



Ease and efficiency for the installer and the customer

Eternity's CEO Matthias Wiget, was optimistic about the future when he spoke to PES recently. This company provides two very specialized digital tools to both installers / utilities and property owners. These automated solutions save time and address the customers' needs, whilst simultaneously providing a fast and cost effective service to both the client and the installer.

PES: Welcome to PES Solar, it's good to talk with you. Would you like to begin by giving us an overview of Eternity?

Matthias Wiget: Yes of course. At Eternity, we specialise in digital consulting and sales solutions for decentralised energy systems.

Consulting and compiling a quotation by the installer are very time-consuming. However, it's only to be expected that those interested in a PV system want a total service provider who can show them different variations, and not just a pure sales pitch.

It's possible to give automated yet precise advice digitally, which addresses the needs of customers. This has long since ceased to be purely economic in nature. This philosophy was the basis of our Eternity Solar Solution. This consists of two digital instruments: Solar Calculator and Solar Expert. The focus is a customer-oriented and effective process from acquisition to sales.

PES: So, you are offering 2 main tools: Solar Calculator and Solar Expert, what are the primary differences in these tools, and how are they helping your customers?

MW: The Solar Calculator supports the initial contact of energy service providers and installers. It is integrated directly on their website and adapted to their design. Thereby, the Solar Calculator takes on the role of being the first filter on both sides i.e. for the customer as well as the installer.

The end customer receives a simulation of their personal energy system and then obtains an overview according to their criteria, such as CO₂ reduction, and compares providers, if necessary, as a total solution, combined with various technologies, from heating to e-mobility.

The installer uses the Solar Calculator to generate their customer contacts and at the

same time sees who is only obtaining initial information and who is planning a concrete project. The data from the Solar Calculator is directly transferred and subsequently used to automate the remaining processes of the offer and sales process.

In addition to the provision of analytics data, the Solar Expert software assesses the quality of all process steps and provides information on performance indicators, such as the conversion rate: sales. At the same time, it integrates customer management functions that provide an overview of the entire customer contact.

As a result, there are fewer interfaces for the company and the time saved for our customers is up to 80%. Due to the customer-friendly reports that are generated our customers also measured that their conversion ratio increased by 30%.

PES: Would it be fair to say that, in simple terms, the aim for Eternity is to make life as easy as possible for installers and/or technicians etc...?

MW: Yes, definitely! We would also go so far as to say that we want to contribute to a fast, cost-effective, and customer-friendly energy transition.

PES: Is research and development an integral part of your business?

MW: Absolutely, we work closely with our clients and advisors and conduct regular market surveys. Overall, we invest more than 30% of our yearly revenue in R&D. We are constantly expanding our network to include new target groups, such as component manufacturers and suppliers.

For us, agile development is essential and we are continuously developing both new and existing features.

PES: We were wondering about your



Matthias Wiget

geographical reach and if you have plans to expand into other areas?

MW: We currently have clients from five different countries: Switzerland, Germany, Austria, Sweden, and the UK. In the last few years, we have onboarded more than 200 customers. This is what we are focusing on and planning further. Our goal is to support the energy sector across Europe over the next four years.

PES: Do you have any interesting projects in the pipeline that you are able to share with us?

MW: Our solution is not only available for the solar sector in the UK, the Eternity Calculator and Expert are also available for the heating sector.

