



Aerial Thermal Imaging in Utility RFPs

Why Utilities Are Including Thermal Imaging Into RFPs: A Primer for Implementers

For organizations operating in the orbit of utility energy efficiency programs, it's an exciting time. There's more demand than ever for the climate-positive work we do, and the need for real energy savings continues to grow, no matter which way political winds are shifting. All this activity means more work for Implementers, and with it, a need to innovate and deliver utility programs more efficiently and effectively.

One innovation gaining significant traction in the world of energy efficiency is thermal imaging. Leading utility companies are not just experimenting with this technology; they are incorporating it as a requirement in their efficiency program RFPs.

Additionally, we're seeing organizations in this sector require that prospective partners use Artificial Intelligence (AI) and Machine Learning (ML) in their solutions. This shift represents a new emerging era in the industry, and Implementers need to be prepared to meet these evolving demands.

What exactly does thermal imaging offer?

At its core, it provides a high-resolution, territory-wide view of energy loss from buildings. It maps and quantifies this loss for every individual building, enabling precise diagnostics and targeted interventions. Imagine the cost and how long this would take with crews of contractors completing energy audits and blower

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door tests for every building? This level of detail allows utilities and Implementers to focus on the buildings where their efforts will have the greatest impact.



The inclusion of thermal imaging in RFPs signals a significant move toward data-driven, highly targeted and therefore more efficient program delivery. For Implementers, this presents a unique opportunity to differentiate themselves and provide exceptional value.

Here are some key benefits for Implementers who embrace thermal imaging:

- **Differentiation:** Stand out from the competition by offering innovative RFP responses that integrate cutting-edge thermal imaging capabilities.



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- **Enhanced RFP Responses:** Build stronger, more compelling proposals by showcasing how thermal imaging can improve program targeting and effectiveness.
- **Defend Incumbency:** For existing contracts, demonstrate a commitment to innovation and continuous improvement by integrating thermal imaging into ongoing projects.
- **Challenge Incumbents:** For those looking to secure new contracts, thermal imaging can be a powerful tool to unseat incumbents by offering superior, data-driven solutions.
- **Co-brand AI & ML Solutions:** Partner with technology providers to offer and co-brand AI and Machine Learning-powered solutions, leveraging the insights derived from thermal imaging data.

The real value lies in the use cases. Thermal imaging can help Implementers:

- **Map their way to more efficient programs:** Identify and engage the right customers with the right programs, using precise data.
- **Remove program guesswork:** Impress customers with unique imagery and concrete data, rather than modelled scenarios and spray and pray marketing.
- **Support all program types:** Thermal imaging benefits residential, commercial, and industrial programs alike.
- **Enable advanced targeting:** Layer thermal data with third-party information for endless targeting opportunities.
- **Help contractors win more work:** Contractors can easily pre-assess customer buildings, and use thermal images as an objective visual aid for kitchen table conversations with customers.
- **Drive customer action:** Show, don't just tell. Customers are significantly more likely to act when they see thermal images of their building's energy loss.



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- **Enhance marketing:** Inject new life into marketing efforts with compelling imagery that grabs attention.
- **Support smarter system planning:** Incorporate energy loss data into non-pipeline and non-wire alternative system planning.

MyHEAT's inclusion in recent industry documents, presentations and RFPs underscores this shift. Embracing innovative, data-driven strategies and tools is an excellent way for Implementers to get ahead, and stay ahead, of increasing competition.

How to work with MyHEAT

MyHEAT is ready to partner with you and help you differentiate your bid (in some cases, exclusively), and in doing so, also help you overcome the challenge of engaging “hard to reach” customer segments – a challenge that continues to grow along with increasing program goals.

As an Implementer, you can also advocate to your utility partners to include thermal imaging in upcoming RFPs, to give you the tools you need to be successful.

Ready to learn more about MyHEAT's offering? Access our [MyHEAT Partnership Kit here](#).