

# Demand Flexibility Service: CUB and Piclo working together to unlock C&I Flexibility

Flexibility - the ability to change electricity generation or use - will be at the heart of our electricity system in the years ahead. Not only will this save carbon, but it also creates huge opportunities for commercial and industrial companies to unlock new sources of revenue by getting paid to flex their demand.

Flexibility, and the potential to gain revenue from it, is an increasing feature of different parts of the electricity market. One example of this is the Demand Flexibility Service, a relatively new opportunity operated by the ESO as part of the suite of markets and services it uses to manage the country's electricity grid. ESO first created the DFS in Winter 2022, meaning this year is only the second time it is being operated.

Homeowners, businesses and industrial sites can choose to participate in DFS through one of 42 "registered providers" - typically retail suppliers or aggregators. These registered providers are responsible for processing huge volumes of data in order to meet ESO requirements.

CUB is one such provider and approached Piclo to help solve this data challenge. In November 2023, Piclo announced a new Piclo Max product, with a vision to help flex sellers access all electricity markets. As part of this, it developed a beta version of an automated DFS settlement report, to streamline the data processing CUB needs to undertake, remove manual steps and convert into a format required by ESO. This has made it significantly easier for CUB to successfully access the DFS - and therefore allowed CUB to help more than 92 commercial and industrial customers sell their flexibility into the DFS, and get paid to change their energy use.

For more information on how CUB can support C&I sites to sell flexibility, contact [reductionrewards@c-u-b.com](mailto:reductionrewards@c-u-b.com)

For more information on Piclo Max, and supporting DFS Registered Providers, contact [comms@piclo.energy](mailto:comms@piclo.energy)

## About CUB

CUB are a family owned energy consultancy firm that offer an unrivalled service to help businesses manage energy costs. Established in 1994 historically as an energy broker, CUB became an independent aggregator in 2022 and recently established the CUB Reduction Reward Scheme.

<https://www.c-u-b.com/>

## About Piclo

Piclo's mission is to decarbonise the grid. We develop software solutions that make our energy networks smarter, flexible and more sustainable. Piclo Max, our market access platform,

enables flex sellers (such as EV and battery owners) to access all electricity markets from one place. Piclo Flex, our flexibility services marketplace, enables flex buyers (system operators) to source flexible electricity from flex sellers during times of high demand or low supply.

To date, Piclo has over 60,000 registered flexible assets representing 19GW of registered flex capacity, with flexibility contracts awarded totalling £74m and 2.6GW+ of flexible capacity procured.

Piclo currently operates in six global markets: in the UK, supporting four Distribution System Operators (UK Power Networks, SP Energy Networks, Electricity North West and Northern Powergrid); and the Transmission System Operator (TSO) (the ESO); in Ireland (ESB Networks), Italy (E-Distribuzione), Portugal (E-REDES), Lithuania (Energijos Skirstymo Operatorius AB (ESO)), and in the United States in New York State (National Grid). Aside from its leading position in the UK, Piclo has a growing presence in Europe and the USA.

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