


# THE COST OF INACTION

## HOW DOES ENTOUCH TAKE ACTION?

A composite image on the left side of the page. The top part shows a close-up of a white ENTOUCH thermostat mounted on a wall, displaying a temperature of 74 degrees Fahrenheit and various control icons. Below the thermostat is a blurred photograph of a modern office interior with people walking in the background.

It often surprises people to find out that the most significant competitor we face is inertia. When we work with prospective customers, they will spend significant time and effort understanding their total cost of ownership for the ENTOUCH solution and their specific return on investment (ROI). What is often overlooked is the cost of inaction that their ROI now implies. When inertia carries the day, and inefficiency is allowed to persist, the cumulative delayed return and the sum of the inefficiency are the cost of inaction.

## IT'S REALITY - TAKE CONTROL OF COSTS AND OPERATIONS NOW

Recently, one of our retail clients demonstrated how impactful the cost of inaction really is. ENTOUCH's initial POV delivered a considerable 14-16% energy savings with the implementation of the ENTOUCH energy management solution. These energy savings produced a significant ROI for the client and an impressive seven-month payback on the client's initial investment. The client selected ENTOUCH as a go forward solution, but internal bureaucracy and scheduling delays postponed the program's rollout for over ten months. Inertia took hold.

Analysis of the data following the implementation of the ENTOUCH solution revealed that if the client had not delayed the rollout, they would have, in fact, achieved the projected payback. Meaning that had the client moved forward as originally planned, the project would have already paid for itself through the reduced energy costs and yielded incremental dollars that could be reinvested back into the business. The wasted money spent during the 10-month delay is money they will never recoup.

Importantly, the cost of inaction is not limited to the financial aspect only. The delayed deployment also had a negative environmental impact. The carbon emissions that the retailer could have avoided were irreversibly released. The bottom line is that the lost opportunities for our retail client will have long-term effects on their financial and environmental performance. The cost of their inaction was both very real and very significant.

The longer organizations delay the implementation of the ENTOUCH energy management solution, the more they are putting a strain on their own performance and the planet's limited resources. Inaction and the resulting status quo are an easy choice, but the real costs are often significantly more than ever imagined.

## ABOUT US

ENTOUCH is the leader in energy management as a service and smart building technology. Our easy-to-use, turnkey solution optimizes operations while reducing energy usage to drive profitability for multisite businesses.

## CONTACT US

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