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**10 August 2022**

10:00 am – 11:00 am | PDT, Los Angeles

11:00 am – 12:00 pm | MDT, Denver

1:00 pm – 2:00 pm | EDT, New York



**Ryan Kennedy**

Editor

**pv magazine USA**

pv magazine  
**webinars**

# What is solar intelligence?



**Peter Cleveland**

Vice president, solar business  
**EagleView**




**Jeff Ressler**

Chief executive officer  
**Clean Power Research**

# Welcome!

Do you have any questions? ? 

Send them in via the Q&A tab.  We aim to answer as many as we can today!

You can also let us know of any tech problems there.

We are recording this webinar today. 

We'll let you know by email where to find it and the slide deck, so you can re-watch it at your convenience.  

# WHAT IS SOLAR INTELLIGENCE?



Peter Cleveland  
Vice President, Solar Business

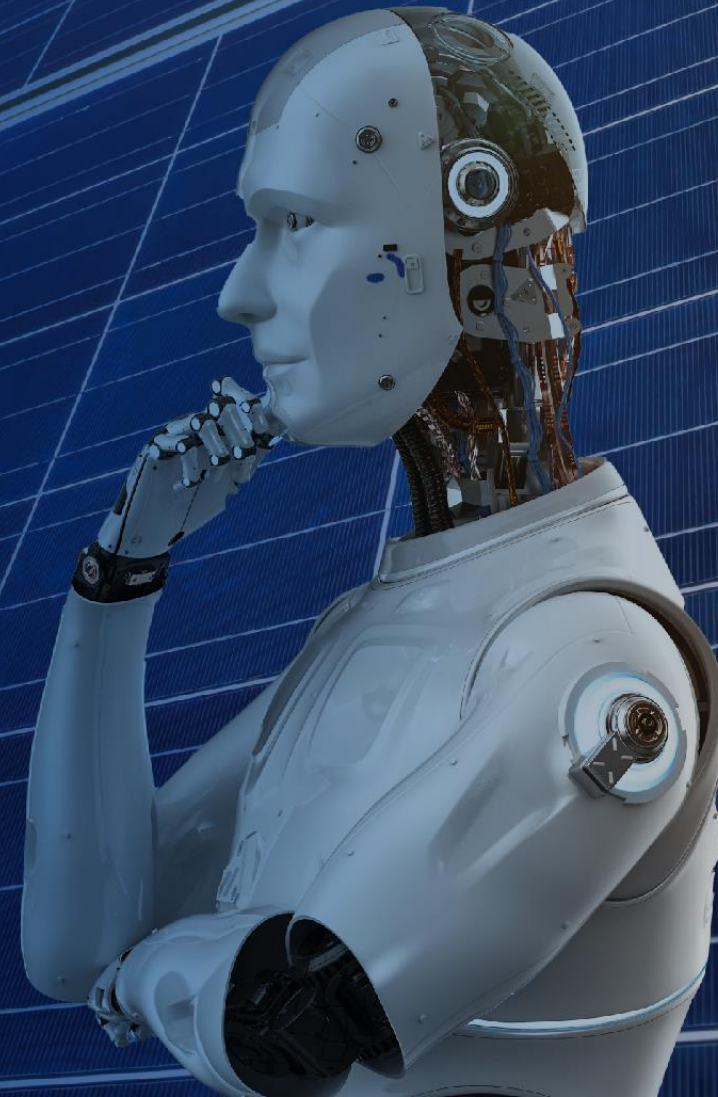
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Clean Power Research®

Jeff Ressler  
CEO, Clean Power Research

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## Today's Agenda

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- Evolution of navigation
- Defining solar intelligence
- Residential & enterprise solar intelligence
- Benefits of solar intelligence
- The “who” & “why”
- Next steps





