



**YOUR BRAND.  
YOUR BUSINESS.  
OUR TECHNOLOGY.**

**The Premier White Label  
Channel Partner Program  
for Reverse Auctions**

**HARNESS THE POWER**  
GAIN A 90% CLOSING RATE  
WITH ELECTRICITY AND NATURAL  
GAS ACCOUNTS

# FIRST AND FOREMOST: THE BOTTOM LINE



**Easily integrated into Your Firm's website with a 10-minute process, the EMEX® Reverse Auction Platform for electricity and natural gas procurement results in a 90% transaction rate for all customer types.** The platform is completely branded with only Your Firm's information to create a seamless interactive procurement experience for your customers that is simple to use and understand.

The Reverse Auction Platform is cutting-edge technology that hosts hyper-competitive bidding wars from a full stable of suppliers in a 5 to 10 minute time frame, with suppliers constantly underbidding each other until the lowest possible rates are uncovered.

Combined with EMEX's in-house, real-time platforms is a risk management-based consultation process that analyzes opportunities to find the best value for both the customer and the firm that represents them.

All Channel Partner accounts are monitored and attended to by expert in-house consultants who work hand-in-hand with you to review pricing, analyze savings, and game plan the best consultative approach for each unique customer in a seamless manner.

## WHAT IS A **WHITE LABEL PLATFORM?**

A white label platform allows the use of EMEX's technology with only your own company and brand name displayed on the platform. EMEX is invisible to your customers and partners.



**90%**

**TRANSACTION RATE  
FOR ALL CUSTOMER TYPES**

# A SUPERIOR PLATFORM WITH SUPERIOR PRICING

NO LICENSING FEES  
OR MONTHLY FEES

5-10  
MINUTE  
TIMEFRAME



90%  
TRANSACTION  
RATE

IN-HOUSE  
ANALYTICS

FULL MARKET  
CONSULTATION AND  
PLATFORM SUPPORT

Electricity and Natural  
Gas products available



Select your device  
and your OS:



# EMEX: A Proven, Performance-Driven Partner

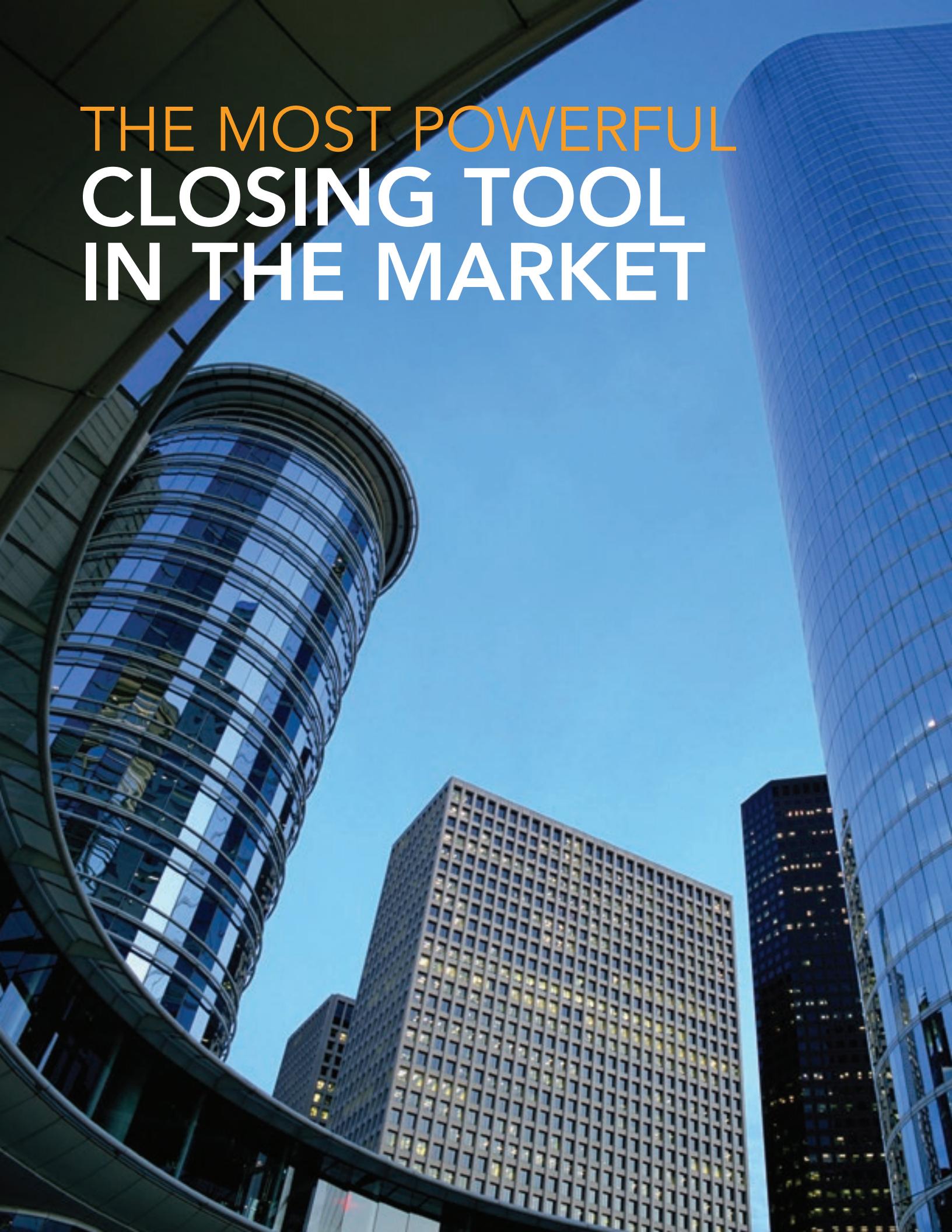
EMEX, LLC is a privately held firm specializing in energy procurement-based risk management consulting in deregulated regions of the United States, with specialization in Reverse Auctions and Aggregations for electricity and natural gas. EMEX's online technology and industry expertise focuses on the goal of reducing the cost of commercial, industrial and municipal users' energy expense in real-time for its channel partners. EMEX's mission is to put the Power to save money in the hands of Energy Firms and their clients with smart, ground-breaking technology designed to dramatically

