older systems: smart devices through the manufacturer's cloud API, older ones through a gateway on site. A good gateway can be fitted by an installer or the customer, comes with the right support tools, and shouldn't cost more than a home router.

## QUESTIONS TO ASK

- 1 Which asset types and segments do you cover today?
- 2 What share of our customers' devices can you control, by brand and model? Live, not just listed.
- 3 Cloud API, gateway or both? Can the gateway be fitted by an installer and by the customer?
- 4 What does the gateway cost, and which tools do installers and support teams get?

## MARKET COVERAGE

# Stack value across markets and assets.



The same site can earn in several markets. How much of that value you capture depends on the platform.

Value comes from several places: day-ahead and intraday trading, balancing markets that keep the grid stable, and local flexibility markets run by grid companies. The best results come from stacking in two ways: one asset earning in several markets, and several assets on the same site, such as a battery, an EV and solar, optimised together.

For a retailer, flexibility also pays inside your own portfolio. Shifting customers' consumption can cut your imbalance costs, and running home assets alongside larger batteries on one platform gives you more volume to bid with.

## QUESTIONS TO ASK

- 1 Which markets do you trade today, and in which countries?

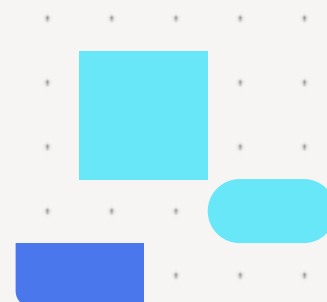
---
- 2 Can one asset earn in several markets, and how is that decided?

---
- 3 Can several assets on one site be optimised together, behind and in front of the meter?

---
- 4 How are prequalifications handled?

## CUSTOMER EXPERIENCE

# Your brand, your customers.



Flexibility only pays if customers join, stay and trust it.

Customers should see your brand, not your vendor's. That can be a white-label app, an API into your own app, or a view embedded in it. Each can work. What matters is whether the platform has thought about the end customer. Even when its own brand is out of sight, a good partner makes sure the experience is smooth and shares what it has learned from real households.

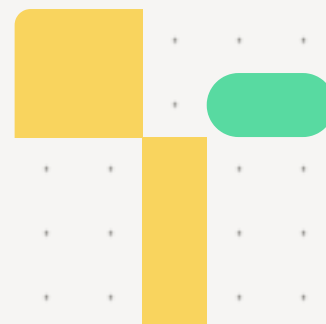
Then look at what happens after launch. How smooth is onboarding for a household? What do they see when their battery is used? How easy is it to opt out, and who answers when something goes wrong? These moments decide whether customers stay.

## QUESTIONS TO ASK

- 1 White-label app, API or embedded view: how have you designed each around the end customer?
- 2 What does onboarding look like for a household, and how many finish it?
- 3 What do customers see when their devices are used, and can they override it?

## COMMERCIAL FIT

# A platform that fits your business.



Most retailers want to limit risk and protect their brand while they learn. That calls for a gradual roll-out: start small, then grow.

A modular platform lets you use what you need and bring the rest yourself, such as your own trading desk, connectivity or app. You can add assets and markets as your offer grows, without starting again.

The partner matters as much as the software. Look for one that helps you design the offer, launch it and grow the programme with you, not one that hands over a login.

## QUESTIONS TO ASK

- 1 Which parts can we use on their own?

---
- 2 We already have parts in place. How do your modules work alongside them?

---
- 3 How do you support our launch: offer design, customer journey, sales material?

---
- 4 What does the first year after go-live look like?

## VALUE CLAIMS

# How to judge value claims.



Ask about the full value: savings behind the meter as well as earnings in front of it. Then ask how each number is made.

The largest value usually comes from stacking: several assets on one site, optimised for both the household's bill and the markets. A number that only covers market earnings shows part of the picture.

Past revenue says little about next year, as balancing prices can fall when more batteries join a market. Spreading value across several markets and both sides of the meter protects against swings in any one of them, especially when the platform reoptimises often as prices change.

## QUESTIONS TO ASK

- 1 Does the number include savings behind the meter as well as market earnings?
- 2 Which markets does it rely on, and whose balancing group?
- 3 How do you stack different markets and products?
- 4 How often, and how, do you reoptimise?

## THE BEST TEST

Give every vendor the same year of your own data and ask for a simulation. Then you compare like with like.

## FIVE TIPS

# Running a fair tender.

A clear process gets you answers you can compare, and keeps good vendors in the running.