# Evolution of Navigation



**MAPQUEST**

Send To Printer Back To Directions

**Start:** Dallas, TX  
US

**End:** 312 Barton Springs Rd  
Austin, TX  
78704-1213 US

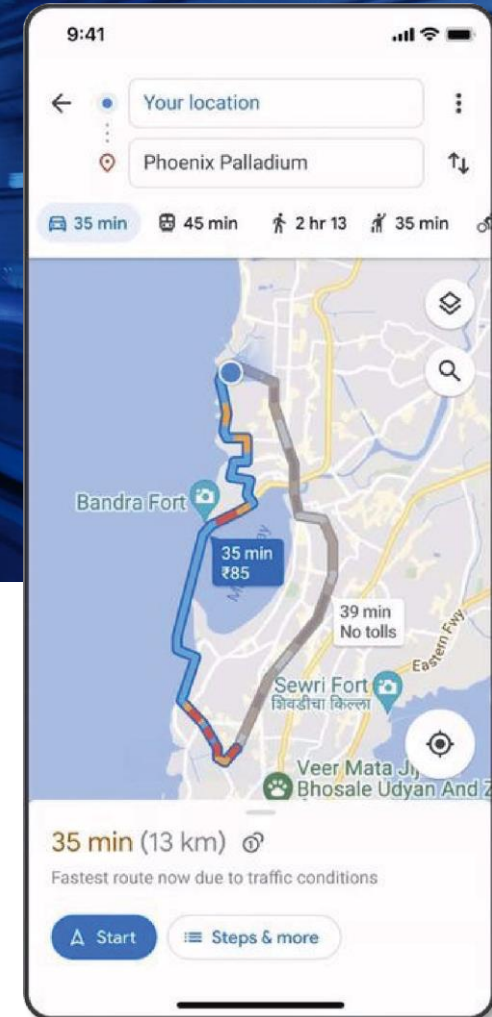
**Distance:** 196.99 miles

**Total Estimated Time:** 3 hours, 21 minutes

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Directions	Distance
<b>START</b> 1. Start out going South on N AKARD ST toward FEDERAL ST.	0.1 miles
2. Turn RIGHT onto ELM ST.	0.5 miles
3. Turn SLIGHT LEFT to stay on ELM ST.	0.1 miles
4. ELM ST becomes COMMERCE ST.	<0.1 miles
5. Merge onto I-35E S.	57.4 miles
6. Merge onto I-35 S/US-81 S via the exit- on the left.	137.6 miles
7. Take the exit- exit number 234A- toward 1ST ST/HOLLY ST.	<0.1 miles
8. Turn SLIGHT LEFT onto I-35 N.	<0.1 miles
9. Turn RIGHT onto CESAR CHAVEZ ST E/E 1ST ST/TX-343 LOOP.	0.4 miles
10. Turn RIGHT onto BRAZOS ST.	<0.1 miles
11. Turn LEFT onto E 2ND ST.	<0.1 miles
12. Turn LEFT onto CONGRESS AVE S.	0.3 miles
13. Turn RIGHT onto BARTON SPRINGS RD.	0.1 miles
<b>END</b> End at 312 Barton Springs Rd, Austin, TX 78704-1213 US	

<http://www.mapquest.com/directions/main.adp?do=prt&2n=TRAVIS%20COUNTY&1g=39Vzi74hg7M...> 04/15/2004







# What is Solar Intelligence?

“Solar Intelligence” is the ability to acquire, synthesize and analyze data and resources that enable solar industry professionals to make informed, trusted and precise decisions.



## Solar Intelligence: Example Providers



EagleView™ powers business decisions with data and insights derived from high-resolution aerial imagery. We help solar professionals achieve:

- Cost reduction for sales & planning
- Fewer and more efficient site visits
- Shorter project cycles
- Optimized system designs
- Automated and scalable processes



Clean Power Research®

Clean Power Research® is a trusted partner of leading utility and commercial energy enterprises, delivering SaaS solutions for:

- Energy program digitization & automation
- Customer engagement & recommendations
- DER adoption modeling & analytics
- Solar planning & forecasting
- Solar benchmarking and performance
- Solar resource assessment

