



From energy intensive to energy intelligent: MTM Analytics' demand response success

MTM Analytics is a premier provider of sustainable infrastructure solutions, specializing in the construction of modular data centers. Their compact but powerful facilities handle energy-intensive workloads for many industries. While they currently have a strong presence in crypto mining, MTM Analytics is also expanding into AI projects that need scalable, efficient, and reliable infrastructure.

Energy is key to their success. As power costs were rising and demand was growing, the company was looking for ways to stay competitive without compromising their commitment to sustainability, community support, and responsible energy use.

That research led MTM Analytics to enroll one of their hosted data center sites in Ameren Missouri's Business Demand Response Program (BDRP), where they quickly saw how easy – and valuable – demand response participation could be.

Powering infrastructure with smarter, more responsible energy use

For a data center operator that uses a lot of power, energy management is both a duty and a business opportunity. Ameren Missouri's BDRP was an attractive solution to help MTM Analytics address their energy challenges – by enabling them to transform their operational flexibility into a new revenue stream and support grid reliability in their community.

MTM Analytics was surprised by how easy it was to get started in demand response. From enrollment through ongoing participation, the process was smooth and efficient. Ameren Missouri works exclusively with Enel North America, who helps Ameren Missouri's C&I customers enroll and manage their participation successfully in the program – all the while helping Ameren Missouri maintain local grid reliability.

