

A smiling woman with brown hair tied back, wearing a red top and a light-colored cardigan, is looking upwards and to the right. She is holding a brown paper shopping bag. The background is a blurred retail store with shelves and lights.

**PHILIPS**  
**teletrol**

Energy  
Management

Multi-Site Retail

# Control your energy use. Improve customer experience.

Bring automatic monitoring, management, and control to heating, cooling, lighting, and other energy-consuming systems throughout your retail network

# Monitor energy use and control costs

**Philips Teletrol  
makes it easy.**

# 30%

Reduce total energy use by as much as 30%  
—meeting sustainability goals and efficiency KPIs

Energy is a major expense for larger retailers with multiple stores. Whether your store network includes dozens of stores or thousands, controlling your energy use reduces costs, lowers environmental impact, and helps your brand stay competitive. But if you cut energy use, can you continue to deliver a comfortable, consistent, and enticing in-store experience to your customers?

We can provide an advanced energy management system (EMS) designed specifically to meet the demands of today's multi-site retailers. Whether your store network includes dozens of stores or thousands, Teletrol measures,

monitors, and controls each store's major energy-consuming processes—optimizing energy use across your entire enterprise. All with an innovative, proven solution that's easy to implement, use, and expand. That's why many

of the world's top retailers already use Teletrol to control energy costs significantly—while ensuring customer comfort. And why energy and facilities managers rely on it every day, in every store.

Can you cut energy costs while enhancing the customer experience?

**Yes—with Philips Teletrol.**

# Keep your systems humming with Teletrol.

Philips Teletrol enables the kind of impressive energy reductions and costs savings that today's retail organizations need to stay efficient, profitable, and competitive. As you consider your energy management strategy, consider some of Teletrol's powerful advantages. Many of today's energy management solutions are designed for single stores or small retail chains. While these basic systems notify you if and when something has gone wrong, Teletrol uses predictive capabilities to help you address potential issues—before they interrupt store operations. Teletrol is designed to meet today's retail challenges and more. Here are just some of the benefits that it brings to your multi-store retail enterprise:

- **Enterprise command and control:** Teletrol provides retail operators with a fully featured command and control system. Using an intuitive and responsive interface, energy managers can create set points and schedules, create smart notifications, and use powerful commands to implement EMS changes across the entire network tied to events like, "Black Friday." Customized real-time reporting offers a clear window on what's happening where, enabling energy and facilities managers to take action.
- **Enterprise scalability:** With Teletrol, you can monitor and control thousands of retail stores across the country or around the world—centrally and easily.
- **Extensive automation:** Designed for openness and integration, Teletrol lets you integrate, monitor, and control a broad range of mechanical systems, sensors, and more. This high level of integration lets you automate more of your retail environment and frees store managers to focus on sales.
- **Fast deployment:** Installing and commissioning Teletrol in a retail store is remarkably fast, and does not interrupt normal store operations. We work closely with you at the store level to determine the specific needs of each location and optimize Teletrol to meet them.
- **Lower costs:** In today's competitive retail environment, cutting costs is mandatory. Teletrol helps you maximize profits by lowering energy costs by as much as 30 percent—plus other benefits and savings.
- **Ease of use with minimal training:** An intuitive, web-based dashboard makes control and management simple, while putting vital store information at the fingertips of energy and facilities managers. Alerts let them manage by exception, focusing in on areas of unusual energy use that need attention.
- **Data-driven insights:** Teletrol collects millions of data points across your network of stores—giving you a wealth of rich data that lets you improve store operations and enhance the customer experience.
- **Proactive maintenance:** Teletrol lets you spot issues with store systems so you can correct them now, before they disrupt operations.

A woman with long blonde hair, wearing a blue dress, is seen from behind, examining a piece of blue fabric. She is in a store with shelves of various colored fabrics. Another woman in a black dress is partially visible on the right. The background is filled with shelves of neatly folded fabrics in various colors like yellow, orange, green, and blue.

# Experience & Innovation

With years of proven success at a wide range of retail organizations, Philips Teletrol combines rock-solid reliability with ongoing innovation, keeping your retail organization informed, efficient, and competitive.

# Manage energy, optimize the customer experience, and more.

We engineered Philips Teletrol to operate on an open platform, enabling direct connectivity to a wide variety of HVAC equipment, lighting systems, meters, sensors, networked devices, and more. So while Teletrol starts by bringing new automation and control to your major energy-using systems—including HVAC and lighting—that's just the beginning.

Teletrol lets you monitor and control a remarkable array of other systems and sensors that are vital to store operation and that affect the customer experience. With Teletrol, you can explore new possibilities for monitoring and controlling your specific retail environment.



