



Transforming monitoring, integration and sustainability efforts

Words: Gerard Bel, CEO & Co-Founder of Pylon Data

In a world where sustainability and energy efficiency have become undisputed priorities, the photovoltaic self-consumption market faces both challenges and exciting opportunities. In this context, tracking consumption and production plays a crucial role, and this is where Pylon Data emerges with its photovoltaic monitoring software for self-consumption.

The global emphasis on renewable energy usage is growing. Recent studies indicate that more people are opting for environmentally friendly options. This shift underscores the need to transition to cleaner, less resource-intensive energy sources. In this scenario, employing solar panels in our homes is becoming an essential part of moving towards more sustainable energy solutions.

Pylon Data champions the idea that acquiring, standardising, and managing energy data is critical for developing quick and effective solutions in the energy sector. The company's outlook is future-oriented, stressing the importance of long-term planning over focusing solely on immediate economic gains or specific financial indicators like EBITDA for 2024.

Challenges in monitoring self-consumption plants

A fundamental challenge in the photovoltaic self-consumption market is the diversity in data and analysis. With various manufacturers and investors involved, technological heterogeneity can complicate efficient management of installations. The key lies in having an intuitive interface that unifies the management of all plants, regardless of equipment origin and communication channel.

Self-consumption plants often utilise equipment from multiple manufacturers, complicating data integration and management. Universal compatibility becomes essential for efficiently managing this technological diversity. Additionally, the ability to integrate consumption data from different devices is necessary.

Maintaining clear and effective communication with customers is crucial. Challenges include presenting data in an understandable way and responding to customer needs timely, all while maintaining a high level of customer service. It's essential to offer real value to the end customer, not everything is about the sale. What purpose do current investor applications serve? The ability to integrate data with any CRM or ERP that aids in business operations management allows companies to act timely and more efficiently.

In an environment where data privacy and security are increasingly critical, protecting information becomes essential. It's important to ensure data security and privacy. Implementing advanced measures that secure the confidentiality of information gives users peace of mind that their operations and data are effectively safeguarded.

Innovative opportunities in photovoltaic self-consumption

We are witnessing how self-consumption is revolutionising the energy market. The way energy is marketed is evolving, and with it, customer needs. It is no longer sufficient to send complicated electricity bills at the end of the month that are hard to understand. Now, the importance of maintaining a close and trusting relationship with the customer is evident, especially as they need to trust us to allow equipment installations in their homes. Additionally, our engagement does not end with the sale. A key question we always ask ourselves is: who truly owns the customer?

To achieve our goals, it is crucial that data integration does not depend on a specific manufacturer, whether of inverters or measurement equipment, but also includes all existing management and communication tools. Tools like CRMs and billing systems are increasingly essential and cannot be replaced. Therefore, adopting a common standard in data management is fundamental, thereby facilitating the work for all stakeholders involved. Collaboration between companies is more important than ever to add value to the market, solve problems, and promote joint growth.



We invite readers to consider not only the immediate benefits of advanced monitoring, but also its essential role in building a more sustainable and energy efficient future.

Self-consumption is not just about generating energy; it is also about building a strong, sustainable brand. It's not only about maximising installation performance but also providing an opportunity to strengthen brand image. The mobile app should be customisable with the company's logo to create a unique and recognisable user experience, contributing to differentiation in a competitive market.

Monitoring is not only a tool for technical management but also a key to driving recurring sales. It not only provides comprehensive performance tracking but also becomes a vital tool for companies seeking to increase their revenue through detailed monitoring of performance and maintenance of installations. The opportunity to offer corrective and preventive services translates into a stronger relationship with customers and steady revenue streams.

Managing the lifespan of inverters, monitoring operating hours, and temperature monitoring are key aspects of operational efficiency. Automating these processes, transforming operations management from reactive to proactive without effort on the team's part, is the great challenge we have identified. This not only improves internal efficiency but also strengthens customer trust by ensuring professional monitoring of their self-consumption systems.

In addressing market challenges, Pylon Data stands out as a strategic ally. Its ability to simplify plant setups, analyse and classify customers, and automate sales strategies provides an effective response to market needs.

The monitoring platform boasts outstanding features, including simplified plant setup,

real-time monitoring for optimal control, and a complete historical alarm record. This detailed log of alarms facilitates proactive maintenance and quick incident response.

Additionally, it offers a comprehensive energy plant view, enhancing energy efficiency and management, along with battery management for optimising usage. Integration with fiscal meters ensures accurate tracking, while an integrated satellite weather service provides accurate data for adjusting energy production according to weather conditions.

Compatibility with various data acquisition devices enables rich, detailed data collection. Moreover, by analysing and classifying customers according to their needs, Pylon Data simplifies the installation process, enabling companies to overcome initial hurdles. Furthermore, its 24/7 sales strategy automation ensures a proactive approach, allowing companies to anticipate customer needs and provide solutions efficiently.

Power your operations with flexible integration

The monitoring solution offers seamless compatibility with leading CRMs, enabling efficient customer management and sales tracking. Additionally, integration with ERP and billing programs ensures cohesive financial and operational management. It also provides a budget sizing tool that integrates with budgeting tools for accurate, customised estimates on renewable energy projects. Moreover, it offers custom visual solutions, allowing companies to design videowalls and totems tailored to their specific visualisation and data presentation needs.

In summary, this is not just a monitoring solution; it is a comprehensive response

to the challenges of the photovoltaic self-consumption market and a tool for capitalising on emerging opportunities. By efficiently integrating technical management with brand and sales strategies, Pylon Data positions itself as the key partner for elevating renewable energy self-consumption operations to the next level, where we truly believe in the importance of standardising information exchange protocols and have been actively working to be part of this transformation for over six years.

Reflecting on the impact of technologies like this in the transition towards cleaner and more sustainable energy sources, it is clear that these solutions are key to the sustainable future of energy generation. We invite readers to consider not only the immediate benefits of advanced monitoring, but also its essential role in building a more sustainable and energy efficient future.

With Pylon Data at the forefront of innovation, the horizon for renewable energy looks more promising than ever. Our tools, from solar calculators to advanced monitoring, are designed to maximise value at all business stages. We not only make your team more proactive but also use business intelligence to uncover unique opportunities through exhaustive data analysis.

Discover how Pylon Data can transform your energy approach.

Visit us at booth Hall 4.635 at Intersolar for a live demonstration that will let you see for yourself the difference that Pylon Data can make.

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