



Enel North America to Pair Demand Response with Price Forecasting

Enel North America will be one of the first demand response (DR) providers to integrate real-time price forecasting into DR management.

Boston, Mass. – February 22, 2024 – [Enel North America](#), part of global demand response leader Enel, is expanding its demand response offering with the integration of Pwrstream, an event-based cost management tool from [Arcus Power](#) that provides real-time price forecasting.

Available in many energy markets across the US and Canada, demand response incentivizes large energy users for flexibility, providing payments for reductions in energy consumption during periods of strain on the electric grid. Enel North America, already one of the largest demand response managers in the US, is now one of the first to integrate price forecasting into its demand response offering.

"Flexible loads and distributed energy resources are no longer just participating in emergency demand response, but they also want to optimize their energy earnings and costs across all opportunities, leveraging the full value stack," said Molly Jerrard, head of demand response at Enel North America. "Enel serves as a one-stop shop for customers to most effectively manage their flexibility, and the insights driven by the Pwrstream platform offer further optimization by adding in sophisticated load and price forecasting for customers."

Pwrstream provides comprehensive energy data, analytics, and forecasting, enabling participants to reduce energy costs not only through demand response events called by utilities and grid operators, but also by optimizing their time of use. The tool eliminates the need to acquire and analyze data across multiple platforms, improving the efficiency and accuracy of energy trading and operations decisions. By anticipating price volatility and coincident peaks, energy users can refine their curtailment strategies to minimize operational risks and maximize net revenues.

Pwrstream is available to Enel demand response customers in select markets. Interested energy users can learn more or request a demo at Enel North America's [website](#).

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About Enel North America

[Enel North America](#), part of the [Enel Group](#), is a clean energy leader in North America and is working to electrify the economy and build a net-zero carbon future by decarbonizing energy supply, electrifying transportation, creating resilient grids, and promoting a just, equitable transition. Enel North America serves over 4,500 businesses, utilities, and cities through renewable power generation, demand response, distributed energy resources, smart e-mobility solutions and services, energy trading, advisory and consulting services, and more. Its installed portfolio includes over 9.7 GW of utility-scale renewable capacity, 690 MW / 1,036 MWh of utility-scale energy storage and 97 MW / 216 MWh of distributed energy storage capacity, 4.7 GW of demand response capacity, and 193,000 electric vehicle charging ports. Visit enelnorthamerica.com and follow us on [Facebook](#), [LinkedIn](#), [X \(Twitter\)](#), and [YouTube](#) to learn more.