



# Why you should use energy auctions to buy power.

## Get the **BEST** price for power by using tried and true competition between sellers.

### 1 COMPETITIVE ADVANTAGE

The combination of industry expertise, an inclusive network of Third Party Suppliers, and a cutting-edge auction platform enables customers to obtain the most competitive pricing available in the marketplace.

### 2 LARGE SUPPLIER NETWORK

Competition is the key component in successful energy procurement. With an ever-increasing number of new supplier participants, online auctions ensure that the buyer receives bids from ALL available suppliers, providing a more holistic exposure to available market rates.

In comparison, paper-based requests for proposals (RFP's) traditionally used by buyers or energy consultants typically limit the amount of suppliers who are invited compete to a small pool as the amount of effort to solicit additional bids is time consuming and requires much more effort.

This limits staff of traditional consultants to offering an "adequate" price point as opposed to the "best" price available in the market. Conversely, there is little to no effort in allowing additional suppliers to bid in the auction process.

### 3 EFFICIENT & TRANSPARENT PROCESS

Energy is an extremely volatile market which leads to highly fluctuating prices. The time spent between receiving a price and contracting that price may result in an unnecessary 2-5% rate change! To avoid this, auctions ensure that contracts are executed shortly after the bidding is complete. The increased guarantee of execution reduces suppliers' risk premiums, allowing them to bid at reduced rates for your business.

Furthermore, our platform time stamps and records all bid activity – giving the buyer a much more transparent audit trail for a procurement event.

### 4 REVERSE ONLINE AUCTION

Our auctions are designed to compress suppliers' margins to their lowest price points. Our approach to auctions considers the bidders perspective as well as the buyers. Participants can see the lowest bids from their competitors in real time – enabling them to adjust their bidding strategy as necessary.

Our innovative platform also implements an automatic reset feature, where competitive bids placed within the final minute cause the auction length to expand for another minute. This prevents suppliers from swooping in at the final moment to offer a low rate before the auction closes and gives competitors adequate time to counteroffer. This design has proven effective in reducing the leading suppliers' bids at the very final seconds of the auction. They want to win your business – this drives additional savings to YOU!

### 5 RFP CUSTOMIZATION & ARRANGEMENT

Price discovery is vital to establishing the correct product and term length for your business. Our platform enables buyers to test different products, terms & pricing structures. This provides insight into real-time pricing options and is customizable to the parameters that the buyer prioritizes in order to meet YOUR energy procurement goals.

Lastly, our sequential auctions are designed to allow suppliers a second chance to rethink their strategy and adjust their bids to win...driving more savings to YOU!

### 6 MARKET EXPERIENCE & EXPERTISE

Traditional brokers and consultants lean too heavily on market expertise and personal relationships.

Although important, online auctions already account for these advantages and serve as a tool to suppress margins while providing transparency and insights for buyers with no risk. Energy auctions allow buyers to use every advantage possible in procuring energy at the lowest prices possible in the ever evolving energy markets.

Ask us how we can leverage our technology to meet your sustainability goals!

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