



# The New York Energy Smart Premium-Efficiency Motors Program

## Motor Management Emphasis Barriers and Successes

Ed Evans  
Applied Proactive Technologies  
Program Manager

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## The Key Factor:

**Each analysis is custom tailored using the  
end-users business case**

- Energy Cost
- Payback requirements
- Run hours on a motor by motor basis
- If possible, actual motor costs

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## The Process - 2005:

- May take 5 to 7 visits with motor purchaser to complete
- Plus another 3 to 4 with vendor
- Entire process may be completed in a few weeks or it could take several months

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## The Process - 2005:

### Why Did It Take So Long?

- First end-user visit...discuss the incentive program
- Second end-user visit...sample inventory
- Meet with motor vendor to discuss results of sample
- Third end-user visit...discuss results of sample inventory
- Fourth end-user visit...start inventory
- Fifth plus visit...complete inventory
- After analysis complete, meet with motor vendor
- Meet with end-user and motor vendor to present results

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## The Process - 2007:

- First end-user visit...start inventory
- Second plus end-user visit...complete inventory
- After analysis Meet with motor vendor to discuss results of inventory
- Meet with end-user and motor vendor to present results

### What's changed?

- More often, the motor vendor is presenting the process and benefits to his customers
- The program still provides the neutral party to perform the analysis

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## The Motor Vendor Relationship:

- We had a 3 year relationship with vendors before vendor incentives ended in 2005
- While the relationship was good, it was still at "arm's length"
- Seen more as a revenue source than a partnership

### Post Motor Vendor Incentives

- Neutrality and confidentiality more important than ever
- We are truly seen as the "neutral expert resource"
- We help the motor vendor present the best case possible to his customer

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## Barrier:

Vendors will spend time performing inventories then the end-users will buy the motors from someone else

## Fact:

In more than 65 inventories, not one case has been reported to us of an end-user buying the recommended motors from a vendor other than the one that took the inventory

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## Barrier:

Sales resulting from an inventory will not cover the cost of the effort

## Fact:

Vendors report greatly increased motor sales as well as many unexpected spill over sales

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## Barrier:

End-users believe they already have programs in place and the majority of their motors are NEMA Premium Motors

## Fact:

Our inventory records indicate about 85% of the installed base are **NOT** NEMA Premium Motors and furthermore, about 60%+ are candidates to be replaced either at failure or on a retrofit basis by a NEMA Premium motor

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## Barrier:

Most large companies already have a Motor Management plan in place and have a current inventory

## Fact:

A major manufacturer in Rochester, with more than 70,000 motors, recently adopted their first formal written motor management plan. We are working with other large companies throughout the state to begin the process.

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## Barrier:

Vendors did not believe performing an inventory would improve their current relationship with the end-user

## Fact:

Some vendors have reported that as a result of these inventories, they have landed accounts they were closed out of for years. A major national motor distributor has made it a corporate objective for all their branches to pursue inventory opportunities in their respective areas.

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## What is the role of Program Representatives?

Program Representatives:

- are viewed as the neutral expert advisor
- generally assist in the early stages of data collection then define and construct the motor database.
- generally perform the data entry functions.

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## What is the role of Program Representatives?

Program Representatives:

- perform the data analysis
- generate the reports
- prepare the presentation of the results to the end-user
- train the vendor to eventually take over the entire process

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## Successes

- A sales person from a major motor distributor attempted to create a database and perform an inventory single handedly. When he ran into trouble, we helped straighten out the database and create the reports.
- On any given day, both of our program representatives are performing an inventory somewhere in the state of New York.

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## Successes

- The program is being contacted directly by both end-users looking for an inventory and vendors looking to perform inventories with our assistance.
- On average, motors recommended for replacement are being replaced within six to eight months

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# Thank You!



# Questions?