simplify energy procurement. Channel Partners can utilize EMEX's State Regulatory Approvals for all the states that we serve, giving access to every competitive energy utility market in the country, as well as an extremely robust roster of aggressive suppliers.

EMEX takes a strictly performance-driven approach with its selected Partner Firms, meaning there are no licensing fees and no monthly fees to use the platform.

**EASY TO IMPLEMENT AND  
COMPLETELY WHITE-LABELED.  
ACCESS THE PLATFORM THROUGH  
YOUR CURRENT WEBSITE, OR AS  
A STAND-ALONE WEBSITE WITH  
A CUSTOMIZED URL.**

# THE MOST POWERFUL CLOSING TOOL IN THE MARKET



# Overcome Market Competition With Technology and Intelligence

Increased power consumption, record energy demands, and significant fluctuations in electricity and natural gas prices make it more important than ever to use the most powerful tools in the industry when servicing customers in competitive markets. Nobody understands the consumer landscape for businesses and local governments – and the challenges of overcoming market competition – better than EMEX. That is why we have developed The Premier Channel Partner program in the industry; to provide firms with a solutions-focused energy procurement

platform and Customer Relationship Management (CRM) system built from the ground up exclusively for energy brokerage. We are committed to helping you turn market challenges into new opportunities by offering compelling products that are easy to use, induce the lowest prices possible, and ultimately compel customers to transact. With the Reverse Auction platform, it is not just a question of improved efficiency, but the basic economics of a higher success rate.

**Be the solution** your customers and prospects need today.  
**Create market demand**, increase price competitiveness, and grow your business.

Our Market Intelligence shows that there's an estimated worldwide market of more than 5,000 Energy Brokers servicing the deregulated states. To help address the competitive market with select energy firms, we launched the EMEX Channel Partner Program in January 2013, and our partners are already seeing the clear benefits of using cutting-edge technology.

Our industry-leading Reverse Auction platform and unparalleled analysis expertise facilitates two-way conversations on optimizing procurement opportunities. Channel Partners sell across all business and public

sector demographics: small and large commercial and industrial accounts, non-profit organizations, and educational institutions, as well as government agencies.

Partners who collaborate with EMEX stand out from their competition in the marketplace through a superior platform with superior pricing, all while highlighting the value of Their Firm.



