

## £234K

Reduction in annual energy spend

## 3 months

Return on investment below 3 months

## Zero

Capex, no equipment installed, 100% software and data

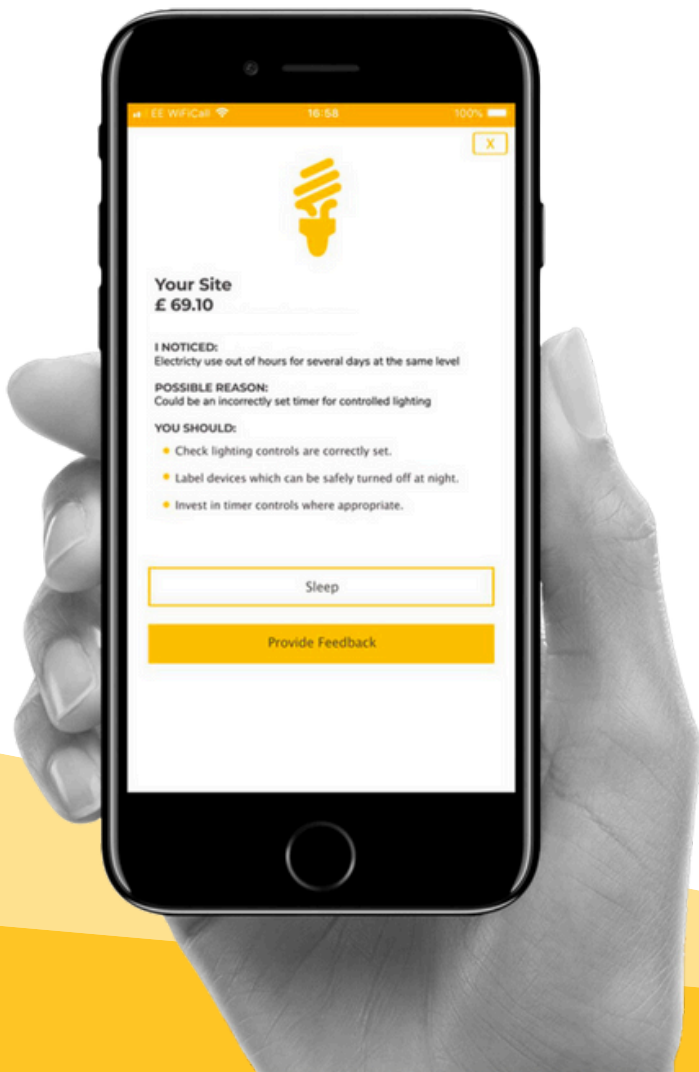
### Challenges

Betfred, one of the UK's largest betting shop groups with over 1,400 locations, faced increasing energy costs. Each shop had low individual consumption, but collectively, the costs were substantial. Betfred needed a way to optimise energy usage across all sites, reduce costs, and support their Net Zero carbon strategy without heavy investments.

### Solutions

Betfred partnered with Optimal Monitoring to implement EMMA AI. EMMA AI used Betfred's existing meter data to identify abnormal energy usage, providing daily actionable recommendations directly to store teams. These insights turned every store manager into an energy champion, ensuring immediate action on simple tasks like turning off equipment, shutdown routine or optimising heating and cooling schedules.

**Len Hodges**, Estates Manager Betfred said *"We knew we had opportunities to reduce expense and show the world we were serious about our environmental responsibilities. EMMA gave us the tool and the knowledge to make best practise in one store the new target for all stores without adding layers of people and cost to do so"*



## Key Features

**Daily Actionable Insights:** EMMA AI provided specific, daily recommendations to store teams based on the previous day's data, such as turning off lights or equipment when not needed.

**Engagement and Education:** Store managers, who historically didn't have a good view of daily costs, were able to support their team in taking action, turning energy-saving efforts into part of their routine.

**AI-Driven Optimisation:** EMMA's ability to learn ensured each site was treated uniquely, provided with relevant insights and continued to improve.

## Results

**Significant Savings:** EMMA AI helped drive a 6.3% reduction in annual power costs, saving Betfred £234,000 and reducing CO2 emissions by 131 tonnes.

**Scalability:** With success proven, EMMA AI was rolled out to all Betfred stores, simply by adding their meter codes. Annual savings are rising to around £381,000. The AI learning ensured that savings were maintained even as staff and roles changed, addressing a long-standing issue for Betfred.

**High ROI:** EMMA AI delivered substantial savings with no new equipment or additional personnel, making it cost-effective with fast payback.

## Conclusion

EMMA AI transformed Betfred's approach to energy management, turning existing data into actionable, margin improving, insights. By making energy management an integral, improving part of daily operations, EMMA AI not only helped Betfred achieve substantial cost savings but also supported their sustainability goals.

**Fred Done**, Owner of Betfred said,  
*"The team at Optimal Monitoring have proved to be honest and easy to work with, delivering on their promise to make us great savings. You have got to love a product that does that."*

