Accelerate Energy Productivity 2030

Energy Productivity Success Stories

Lockheed Martin Unites with Customers on Journey to Energy Efficiency

SUMMARY

As one of the largest implementers of energy efficiency services in the United States, Lockheed Martin has partnered with utility, federal and commercial customers to develop services and solutions that deliver impactful energy savings. Lockheed Martin provides energy management, smart grid engineering, and cybersecurity solutions to utility and commercial customers, including eight of the top ten largest utilities in the U.S. In 2014 alone, Lockheed Martin enabled the completion of more than 57,000 energy efficiency projects specializing in:

- Utility efficiency programs – commercial, industrial, and residential
- Demand response and load management technology
- Distribution and microgrid solutions
- Performance contracting, engineering, and design build retrofit solutions for facilities

COMPANY/ORGANIZATION BACKGROUND

Lockheed Martin provides industry-leading management solutions that help these clients conserve energy, improve productivity, and develop more sustainable practices within their organizations. As program implementers in the energy domain, we have developed the expertise to deliver not only technology improvements and distributed generation systems at a facility level, but also operational and process-oriented enhancements. These improvements are designed to change the entire culture of an organization by emphasizing a holistic view of the impact of energy consumption in all aspect of operations and the importance of embracing sustainable practices.

CHALLENGES

Utilities, federal and large commercial or industrial customers can use their influence to implement truly meaningful sustainability initiatives – but only if their actions are integrated to account for a diverse audience. These large, complex customers have varied stakeholder demographics, each of which requires their own messaging. The challenge is to provide **market segmentation and data analytics** to target and attract participation from specific segments; in other words, **meeting the customer in their specific energy market space.** Depending on the stakeholder, different messages will resonate: energy efficiency, cost reduction, greenhouse gas emission reduction, environmental stewardship, safety, resiliency, and health.

SOLUTION

To help our customers initiate meaningful conversations with their stakeholders, Lockheed Martin uses the power of data analytics to identify the needs of customers and develop the appropriate message. For each customer segment we focus understanding their key priorities and motivators:

- **Commercial sector** programs focus on building and tenant improvements, real estate value appreciation, lease value appreciation, and energy and technology discriminators in the marketplace.
- **Industrial programs** help customers achieve their goals of producing maximum amounts of product while reducing overall manufacturing expenses through process improvements and strategic energy

management initiatives, as well as plant modernization, process cost reduction, reliability and sustainability.

- **Government sector** programs take into account the federal mandates that customers must meet, such as energy intensity reduction, laws and executive orders, sustainability, energy independence and energy security.

RESULTS & BENEFITS

Over the past 15 years, Lockheed Martin has successfully managed some of the largest energy efficiency programs in the country. In 2014, we achieved annualized energy savings of over 1,500,000 megawatt hours (MWh) and 5,000,000 therms for our customers, equivalent to powering 150,000 homes for a year. Lockheed Martin's customer-centric approach maximizes impact by establishing a foundation of trust. By speaking in the voice of the customer, and tailoring programs to meet their priorities, Lockheed Martin has become a valuable partner to utilities, the commercial industry and federal customers in helping to bridge the gap between the energy challenges of today and energy solutions of tomorrow.