





# Solar for growing businesses: start small, scale smart

For small businesses, investing in solar can feel out of reach, or at a bare minimum, overwhelming. High upfront cost, complexity of installing the system and ongoing maintenance can make it all feel daunting. An emerging concern, however, particularly for businesses with high-growth aspirations, is the fear of outgrowing their solar system and the complexities that come with expanding it, to keep pace with business growth.

There's been a shift in recent years in the direction of scalable systems, which is altering the way customers approach clean energy. Starting small and expanding over time allows businesses to introduce solar that meets their immediate needs and grow it in parallel alongside their operations. It's revolutionising the way small businesses interact with solar, enabling them to make informed and strategic energy choices, without the burden of a substantial initial investment.

At the heart of this trend: modular technology. An expandable design means customers can easily tweak their setup as their energy needs and finances change. Adding or upgrading inverters, boosting storage or throwing in more panels are all smart ways to create a future-proof energy solution with modular solar.

## How expansion works

Start with a system that matches your current energy needs. A 10 kW or 20 kW solar setup typically works well for a standard installation, depending on your building size and energy usage. It's smart to think ahead, but begin with what makes sense for now.

As your operations grow or your energy consumption increases, keep a close eye on your system's performance. Regularly monitoring usage can help you spot when you're reaching capacity or not getting the efficiency you expected. It's easier to plan future upgrades when you're actively tracking how your needs evolve.

If more power is needed, expansion is straightforward. You can increase your panel count or add inverters to boost system output, there's usually no need to redesign your entire system. Modular solar systems are built with growth in mind, making expansion relatively simple and cost-effective.

Adding battery storage is another smart step. If you already have batteries, consider increasing capacity to store surplus power. If you haven't added storage yet, now might be the right time, it helps balance energy use and increases your system's resilience.

## The growing trend of flexible solar systems

Small businesses are starting to see the need for energy options that can expand as they do. With energy costs always changing and the expectation greater than ever for businesses to be eco-conscious, being able to grow your energy setup without redoing everything is a major plus.

The International Renewable Energy Agency (IRENA) says that getting renewable energy systems has become easier and cheaper, especially for small and medium-sized companies. Due to the costs of the technology being driven down, as well as the solutions becoming more modular.

This change comes from realising that solar energy isn't just for big companies. It's now something all businesses can begin to consider. As energy prices keep climbing, going solar helps smaller companies secure their energy for the future and increase margins. Today's solar systems are flexible, so businesses can start small, see how well the system works and add more as needed.

## Solis' approach: understanding the needs of small businesses

For a lot of small business owners, adopting solar energy will be daunting. It's complex, and it's not always immediately clear what's needed to meet their needs. For Solis, the goal is to make solar energy as accessible and understandable as possible, no matter the size of the installation. This is where the Product Solutions Team comes in. Made up of



Matthew McCrimmond

in-country specialists across Europe, the team is dedicated to guiding customers through that initial learning process, helping them make informed decisions for the present, while also considering the future.

Matthew McCrimmond, Product Solutions Specialist for the UK, explains: 'The Product Solutions Team plays a unique role in the market, focusing on supporting businesses and installers with any pre-sale requests. An aspect we're beginning to focus on more and more is helping businesses plan for long-term solar adoption and scalability. We aim to create solar solutions that not only meet a business's current energy needs but can also grow and adapt as those needs evolve.'

A big part of the team's job is making sure every system complies with local regulations and grid standards. Since Europe has such diverse grid requirements, and each country has its own set of standards, understanding these differences is key. For example, in the



UK, there are specific G100 and cybersecurity requirements. Specialists in key European countries are well-versed in these details, ensuring that solar systems integrate smoothly into local grids as businesses grow.

Matthew adds, 'We must stay connected with customers and stay on top of market trends.

By talking to installers and end users, the team can identify new needs and areas where we can improve. For example, based on customer feedback, we're making it easier to navigate inverter time charge settings in the software.

We're also working on adding artificial intelligence to help optimise energy use,

especially with dynamic tariffs like Octopus Agile, which change throughout the day. These updates make it easier for businesses to scale their systems while saving more energy as the market evolves.'

The Product Solutions Team isn't working alone. They work with sales, marketing, service and R&D to create product designs that fit what customers want and keep up with the market. Matthew says, 'By working together, the team gives support from start to finish, from the first chat and system design to setting things up, keeping it running, and updates down the road. It's all so companies get a solar setup that works now and in the future.'

#### Here's how solar energy can help your business

These days, small businesses can get into solar energy with options that are flexible, easy to scale, and won't break the bank. The energy future is looking like businesses can start small and grow their solar setup as they need, instead of sinking a ton of cash up front.

With tech that's modular, support that puts the customer first, and plenty of flexibility, Solis is making it simpler than ever for businesses to jump into clean, dependable energy and expand it as they grow.

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