# Benefits of Solar Intelligence



**Improves  
Profitability**



**Exponential &  
Sustainable Growth**



**Mitigates  
Risk**



**Creates  
Efficiencies**



**Improves  
Accuracy/Quality**



**Improves Consumer  
Protection**



**Improves Consumer  
Experience**



**Increases  
Referrals**



**Decreases Time  
to Install**



Solar Intelligence:

# Who & Why





# Solar Contractors

(Residential, Commercial & Industrial)



## CHALLENGES AND BLOCKERS

- ⬡ Growing/Scaling
- ⬡ Profitability
- ⬡ Throughput
- ⬡ Cash Flow
- ⬡ Deliver quality projects

## SOLUTIONS AND RECOMMENDATIONS



- 💡 Leverage objective data instead of creating subjective inputs
- 💡 Free up resources
- 💡 Improve quality
- 💡 Increase speed and throughput

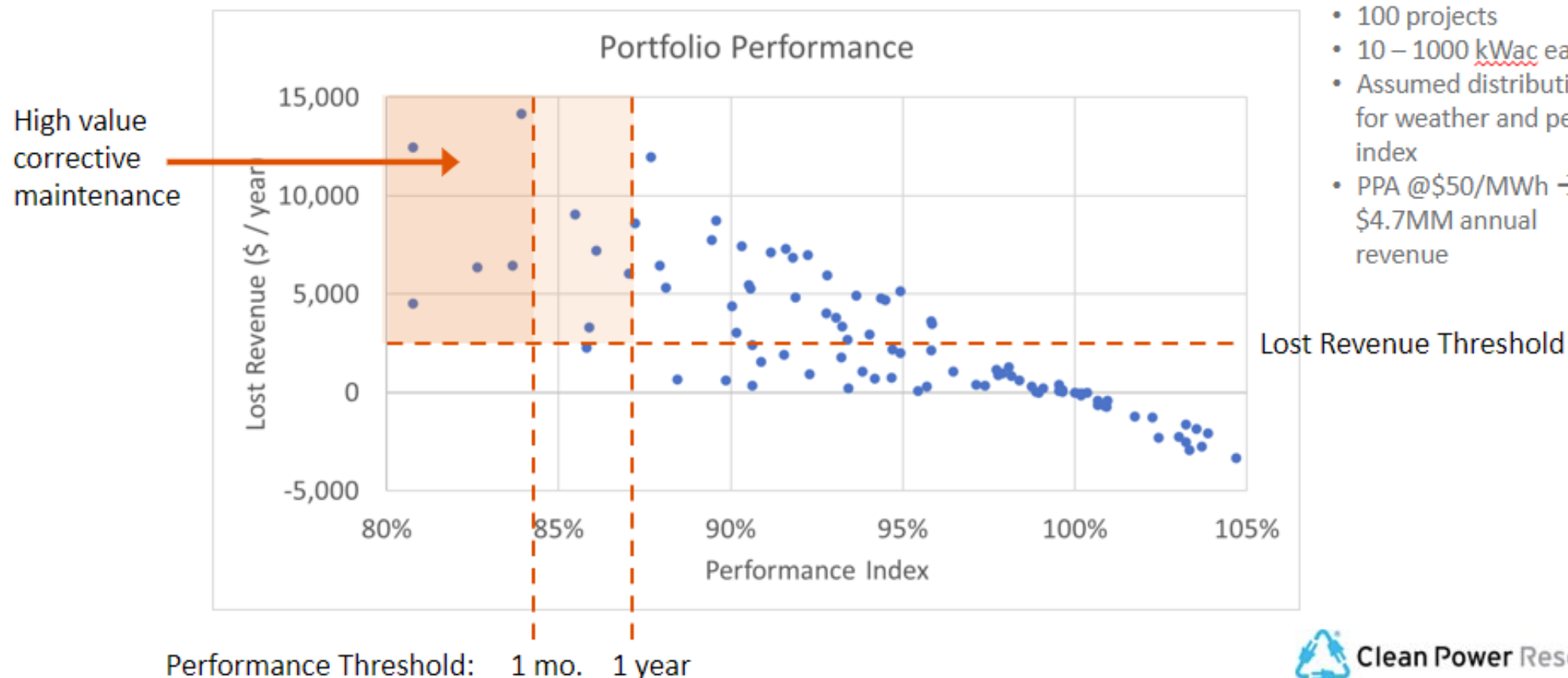


## Solar Contractors

(Residential, Commercial & Industrial)