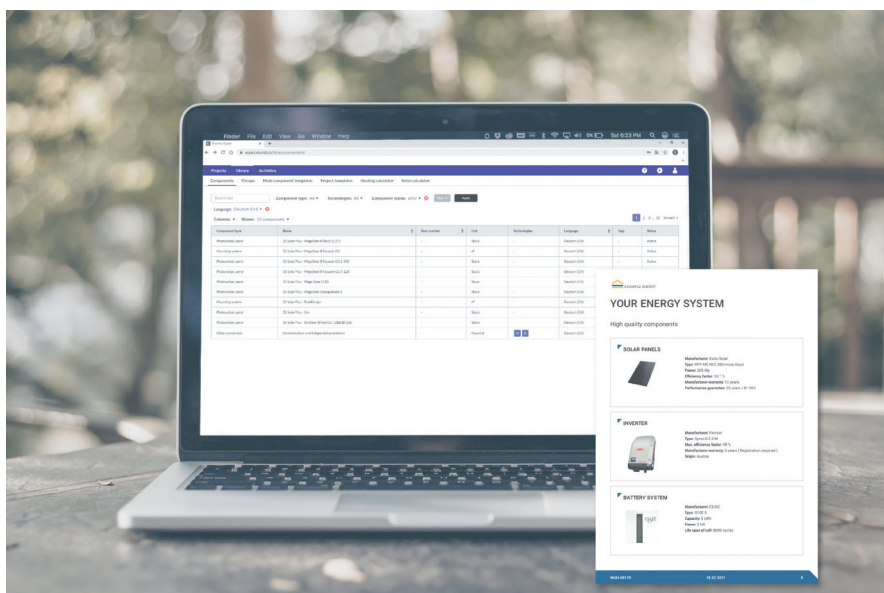
We are currently in the process of incorporating additional steps that are directly related to the consultation and sale of climate-friendly building technologies. For example, we recently added basic CRM functionalities.

We have recognised that it is a challenge, especially for small and medium-sized installers without their own CRM system, to keep up to date with the to-dos that are relevant to the deal.

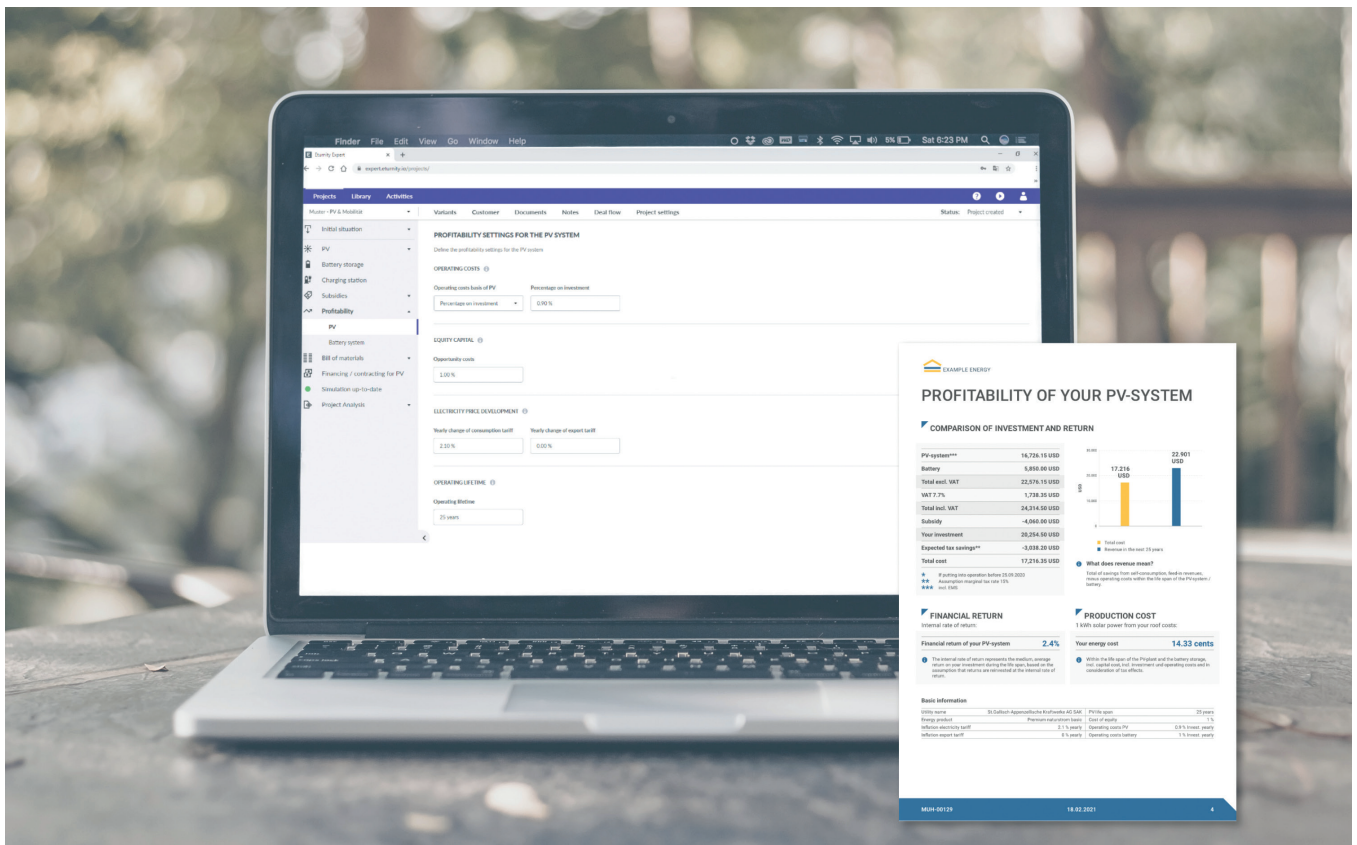
We are continually working on such enhancements in close cooperation with our customers. This work always aims at making the overall process easier and more efficient. There are a few more in the pipeline and we believe that we can reduce overall costs for renewable solutions by 5-10% with highly efficient IT systems that are tailored to the needs of our customers.

