Evaluating your energy strategy

We can help our customers in defining their energy strategy and in relevant decision-making processes.
Evaluating your energy strategy
Our added value

Solving the energy trilemma
Addressing the energy trilemma for clean, secure, and affordable energy impacts all the agents of the energy sector (generators, final consumers, distribution and transmission companies, regulators, government, etc.) In particular, it will continue to drive changes in our electricity energy systems, globally, for many decades to come.

Awareness of innovative trends
Disruptive business models and innovative technologies introduce new global challenges for all the energy sector stakeholders. ABB is one step forward in the research, development, and implementation of new technologies, evaluating their impact before it even exists.

Understanding the energy market and regulation
In today’s complex energy markets, decision making must account for numerous drivers:
- Expanding volume of data from smart meters, more discrete time intervals, and REMIT reporting requirements
- Growing network congestion and constraints
- Competitive pressure from fuels prices, renewables, startups, and demand-side initiatives
- Market change forcing adaptation or significant business risk
- Unique constraints of new types of generation, load, and storage
- Increasing regulatory requirements that limit emissions, incentivize efficiency, and increase costs

In this challenging context, ABB can provide a robust and precise understanding of regulatory frameworks, underlying economics, and markets dynamics, which are key throughout the decision making process.
We can support our customers to deal with their energy trilemma by finding the optimal equilibrium through our deep understanding of the energy sector and our customers’ business.
Energy Economics Solutions
We help our customers write the future of the energy transition and industrial digitalization

**Industrial consumers**
ABB Power Consulting helps consumers to optimize their energy costs, control more efficiently the amount of electricity they consume, and the most convenient ways to use their energy.

**Electricity and gas transmission and distribution (T&D) companies**
Our Energy Economics Practice understands the main remuneration schemes of the regulated activities and support these companies to adapt to new regulatory changes and new technology trends, such as electric vehicles and energy storage.

**Investors**
Our team supports investors during the acquisitions decision making process, evaluating the economic, regulatory, and energy market aspects connected with their potential investment.

**Generators**
We support in defining generators business strategies and evaluating their feasibility, and potential levers to improve return on assets.

**Electricity and gas retail companies**
Our consultants provide a robust and precise understanding of regulatory frameworks, underlying economics and power markets dynamics, helping also during the company strategy definition.

**Other energy sectors stakeholders**
Our Energy Economics Practice can also support regulatory bodies, public and private agencies, inter-governmental organizations, universities, other consultancy companies, manufacturers, etc.
Energy Economics Solutions
Our offerings

**Market modeling**
Market simulation and transmission analysis; price forecasting; regulatory compliance and expert advisory; utilize software and data for renewable integration.

**Investment optimization**
Definition of plausible and radical future scenarios and identification of the optimal investment in interconnector capacity, energy storage capacity, demand flexibility, and renewables integration.

**Digitalization**
ABB is at the forefront of the digital revolution in electricity energy systems. We strive to provide decision makers with the techno-economic support they require in this transition and increasingly more complex environment.

**Energy market intelligence**
Energy market intelligence and data analytics to support investment decisions, trading, and energy operations.

**Techno-economic analysis**
Technology options reviews (e.g. HVAC vs HVDC or electric vehicle vs natural gas vehicle); capital and operational cost assessments and optimization studies; life time cost modelling; Levelized Cost Of Energy estimation.

**Cost-benefit analysis**
Evaluation of advantages and disadvantages of certain solutions or initiatives from a techno-economic and regulatory perspective including non energy related cost assessment (e.g. carbon reduction benefits or fuel poverty impacts.)

**Continuous regulatory and market advice**
Regulatory and market monitoring; impact assessment of new regulatory measures; preparation of allegations to legislation proposals; expert witness in the context of arbitration and litigation.