Sample 50MW Commercial Portfolio



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## ASPIRATIONS

- Adoption
- Profitability
- Differentiation
- Usability

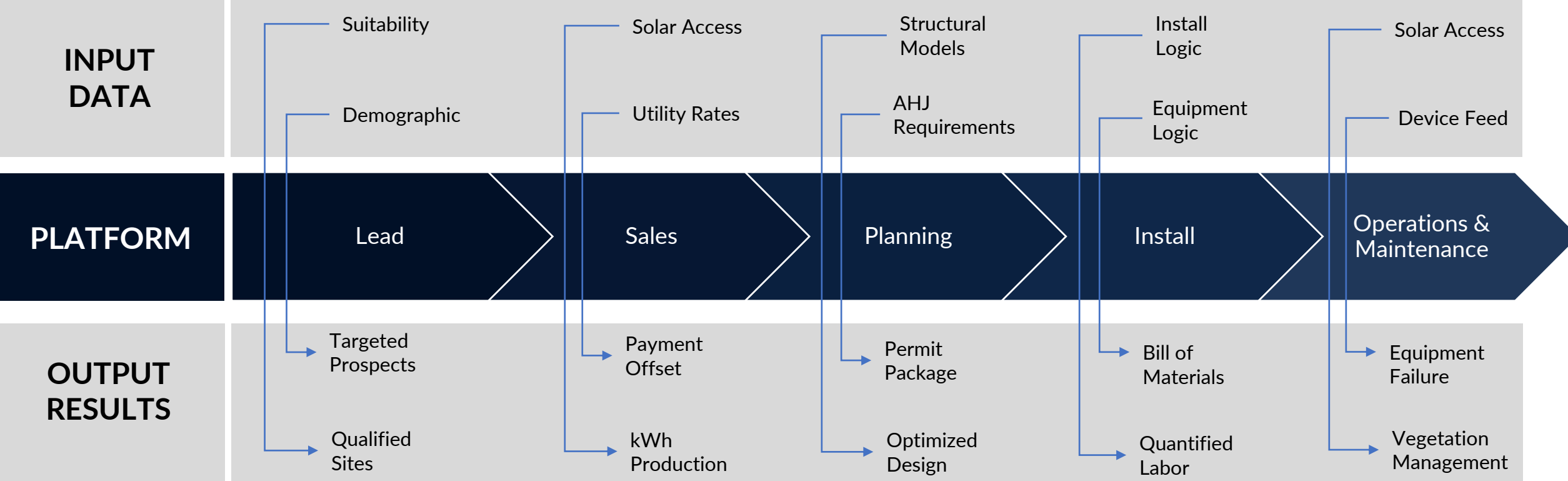
## PATH TO SUCCESS



- 🚩 Enable process automation with data feeds
- 🚩 Enhance value to end user
- 🚩 Aggregate the data the users cannot