PES: What makes your solutions stand out from the competition, what are the benefits to the end user?

MW: There is software that offers similar parts of our solution and, accordingly, has similar interfaces. However, we are proud to say Eternity has the only complete process coverage on the market.



Eternity component library



Eternity profitability

In order to differentiate this more precisely, here are some criteria that set us apart from the competition:

Process optimization: in addition to our functionalities, we are further exploiting the scaling potential by integrating additional upstream and downstream process steps and are increasingly integrating new target groups.

Independence: we are independent of manufacturers and vendors.

Individual customization options: compared to our competitors, we offer a large variety of standardization and customization options in the SaaS model. This combines company-specific design options and standardization advantages, such as error reduction and time savings.

Digital network: our level of digitization and networking of stakeholders is unique. Plus, we are constantly expanding our network.

Multi-technology: as the first sales-focused software solution on the market, Eternity also enables the combination of different technologies such as PV and battery systems, heat pumps, and e-mobility.

We have two types of users who benefit differently from our solution:

The first is installer / utilities. The prospective PV system customer wants a

digital customer experience. With our solution, the end customer is picked up. At the same time, the company's appearance looks more professional and the company saves valuable time.

The Solar Solution is particularly well suited to today's market, as the combination of several technologies is possible

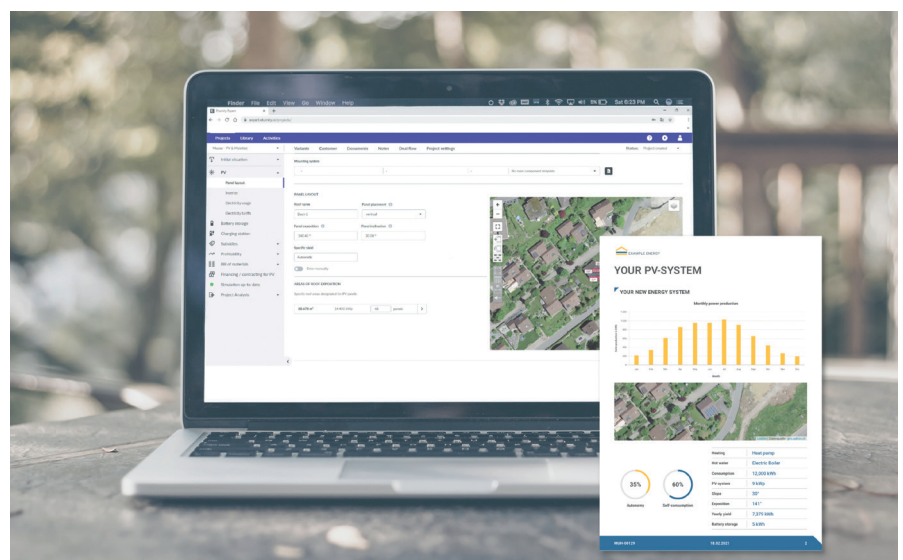
Secondly the homeowner. Property owners benefit from the easy-to-understand,

