

The Challenge

Intuit is a global leader in corporate sustainability with a strong commitment to carbon reduction strategies and to powering prosperity for customers.

These twin goals, for people and for the environment, led to a desire to reach outside their “four walls” and make an impact for their employees and customers.

Intuit has relied on RPD to provide custom solutions for their Mountain View, California, Plano, Texas, and Quincy, Washington, campuses so, once again, they turned to us for help.

RPD Energy

We specialize in providing energy sourced from local renewable energy generators, along with the concurrently generated RECs, to provide certainty and peace of mind regarding the originating source of power.

The amount of electricity and the contract term are tailored to a customer’s unique needs, delivering many of the benefits of a traditional PPA without the complexity and long-term commitment.

Balancing and load shaping are provided through one of the retail electric suppliers in our network.



Lone Star Wind Farm II near Abilene, Texas

The Affinity Solution

First, we worked with Intuit to develop key requirements for their new program:

1. Physical renewable power with accompanying RECs from a local generator for their Plano, Texas, headquarters

PLUS

2. **The ability to share their green power purchase with employees, customers, friends, and family**
3. **Pricing that creates a premium green product at a brown power price**

Next, from our network of generation partners, we selected Lone Star II Wind Farm. Owned and operated by EDP Renewables the facility is located a short drive from Intuit’s Plano campus and is connected to the same regional electric grid (ERCOT).

RPD worked with Just Energy to provide wholesale scheduling and balancing services, as well as retail supply, to Intuit’s Plano facility. RPD structured the transaction to meet the wholesale requirements of the generator, while using a standard retail supply contract for Intuit. **Just Energy agreed to offer Intuit’s Texas employees and partners the same green power product (Purely Green) at a price equal to their lowest brown power offerings.**

In addition, RPD provides ongoing assistance with the design of web pages, email campaigns, and other marketing materials to promote the Affinity program.



"This Affinity program allows Texas residents to leverage Intuit's buying power to access discounted green power for their homes and businesses."

Sean Kinghorn, Intuit's Senior Sustainability Program Manager

"Just Energy is happy to offer a product that allows Texans, both residents and small businesses, a premium green energy solution at a price competitive with fossil fuel based power. We are pleased to be part of this innovative and socially responsible program."

Jim Brown, CFO, Just Energy

Thanks to Intuit's leadership, we have developed a way for large companies to share their green energy choices with customers and employees. This boosts the demand for renewable energy while expanding environmental benefits of corporate green power programs.

Eric Alam, CEO, RPD Energy

The Bottom Line

This innovative structure developed by RPD creates an auditable contract and scheduling path from the renewable generator to Intuit's Plano headquarters, as well as to employees, customers, and partners who enroll in the Purely Green program. This first of its kind program leverages Intuit's corporate buying power and customer aggregation ability for the benefit of their stakeholders, creating a truly unique premium green offer for residential and small commercial customers at a price equivalent to traditional brown power offers in Texas.

Benefits

- Intuit has a right-sized "slice" of committed renewable generation for its facility
- Intuit has direct access to renewable energy at a competitive price for use in meeting its overall sustainability objectives
- Intuit employees, customers, and partners can share in the same green power at a brown power price
- Intuit has marketing support from RPD for the program

Finally, a way for smaller corporate buyers to gain big benefits while also sharing the green with others!

About Intuit

Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers, and accounting professionals.

Its flagship products and services include QuickBooks® and TurboTax®, which make it easier to manage small businesses and tax preparation and filing. Mint provides a fresh, easy, and intelligent way for people to manage their money, while Intuit's ProConnect brand portfolio includes ProConnect Tax Online, ProSeries® and Lacerte®, the company's leading tax preparation offerings for professional accountants.

Founded in 1983, Intuit had revenue of \$4.7 billion in its fiscal year 2016. The company has approximately 7,900 employees with major offices in the United States, Canada, the United Kingdom, India, Australia and other locations. More information can be found at www.intuit.com.

About RPD Energy

RPD Energy (formerly Renewable Power Direct) is a unique renewable energy marketer serving corporate and industrial buyers in the United States. It is the only supplier offering variable term (2-7 year), fractional physical capacity (plus RECs) from utility-scale wind and solar facilities. Fortune 1000 energy buyers have chosen these contracts for green data centers, production facilities, and corporate headquarters from California (CAISO) to Texas (ERCOT) to the Mid-Atlantic (PJM).



4201 Cypress Creek Parkway, Suite 525 • Houston, TX 77069 • 415-738-7773

www.RPDEnergy.com