## The Core: Foundational Energy Management

- **HVAC:** Heating and cooling uses the most energy in retail stores—and generates high bills. Teletrol integrates with the world's leading HVAC systems (including BACnet-based systems) to gain new control over how your stores are using energy. Advanced algorithms automatically turn key systems on and off for smart usage—and to ensure a comfortable ambient environment in every store, adjusting as conditions change.
- **Lighting:** Even the most efficient in-store and exterior lighting still requires significant energy. As a global lighting leader, Philips delivers extensive expertise in controlling and optimizing lighting. Teletrol integrates with the Philips Dynalite Lighting Control System and other third-party lighting control solutions.

## Beyond the Core: Integrating with Key Store Systems and Sensors

- **Power and Utility Monitoring:** Teletrol keeps you aware of any power fluctuation or outage. It helps you understand where and how energy is being consumed in your retail stores by monitoring electricity, gas, and water meters—providing new insights and identifying potential savings. Its intuitive dashboard flags areas of unusual energy use and other anomalies, enabling you to take fast action before the higher-than-usual bill arrives.
- **Demand Response:** If your energy provider offers a demand response program, Teletrol lets you take automatic action, shedding load to receive payments—or to avoid periods of peak energy use and higher prices.
- **Indoor and Outdoor Sensors:** Teletrol integrates with a wide range of indoor and outdoor sensors, extending its monitoring. By knowing what's going on in your entire retail environment, Teletrol can adjust accordingly—and automatically.
- **Security Sensors:** Teletrol integrates with major security systems, letting you know if there are any issues and enabling you to take action.
- **Loading Dock Door Sensors:** For retail stores that have loading docks, this zone is notoriously weak. With Teletrol, you know what's going on in your loading docks. Are the loading doors open? Teletrol supplements your store staff and provides an invaluable second line of defense.
- **Refrigeration Monitoring:** For retail environments that include food or other perishables, Teletrol helps you ensure food integrity and protect other items affected by temperature fluctuations. All at the enterprise level.
- **Humidity:** Humidity affects the customer experience. Teletrol senses the humidity of each store and makes smart decisions about heating and cooling, ensuring that customers are comfortable, during any season.
- **CO2/Indoor Air Quality Monitoring:** Air quality in your stores is important to shopper comfort. Teletrol monitors air quality and adjusts ventilation automatically.

## Reducing Energy Use and Management Time

Philips Teletrol lets you enforce appropriate setpoints and timing so your stores are automatically optimized at all times. And it alerts you of any anomalies, deviations, or out-of-bounds conditions that need your attention, pre-empting service calls and ensuring fast, cost-effective resolution of all issues. The comprehensive, proactive approach enabled by Teletrol empowers store personnel to focus on the core business of retail—selling goods and pleasing customers.

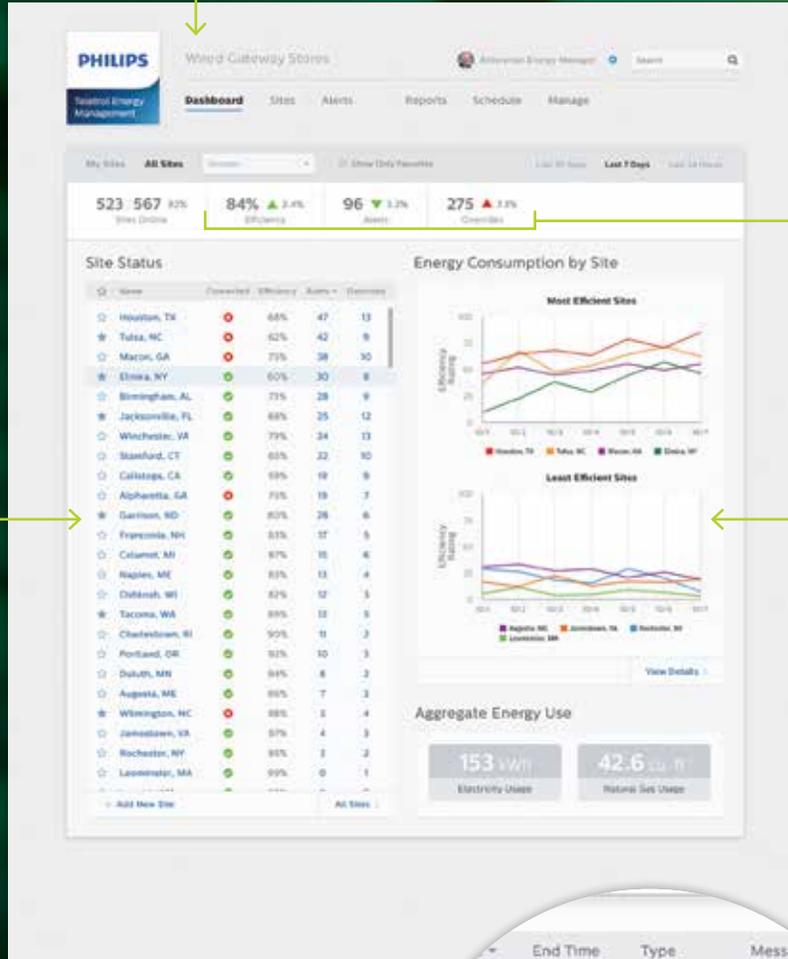
# How does Philips Teletrol work?