# WHITE LABELED

## Your Brand. Your Business. Our Technology.

### The growing market means result-driven partners need an edge

The EMEX Channel Partner Program principally targets established brokers with a book of business, plus other firms in industries such as Engineering, Architecture, and Telecom. By keeping the program as simple and flexible as possible, we have translated the complicated analysis of electricity and natural gas savings into an easy to understand format that any customer will find compelling, and that will give you the confidence to advise on procurement decisions using substantiated data.

Our program has everything you need to maximize your growth: industry-leading online technology; hands-on consultation from a fully staffed team of in-house EMEX analysts; and a comprehensive technical and operations support model developed by some of the most well-known and experienced veterans in the industry.

As a performance-driven company that does not charge any licensing or monthly fees, you control the value of the Reverse Auction platform — by the end of the first Reverse Auction, the process will have proven itself.

As new products and tools become available, your suite of service offerings is expanded to capitalize on additional opportunities to grow your Firm's presence and revenue.

- When you join the program, you are given access to your White Labeled Reverse Auction and Aggregation platform website to ensure a seamless presentation that can be easily incorporated into your current business model.

## OUR CHANNEL PARTNER PROGRAM DEMONSTRATES THE TRUE BENEFITS OF PARTNERSHIP

This Program is designed to provide partners with everything they need to succeed in the energy industry. Our platform meets the complex challenge of energy procurement through our web-based portal. We maximize the value offered to all of your customers with full support from EMEX's analysts and administrators to professionally handle any energy need your clients have.

- Gain the unique opportunity to have a cutting-edge Reverse Auction platform as part of Your Firm's services
- Easy to implement, the Reverse Auction platform can be set up on either your current site, or can be used by itself with a stand-alone URL
- Completely White Labeled so only Your Firm is represented on the platform
- Utilize EMEX's State Regulatory Approvals for all the states that we serve
- Gain access to all of the most competitive energy suppliers in the market
- Utilize the full resources of the EMEX team: pricing, analysis, consultancy, and financial administration; all handled with competence and full transparency
- Receive industry and platform training, giving you indispensable knowledge and expertise for energy markets and Reverse Auction technology
- Enjoy working with a company that has logical solutions based on current market conditions, improving its software, innovating new features, and launching new products
- Benefit from a smooth online procurement experience that creates excitement
- Support from a US-based company

A CHANNEL  
PARTNER PROGRAM  
THAT HITS THE MARK

# GET AHEAD WITH REVERSE AUCTIONS OR GET LEFT BEHIND



**Real support from real experts.** We realize that Your Firm's success is the only priority. We are committed to providing the solutions and technology needed for your company to execute in your Target Markets. We offer our partners comprehensive support with access to marketing, sales, and training resources.

#### SALES AND MARKETING RESOURCES

All program resources are available via your own Account Portal, a central online Customer Relationship Management System that is available to all program members.

- Technical sales support materials
- Automatically facilitated RFP process
- Sophisticated, straight-forward savings analyses are provided by an EMEX Analyst for every account
- Technical assistance for the 10-minute process that integrates the Reverse Auction platform onto your current site

#### TRAINING

We offer training to partners, adapting where required to your specific needs, including in all aspects of customer consultation.

Become an EMEX Channel Partner and gain access to game-changing Reverse Auction technology. It's easy — contact us to request an Application Form at:

Email: [partners@energymarketexchange.com](mailto:partners@energymarketexchange.com)

Phone: 713 521 9797

Or visit [www.EnergyMarketExchange.com/partners](http://www.EnergyMarketExchange.com/partners) to register online.

**INSTANT, COMPETITIVE  
DAILY RATES FOR A WIDE  
RANGE OF CUSTOMER SIZES**

## **ABOUT EMEX, LLC**

EMEX, LLC is a privately-held firm specializing in energy procurement-based risk management consulting in deregulated regions of the US. EMEX's complete portfolio of services and proprietary, online platforms are entirely focused on reducing the cost of energy in real-time for business and government consumers. EMEX's mission is to put the Power to manage energy spending in the hands of its clients with smart, ground-breaking technology designed to dramatically simplify energy procurement. Core to EMEX is its Flagship Reverse Auction Platform, recognized for its Innovation and Excellence.

EMEX, LLC  
T +1 713 521 9797  
F +1 713 583 9519

[contact@energymarketexchange.com](mailto:contact@energymarketexchange.com)  
[www.EnergyMarketExchange.com](http://www.EnergyMarketExchange.com)

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