

G6 Hospitality

\$1.1M In Utility Cost Avoidance With Data From ENGIE Insight

Energy dashboard and outlier investigation lead to quick problem resolution and drive consumption improvement.

The G6 Hospitality management company operates more than 1,100 Motel 6 and Studio 6 properties across North America. With 10,000 employees ranging from property managers to housekeeping staff spread across those sites, managing energy consumption must be a grassroots effort. Every employee's actions—or inactions—have a direct impact on utilities consumption. Renee Swoger, Director of Capital Administration and Sustainability at G6 Hospitality, sought a program that would make energy management a central part of every employee's job. To do this, G6 Hospitality turned to ENGIE Insight, a partner with a proven track record.

"Our partnership with ENGIE Insight began with the auditing and payment of our utility expenses, as well as budget and financial management," says Swoger. "ENGIE Insight receives the bills for our 600 corporate locations, audits, pays and logs expense and consumption data into their online reporting platform."

"More recently, we wanted to provide each of our properties with a usage tracking tool to drive performance improvement," Swoger explains. While this sounds simple enough, making site-to-site comparisons in the geographically distributed hospitality business is complicated. Variables such as weather and occupancy have a profound impact on day-to-day energy consumption from one property to the next.

Energy Dashboard Creates Incentive to Save

When G6 Hospitality approached ENGIE Insight with the need for a property-level energy consumption reporting tool, the information housed in the ENGIE Insight platform proved foundational. "Beyond the monthly utility costs hitting their budget, our property managers had no visibility into actual cost drivers or consumption for their locations," says Swoger. "Of course, they have no control over the price they are paying, but they do have a degree of control over their own utilities consumption. How could we expect them to manage these costs if they didn't have the metrics to do so?" G6 Hospitality rolled out its energy dashboard to each property to provide this visibility into monthly site-level consumption performance. This dashboard is distributed to all properties and presents performance in the form of simple gauges that let managers know whether they're in the red (over) or green (under) for each utility.



At a Glance

Results:

Quick leak resolution has resulted in cost avoidance of about \$1.1 million to date for G6 Hospitality."

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Renee Swoger, G6 Hospitality
Director of Capital Administration and Sustainability

*Formerly known as Accor North America



Swoger states that, in part because of its simple yet powerful interface, the ENGIE Insight Energy Dashboard has become the most widely-used technology tool in the field. “The baseline methodology we created is sophisticated, taking historical consumption, occupancy, and heating degree/cooling degree days into account. But for property managers and staff, it results in a very simple, standardized report on energy consumption.”

The dashboard is also equipped with a troubleshooting application. In the event of a site over-consuming compared to baseline expectations, the property manager or maintenance supervisor is equipped with a checklist of utility-specific potential problem areas to investigate in an effort to mitigate the problem. “The dashboard is more than just a display; the troubleshooting tool reinforces our constant communication of best practices to reduce consumption,” says Swoger.

Seven-Figure Savings In Outlier Investigation

In 2010, G6 Hospitality and Ecova worked to develop another custom program built on the ENGIE Insight Outlier Investigation tool. Dubbed “utility escalation reporting” by G6 Hospitality, the tool monitors utility consumption at all locations, creating an alert and detailed reporting when anomalies occur. In similar fashion to the dashboard solution, the exception reporting tool uses sophisticated algorithms that apply weather (heating/cooling degree days) and occupancy data to differentiate actual red flags from normal spikes in demand.

“When an unexplained spike in consumption is detected, ENGIE Insight creates an alert and notifies the appropriate personnel at G6 Hospitality,” Swoger describes. “Property managers, corporate, and field engineering staff are all copied on the alert, which includes graphs that illustrate such detail as when the spike in consumption occurred and how much it has cost the company per day.” When field-level managers receive the exception report, they also receive a troubleshooting checklist that helps them isolate and resolve the issue.

“When an anomaly is detected, the property manager generally has a window of two days to respond. ENGIE Insight houses all of the data, including a log of all responses from and actions taken by the operations team, at an online platform, all the while continuing to track the cost of the anomaly,” explains Swoger. A weekly report from ENGIE Insight keeps Swoger and other key G6 Hospitality executives apprised of the resolution status and ongoing cost of all open leaks in field.

Just over one year after the Outlier Investigation process was implemented, ENGIE Insight has detected and helped G6 Hospitality resolve 619 water and gas leaks. “ENGIE Insight can identify a leak an average of 90 days before we can,” Swoger adds. Based on average utility costs and consumption data, quick leak resolution has resulted in cost avoidance of about \$1.1 million to date.

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