simplified information about complex technical systems.

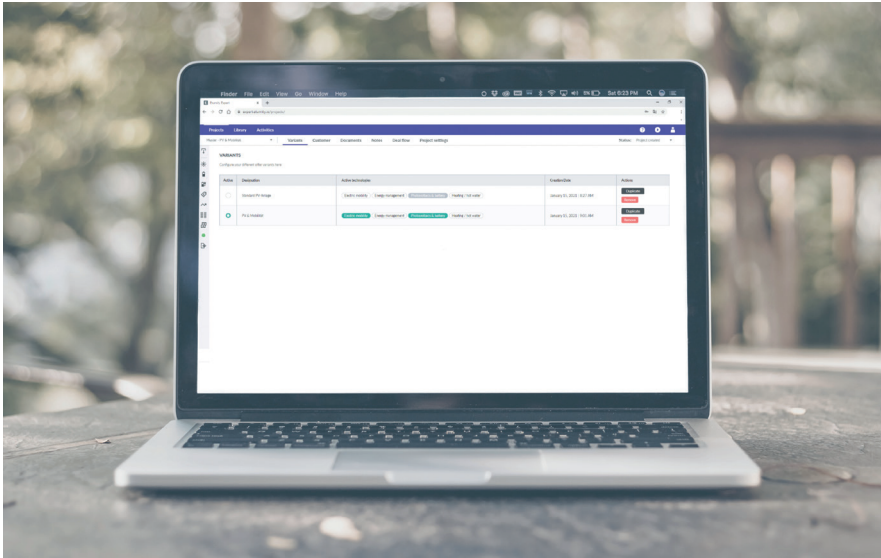
PES: What do you feel is the biggest challenge facing the industry today?

MW: Not only because of the pandemic, but also in general, digitalisation will gain massively in importance, especially in the energy sector.

This should happen sooner rather than



PV module layout



Combination different technologies

later, because the pace of expansion is currently too slow, at least if we are striving to achieve the European climate goals. Digitalisation is also conducive to further necessary cost reductions.

However, the legal framework conditions must also be adapted sooner rather than later so they will not stand in the way of expansion rates.

Another important point is the topic of architecture, where solutions are needed for

better integration of façades in buildings, because this will strengthen the support for photovoltaics in architecture in the future.

PES: What sort of impact has the pandemic had on your company and do you see that changing as you move forward in 2021?

MW: The year was particularly interesting for us because we advise installers and energy suppliers to digitalise and automate their sales processes. The past year, with its circumstances, has definitely raised

awareness of our stance in that the relevance and benefits of digitalised advisory processes have been more visible in the industry. For us, this increased awareness is positive and could prove to be an advantage in the future.

Apart from that, I think, as most industries, we felt an increased reluctance of potential customers to make investments at the beginning of the pandemic, but have been noticing a counter reaction since the beginning of 2021.

PES: Where do you see Eternity in 5 years' time?

MW: We want to be the number one choice of installation companies and energy service providers to sell and manage renewable energy systems, in major markets in Europe and have established open and standardised digital channels between all relevant stakeholders.

