

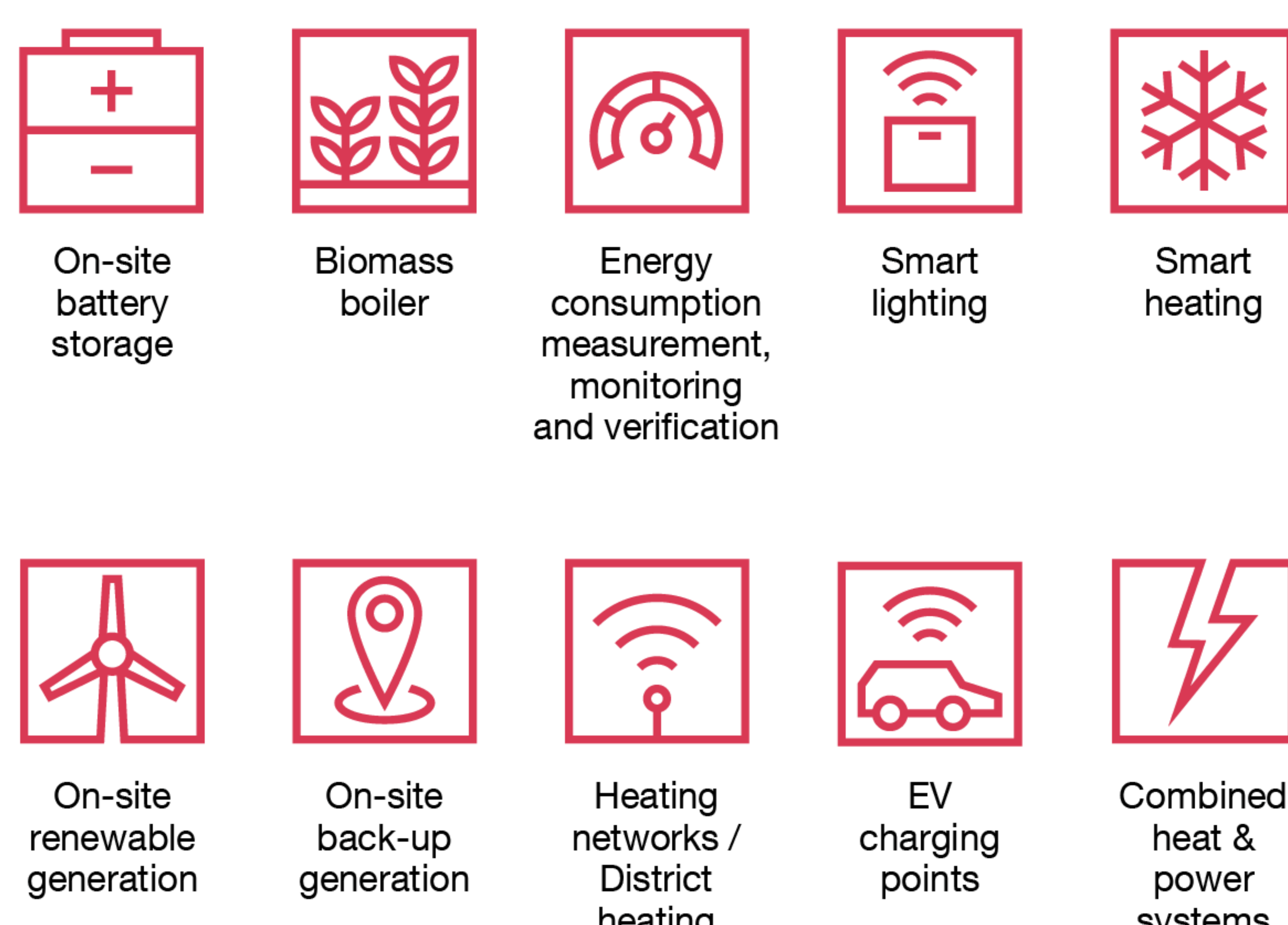
# PwC and Energy UK's B2B Survey: The transformation of how businesses manage their energy needs