We designed Philips Teletrol using standards-based technology, so it integrates smoothly into all of your stores—without requiring changes in the current infrastructure or network. Commissioned successfully at thousands of retail stores throughout the world, Teletrol is easy to implement, use, and expand. Here's what a typical retail store implementation looks like. And why Philips is your trusted partner for enterprise energy management.

At Philips, we know that there is no one-size-fits-all energy management solution for retail stores—even for chain stores. Every retail store is slightly different. That's why we work closely with your organization to explore the specific needs of each store and onboard a customized solution, quickly and easily. With minimal time and attention from store personnel. Store operations go on as usual. But when the implementation is over, your stores will be more connected, efficient, and manageable than ever.

**Intuitive Interface**

The Teletrol user interface is extremely intuitive, enabling all energy and facilities managers to see how energy is being used throughout the store network.



**Enterprise View**

Now you can see your entire store network at a glance, gaining an enterprise view of energy consumption.

**Visual Alerts**

Visual alerts show exceptions and issues, enabling users to manage by exception and take fast action.

**Advanced Algorithms**

Teletrol uses advanced control algorithms to automatically turn key systems on and off for smart usage—and to ensure a comfortable environment in every store, all the time.

**Comprehensive Control**

Teletrol controls the two major energy-consuming systems in retail stores—HVAC (temperature setpoints, optimum start/stop) and lighting (indoor, outdoor, on/off/dim, daylight harvest). But it also controls indoor air quality, power/utilities, refrigeration, food integrity logging, sensor monitoring, alarm/alert management, automated demand response, enterprise operations, scheduling, and more. So you get complete control of your energy use at retail.

Start Time	End Time	Type	Message
9:00 am	9:00 am	Offset	HVAC Set-Point
9:00 am	9:00 am	Offset	Interior Lighting
7:00 am	10:00 am	Offset	HVAC Set-Point
8:30 am	10:00 am	Offset	Interior Lighting
9:00 am	10:00 am	Offset	Interior Lighting
9:00 am	9:00 pm	Event	Normal Site Oper
10:00 am	6:00 pm	Event	Sunday Site Op
10:00 pm	11:00 pm	Event	Maintenance

[Add Event](#)

“ ”

Teletrol will not only save us money and help us achieve our stewardship goals, but will also ensure consistent, comfortable temperatures in our stores.

**Lee Downing,**

*Senior Vice President of Store Operations  
Tractor Supply Co.*

# What can Philips Teletrol do for your multi-site retail organization?

Energy management promises to reduce your costs while ensuring a comfortable customer experience. Philips Teletrol fulfills this promise with measurable results and extremely devoted users, including top retailers with thousands of sites.

## Discount “Dollar” Retailer

- Deployed Teletrol in 3,600+ stores of approximately 10,000 square feet
- Centralized energy monitoring, control, and management
- Streamlined operations with enterprise-wide schedule management

## Auto Parts Chain

- Deployed Teletrol in 2,400 stores
- Centralized energy monitoring, control, and management
- Implemented demand response for additional savings
- Recognizing 30% energy savings annually

## Home Improvement Stores

- Saves 20% on energy with Philips Teletrol
- Optimizes enterprise HVAC and lighting systems to meet operational and customer-focused requirements
- Improves maintenance efficiency to pinpoint service issues
- Achieves its sustainability goals by reducing energy consumption and optimizing maintenance

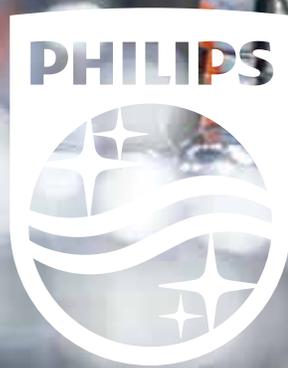
## National Chain Stores

- Reduces utility operating expenses by 25%—more than \$15 million annually—by deploying Philips Teletrol at more than 2,800 retail stores
- Achieves sustainability goals via avoided energy consumption and optimized maintenance
- Improves service efficiency
- Reduces maintenance costs by leveraging Teletrol’s service-level monitoring

### **Start reducing your energy use and improving the customer experience**

Retail organizations that already rely on Philips Teletrol say they couldn’t imagine managing their energy use—or their retail environment—without it. Isn’t it time to start taking advantage of all that Teletrol has to offer?

**Contact Philips today to make Teletrol part of your retail success story.**



Copyright © Koninklijke Philips N.V., 2004 -2015. All rights reserved.

Philips Teletrol  
286 Commercial Street  
Manchester, NH 03101 USA  
603 645-6061  
Fax 603 645-6174  
[www.teletrol.com](http://www.teletrol.com)