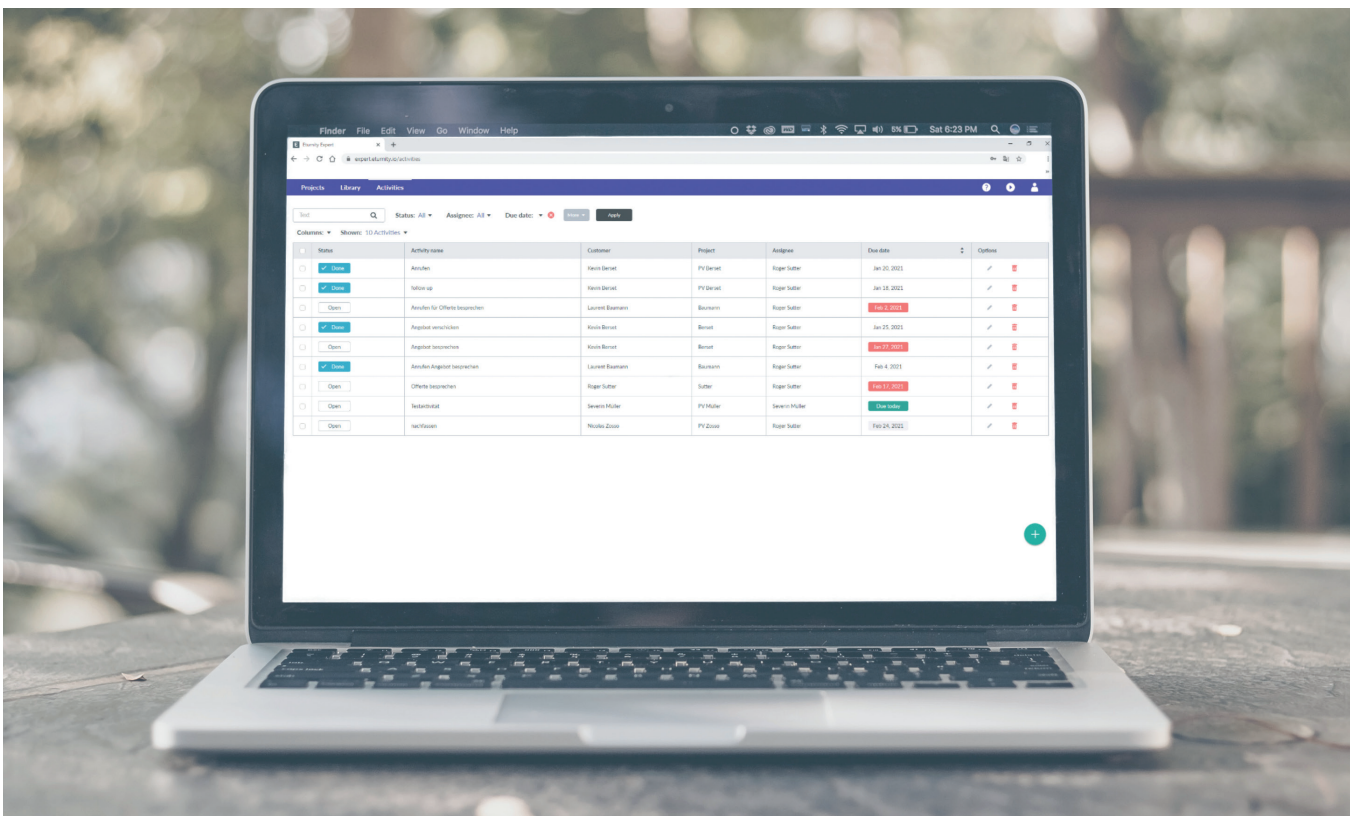
We want to be able to reach the 5-10% overall cost reduction goal through smart software solutions that we lined out above.

In order to achieve the necessary market coverage, we are currently looking for local partners in various countries to establish distribution partnerships, so please get in touch if you are interested.

www.eternity.co.uk

Try out our Solar Calculator:

https://solarcalculator.eternity.io/example_energy_ltd/



Eternity activities