

Cognera Uses Years of Industry Experience to Help BluEarth Renewables Enter Changing Energy Market

The power from the Bull Creek Wind Project is sold to 26 rural school boards across Alberta

The Project: Bull Creek Wind Farm

Located in the Municipal District of Provost, the distribution-connected project consists of 17 GE wind turbines with a generation capacity of 29.2 megawatts (MW).

Starting with the Alberta Schools Commodities Consortium's (CPC) formal competitive process to select a wind development partner, BluEarth signed on as an experienced local partner for the school boards power needs through a built for purpose wind project.

The project signifies a shift in the industry and highlights the potential market for renewable and environmentally friendly energy production. With market power prices carrying with them the inherent risk of volatility, facilities such as Bull Creek can provide a welcome level of stability as well as aid in the reducing budgetary imbalances.

Cognera's industry leading software development and BPO capabilities made them a logical partner to launch such a product.

Calgary-based BluEarth Renewables believes there is significant growth potential in hydro, solar and wind power across Canada.

SUCCESS HIGHLIGHTS

- **Full Implementation in 6 Months**
- **Price Stability:**
 - Return for Generator
 - Certainty for Purchaser
- **Payment and Transaction Support**
- **Settlement Processing**
- **Market Expertise**

The Challenge: Entering the Alberta Retail Energy Market

Once the generation details and purchase agreements were in place, a transition from being solely a renewable power producer to now becoming a licensed retailer was needed. In order to understand and meet the regulations and requirements relating to the Alberta Electricity Market, BluEarth needed a partner to help them navigate this complex part of the equation.

With a need for a billing software that could calculate complex hedges and generate customer invoices all while providing proven expertise on market transaction files, rates and industry trends, BluEarth turned to Cognera to help them smoothly transition into the market.

A market leader for information solutions that help utilities and retailers manage the full meter-to-cash process, Cognera brought with them 12 years of deep rooted market experience in managing utility data.

Operating as a fully Managed and Hosted Solution, Cognera accessed business knowledge, market experience and technology allowing BluEarth to concentrate on the project and their relationship with the CPC. Cognera was able to mitigate the risks of unforeseen IT costs, billing inaccuracy and inconsistent service ensuring all necessary market interactions were carried out correctly.

The Implementation: Navigating Tight Timelines

Cognera prides itself on delivering short implementation timelines and working with our clients to provide as seamless a transition as possible. In building an individually configured instance from the ground up, Cognera worked with BluEarth towards a rapid launch and provided a billing system that fully met the specific operational needs of the project.

From initial configuration and development through to the eventual enrollment of sites and go live date, the process was able to be completed in six months.

“ The knowledge and industry experience that Cognera’s staff provided was instrumental in allowing BluEarth to bring this project to market in a successful and timely fashion.”

Nick Boyd– EVP, Origination & Development



The Results: A Successful Partnership!

Now, over a year later, the partnership developed between BluEarth and Cognera has been a great success, allowing BluEarth to achieve the following expected results:

- Gained important market knowledge regarding consumption , generation and the necessary transactions needed to operate in the retail space
- Helped develop BluEarth’s retail brand identity
- Coordinated carbon offset and rebate program upon implementation from the government
- Provide reporting on important business analytics