In 2017 we ran our first B2B Smart Energy survey and observed that when considering their energy investment options:

Business saw reducing energy costs as the greatest influence on energy investment decisions

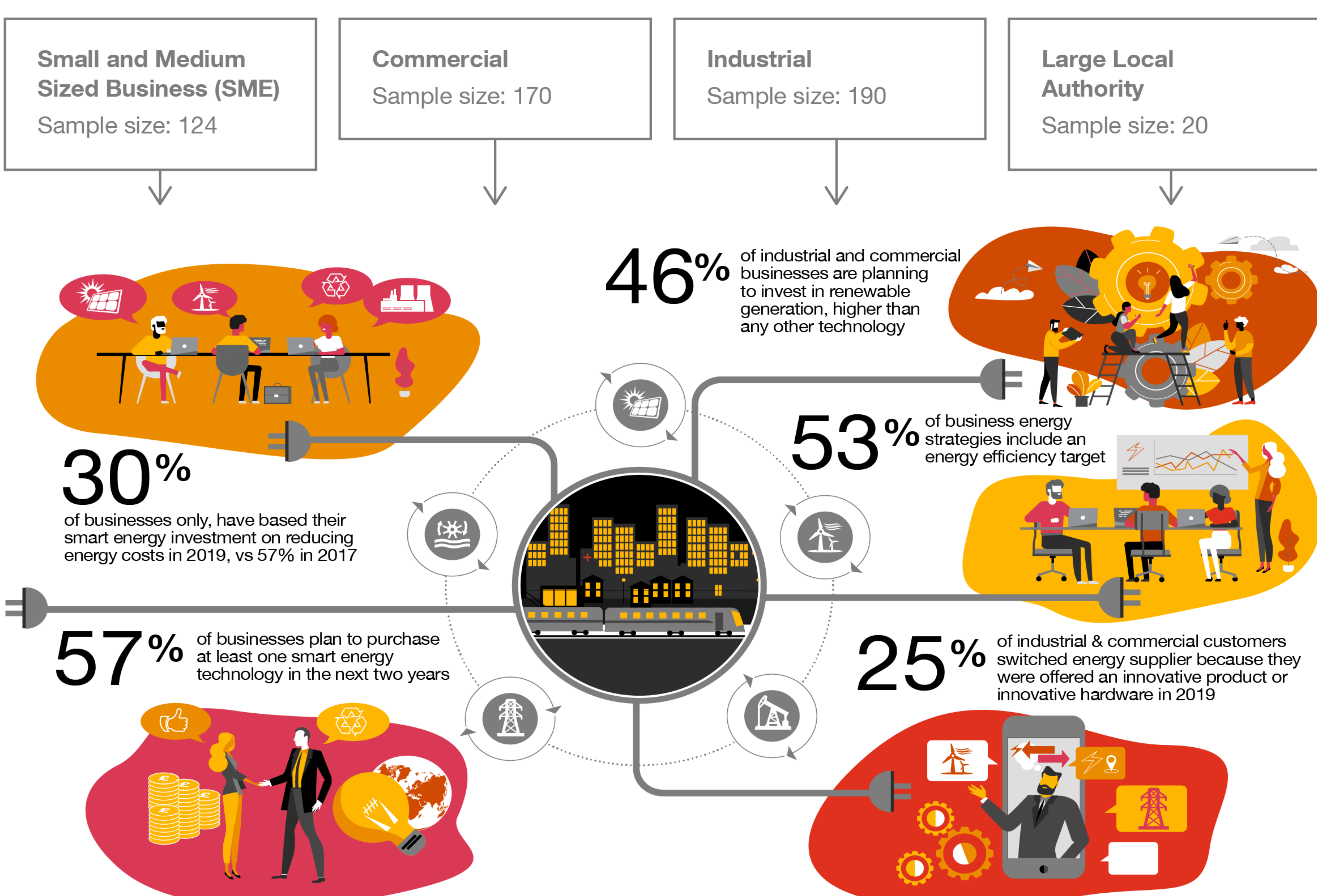
**50%** of organisations cited energy prices as their greatest concern relating to energy usage

**Two years on, we wanted to see if businesses were still as focused on this core driver**



We asked over 500 businesses throughout the UK how they were managing their energy investment options and what was driving their actions.