CASE STUDY



Industry

Data Center/Server Farm



4.7 MW

of energy reduction during demand response events, on average



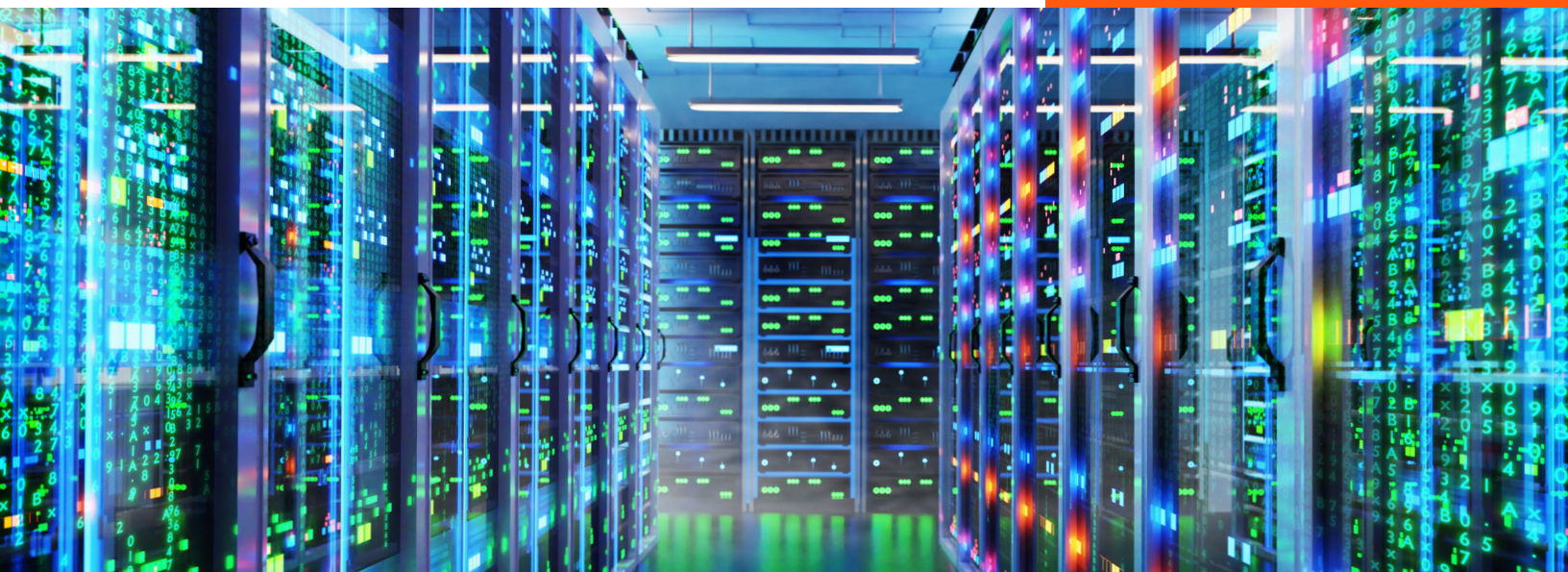
DR program

participation in Ameren Missouri's Business Demand Response Program



DR strategy

involves a full site shutdown by flipping a switchgear



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Everything from the sign-up process to equipment installation has been painless. We've had a great experience and would absolutely recommend it.”

— Jonathan Adams
Principal Engineer, MTM Analytics

With a solid energy reduction plan developed in partnership with Enel, MTM Analytics' hosted data center has been able to reduce load by an impressive 4.7 MW during demand response events. Because their operations are flexible, they can implement a full shutdown by flipping a switchgear, quickly and reliably reducing energy consumption with minimal disruption. Clear communication and straightforward execution allow their team to see real benefits without added complexity.

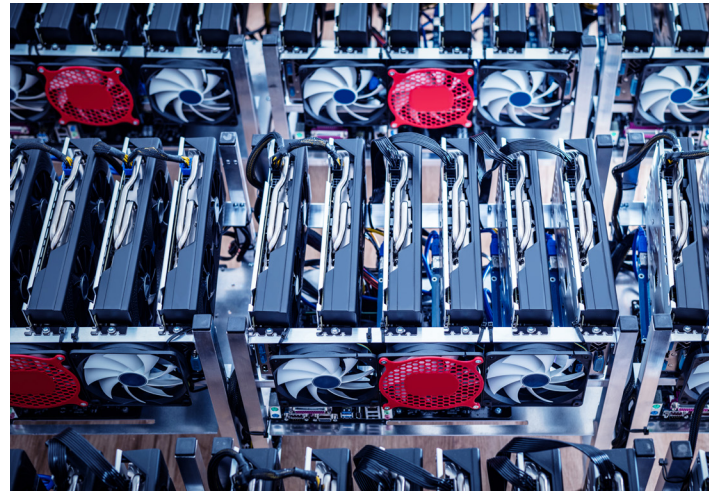
When MTM Analytics reduces their energy use during demand response events, they earn incentive payments for every MW of capacity they cut. These targeted energy reductions lead to real savings, helping to lower their energy expenditure and boost profits. In industries like crypto and AI infrastructure, where energy costs can define competitiveness, this financial benefit is significant.

This ease of participation makes demand response a good option for any high energy user who wants to lower costs, support the grid, and advance sustainability goals. By earning money and supporting the grid at the same time, demand response creates a true win-win: greater system reliability and a new revenue stream.

Sustainability that makes an impact

Environmental responsibility is central to how MTM Analytics operates. As a high-load data center provider, they know how important it is to actively manage their impact on the energy system.

Demand response helps MTM Analytics reduce strain on the grid during peak periods by giving back valuable capacity when it's needed most. Their action promotes resiliency, supports local infrastructure, and reinforces responsible energy use. It also gives them a practical way to align high-performance computing with real sustainability results, proving that growth and environmental responsibility can go hand in hand.



A trusted partnership with Enel

MTM Analytics' positive experience is also driven by a strong partnership with Enel. From signing up to ongoing program support, Enel's team has been clear, responsive, and reliable, making demand response easy to integrate and consistently valuable.

Working with Enel has been a natural extension of their commitment to smarter energy use. The partnership improves operational reliability, supports sustainability efforts, and delivers lasting value to their business, now and as they expand into new, energy-intensive markets.

For MTM Analytics, demand response is more than just an energy program. It helps them control costs, unlock new revenue, and demonstrate leadership in environmental responsibility. By leveraging demand response incentives, they keep energy costs down, strengthen their sustainability strategy, and support the transition to a more reliable, flexible grid.