

## OVERVIEW & PARTNER BENEFITS:

### Think energy: See problems

With the global focus on climate change, businesses are under pressure to demonstrate that they are doing what they can to reduce their carbon emissions. In 2019, the Government introduced a target of **“at least a 100% reduction in the net UK carbon account (i.e., reduction of greenhouse gas emissions, compared to 1990 levels) by 2050.”**

Every business has a carbon footprint. Many don’t know where it is, where it comes from, how to measure it and what they can do about it.

When businesses think energy, they have begun to think ‘problem’. They understand that the problem comes at them from two directions:

Statutory compliance	Customer confidence
<p>Essential reporting covers emissions under three ‘scopes’; they are also integral to reporting under Streamlined Energy and Carbon Reporting (SECR).</p> <p><b>Scope 1:</b> All direct emissions from the activities of an organisation or under its control.</p> <p><b>Scope 2:</b> Indirect emissions from electricity purchased and used by the organisation.</p> <p><b>Scope 3:</b> All other indirect emissions from activities of the organisation coming from sources that they do not own or control.*</p> <p>* These emissions are usually the greatest share of the carbon footprint; associated with business travel, procurement, waste and water.</p>	<p>Customers are increasingly critical of organisations that hold sustainability issues as anything less than a prime commitment, an integral part of their culture, and a governing principle in how they operate; from the factory to the office and through the supply chain.</p> <p>Lack of confidence translates into loss of customers. It’s not just on the sales side that impacts can hit either. Shareholders and external business partners seek confirmation that whatever a business can do to reduce its carbon emissions, it is doing</p>

AyMa IoT are specialists in wholesale, value-add services to an exclusive number of brokers providing sustainable, cost-effective utilities to their clients through unique automated carbon footprint management technology.

**This exclusive network of brokers has seen an average**

**18% increase in new business contract wins** in the first half of 2021  
and a **23% existing customer uptake** in the same period.



### We add value by:

- Additional recurring revenue stream – **Circa 20% margins** on wholesale rates, Cost effective solution for customers and prospects
- Annuity-based contract margins – **3 & 5-year contracts**
- **Reduce churn** – A new value-add service to existing customers
- Drive new business growth – Offer a **differentiated service** to attract & secure new clients
- **Automate carbon emission tracking** across Scope 1, 2 and elements of Scope 3 – unique to AyMa’s IPSUM platform
- **Low risk & pertinent** – Emissions data reporting is already mandatory for a lot of large organisations (ESOS & SECR) with new, more stringent legislation imminent.
- **Lead Generation** – Potential referral opportunities from AyMa’s direct customer base on Utility contracts.

### Marketing:

Our Marketing Team will support and assist collaboratively by sharing content and industry pieces to enable you to brand resources and use directly with your customer base.

#### These will include and not limited to:

- Industry Blogs
- Promotional Videos
- Opinion pieces
- White papers



### Sales Process & Support:

The Sales Process in which we work with our clients is straight forward, however, we know that each opportunity a Partner brings needs to be looked at on a case-by-case basis so we can truly understand the specific challenges whilst understanding their end goal.



Our Partner model is built so that we can be as hands on or hands off as possible to ensure we cater to all the needs of our channel.

We want to make sure our partners know that we are here to support them every step of the way which is why we like to visit site bi-weekly as we can make sure your sales team get the 1-2-1 support needed to discuss opportunities, ask questions or to learn more around our platform.

In addition, we understand that unlocking opportunities for a new solution can be daunting which is why we are happy to facilitate in sales call out days to generate new opportunities and share best practices.



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#### About AyMa IoT

AyMa IoT was set up to help businesses gain insight into their Carbon and energy use and to benefit from the costs savings that arise by understanding precisely what is happening in the business and where.