



## Energy Storage Business & Market Development



### ABOUT THE CLIENT

Industry	Energy Storage
Revenues	\$23 billion
Employees	107,000
Location	Mexico
BSI Service or Solution	Business Strategy

#### Key Challenges

- Energy market liberalization created new opportunities for private sector suppliers
- Inefficient energy production and distribution offered value stacking benefits for energy solutions providers

#### Why BSI was Selected

- Electricity markets expertise
- Worldwide battery market intelligence
- Specialization in Mexican regulatory reform
- Global strategic vision

#### Project Scope

- Identify and characterize potential energy storage applications for:
  - Conventional power generation plants
  - Utility scale solar power installations
  - Wind farms
  - Large electricity consumers (<1 MW load)

#### Project Approach

- Interviewed industry actors
- Participated in industry working groups
- Modeled sample applications
- Researched subtleties and ambiguities of new and upcoming regulatory frameworks
- Synthesized results, strategic implications, and next steps

#### Financial Benefits Realized

- Lucrative market opportunity identified

#### Operational Benefits Realized

- Synergy with global R&D and regional marketing enhanced prospects for market development and reduced cost of sales