- 1 **Publish the weighting up front.** Vendors put their effort where it counts, and you get answers you can compare.
- 2 **Keep must-haves few and clear.** Evaluators can only score what you ask for.
- 3 **Accept equivalent evidence.** A certificate-only gate can rule out vendors who meet the need another way.
- 4 **Match connection rules to your assets.** Cloud-only can exclude the devices you most want to reach.
- 5 **Compare pricing on the whole.** Let vendors propose a model, then compare total cost over a good and a bad year.

## WORKING TOGETHER

Look beyond the product. How is it to work with this team? Do they reply quickly, are they helpful, and do they make an effort to understand your business? The tender itself tells you a lot. Then ask their references the same questions.

# Vendor scorecard.

Score each vendor from 1 to 5 per area, then multiply by the weight.  
Change the weights to fit your goal.

| AREA AND WHAT TO CHECK                                                       | WEIGHT | A                    | B                    | C                    |
|------------------------------------------------------------------------------|--------|----------------------|----------------------|----------------------|
| <b>Assets</b><br>Kinds of assets live today, cloud API and gateway.          | 15     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Optimisation</b><br>Savings and earnings, optimised together.             | 15     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Markets</b><br>Time to go live; a path into new markets.                  | 10     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Value transparency</b><br>Full value, simulated on your data.             | 10     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Brand and customer experience</b><br>Smooth journey, onboarding, opt-out. | 10     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Modularity</b><br>Bring your own trading, connectivity or app.            | 10     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Security and operations</b><br>Security evidence, uptime, data residency. | 10     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Commercial and exit</b><br>Fee model, penalty risk, exit terms.           | 5      | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Partnership</b><br>Launch support, responsiveness, references.            | 15     | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| <b>Total</b><br>Weighted score out of 500                                    | 100    | <input type="text"/> | <input type="text"/> | <input type="text"/> |

# Is Fever Energy the right fit?

This guide is meant to be useful whoever you pick. So here is where we fit, and where another kind of vendor will serve you better.

## A good fit when

You are an energy retailer launching a flexibility service under your own brand.

Your customers have a mix of batteries, EVs and solar, including devices that need a gateway.

You want the full value from optimisation: savings behind the meter and earnings in front of it, across all your customers' assets.

You want a modular platform, where you choose what goes into your flexibility offer.

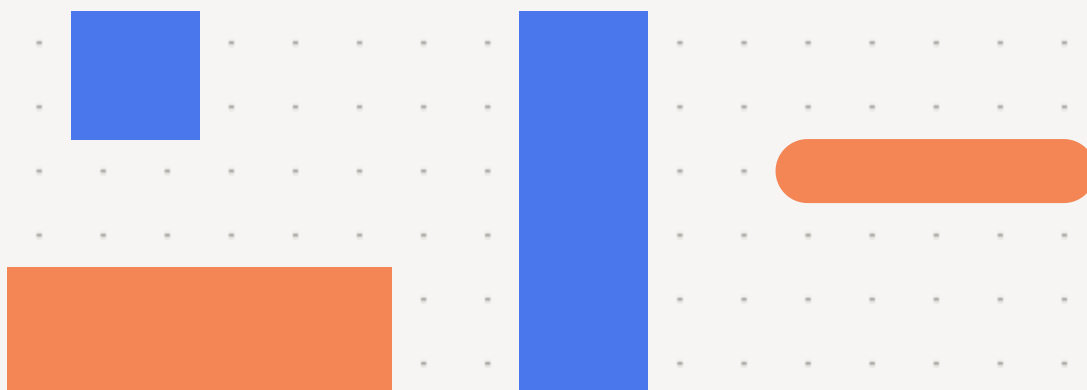
You want a partner, not just a supplier, working in close cooperation with your team.

## Probably not a fit when

You want a specialist in one area, such as grid-scale batteries or market trading only.

You want a vendor that sells to households under its own consumer brand. We never sell to your customers.

You only need the connectivity layer, such as car APIs, and want to control the sites yourself.



## Want to discuss more?

We help energy retailers run flexibility under their own brand.  
Tell us what you're working on.

**[fever.energy/talk-to-us](https://fever.energy/talk-to-us)**

### About Fever Energy

Fever Energy is a Swedish technology company that makes distributed energy work for businesses, systems and people. Founded in 2022 and headquartered in Stockholm, Fever Energy's platform coordinates the solar panels, batteries and electric vehicles of households and businesses, enabling energy companies to offer profitable flexibility services at scale.