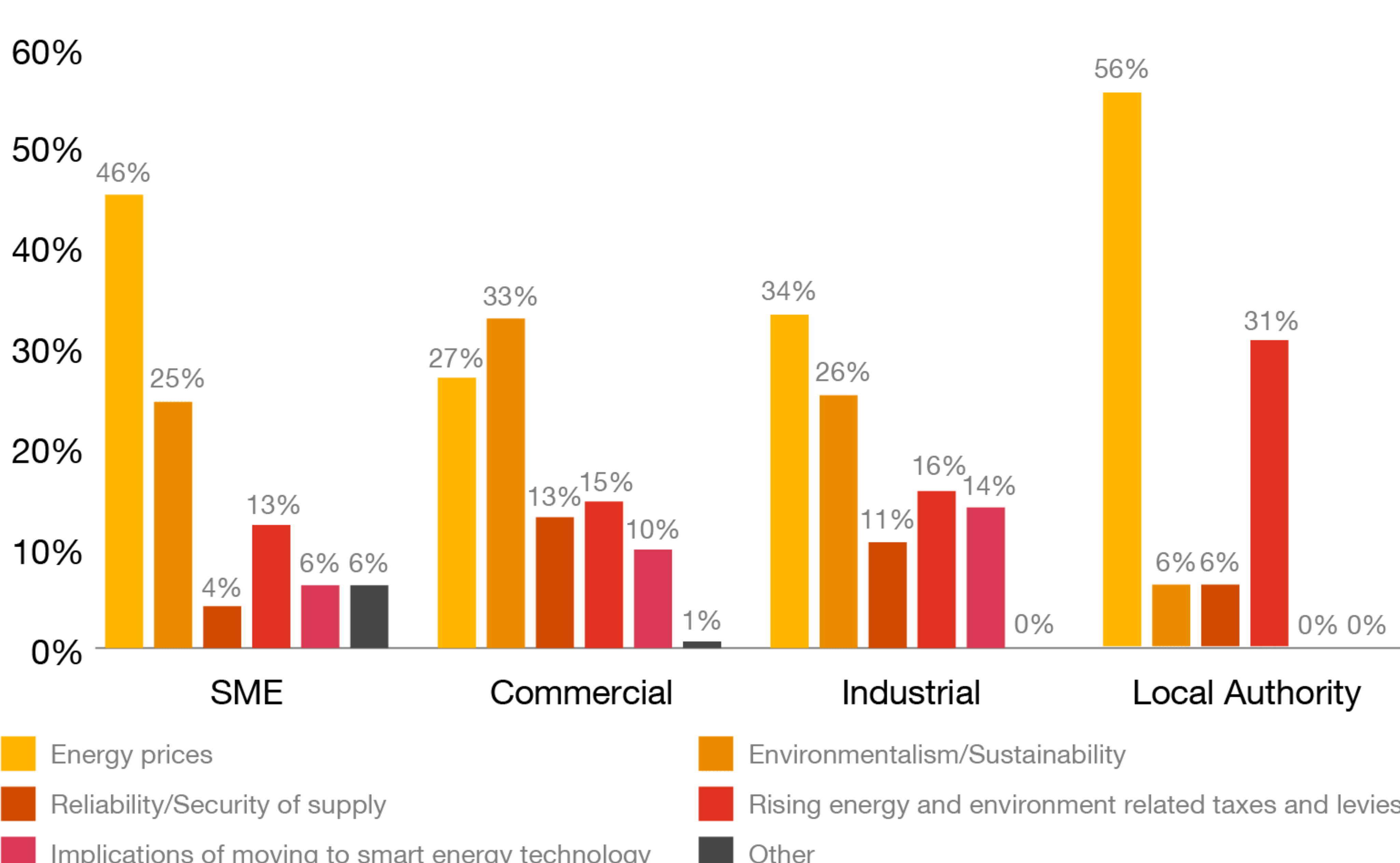
We found that energy efficiency remains critical to revolutionising B2B energy but the reasons for investing in technology are evolving with much more focus falling on promoting renewable generation and fulfilling social corporate responsibilities.



