



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