# Solar Software Providers





## NEEDS

- Independence
- Objective Information
- Reliability
- Quality

## VALUE



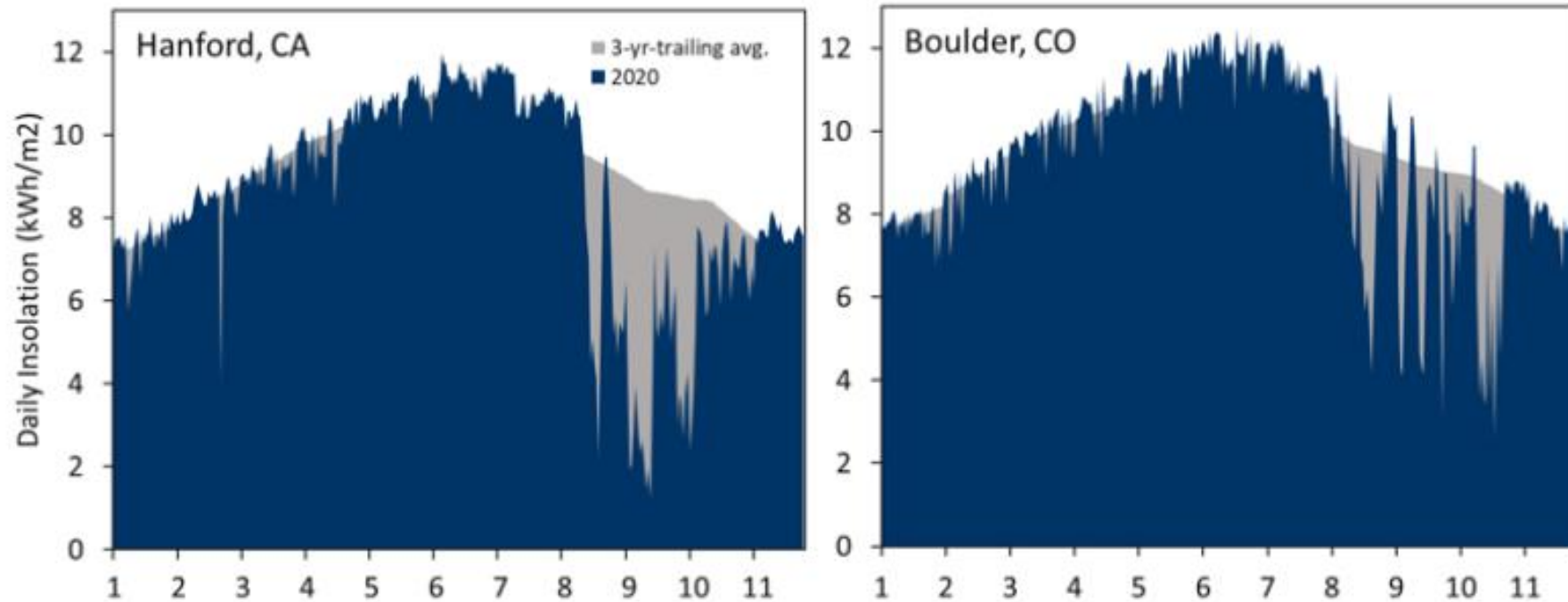
- ✓ Minimize risk
- ✓ Make more informed financial decisions
- ✓ Receive the product, service or performance purchased





## Clear Sky Direct Normal Insolation, Jan. - Nov. 2020

Clear sky (CS) direct normal insolation (DNI) is useful for identifying the impact of wildfires. First, DNI is more sensitive to aerosols than global horizontal irradiance (GHI). Second, because the clear sky model is not influenced by cloud cover, it isolates the impact of aerosols on insolation. 2020 is compared to the trailing-3-year monthly average.



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- **SPECIAL OFFER**: For a limited time, book a consultation with one of our solar experts to get access to EagleView’s full offering of solar products, and receive a **\$150 credit** to use towards the purchase of solar products this year! Offer Good Through 9/15/2022

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# What is solar intelligence?

## Q&A



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by William Driscoll



Most-  
read  
online!

## Princeton: Solar deployment to increase fivefold under Inflation Reduction Act

by Ryan Kennedy



# Coming up next...

## **Tuesday, 30 August 2022**

8:00 am – 9:00 am EDT, New York City  
2:00 pm – 3:00 pm CEST, Berlin

## **Wednesday, 28 September 2022**

11:00 am – 12:00 pm EDT, New York City  
5:00 pm – 6:00 pm CEST, Berlin

**Many more to come!**

**Demonstrating  
durability in  
n-type modules**

**New off-grid  
launch: DC/AC  
inverters and  
high-end DC  
charging system**

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**Ryan Kennedy**  
Editor  
pv magazine USA

**Thank you for  
joining today!**