The key foundation of this revolution are the businesses themselves, and across the country, they are becoming more sophisticated in respect to their energy choices.

Price is a secondary concern to commercial businesses – whilst SMEs, Industrials and Local Authorities cite price as being the biggest concern for their energy strategy, for Commercial entities, their outlook is driven by **social corporate responsibility** and concerns around **environmentalism** and **sustainability**

What are your biggest concerns relating to your company's energy strategy in the next 2 years? (Top Ranked Response)



Source: PwC & Energy UK B2B Smart Energy Survey

Our survey has found that more businesses are becoming engaged than ever before. This is presenting growing opportunities for companies aiming to supply, install, maintain, or optimise smart energy technologies in the B2B market. However our survey has also found it is a crowded market place.

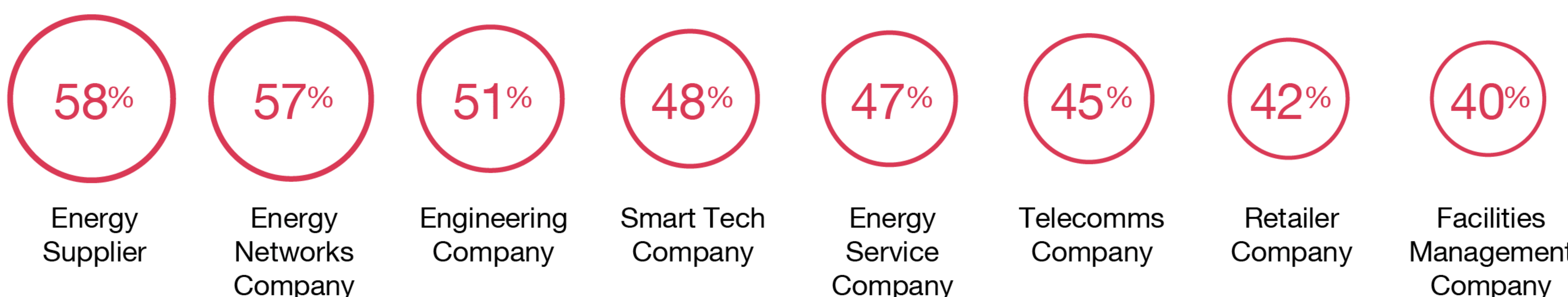
Businesses' trust is placed most frequently with energy suppliers while energy network companies follow closely behind. As large businesses look for more flexible relationships with their energy supply, via integrating onsite renewable generation for example, energy network companies are becoming more visible to end users. To maintain their most trusted position, energy suppliers will need to adapt to emerging threats from across a wide range of competitors.



As a country, we need to make energy efficiency a top priority for business and the UK energy industry has a key role in working to achieve this.

Lawrence Slade, Chief Executive, Energy UK

Which of these types of companies would you trust to install your smart tech? % stating they would trust



Every business in the energy space has an opportunity to adapt as they continue to transform how they manage their energy needs.

Ronan O'Regan, Director, Utilities, PwC

This summary represents a small section of a survey with over 30 touch points covering energy supplier relationships, current and future investment trends in 10 technologies and decision making factors driving these trends.

If you would like to learn more, please visit our website: [bit.ly/EUKPwC](http://bit.ly/EUKPwC)

Or alternatively please contact:



**Steve Jennings**  
Leader of Industry for Energy, Utilities and Resources, PwC United Kingdom  
T: +44 (0) 7704 564 513  
[steven.m.jennings@pwc.com](mailto:steven.m.jennings@pwc.com)



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