

# SUSTAINABILITY **AND PROFITABILITY.**

(DO BOTH, SIMPLY.)

# SUSTAINABILITY AND PROFITABILITY CAN, AND MUST GO HAND IN HAND.

The defining challenge that businesses will face in the coming decade will be navigating the ever-rising demand for energy and managing cost and consequences of climate change.

These forces are accelerating the need for socially-conscious corporations to respond with meaningful and measurable actions that advance Net Zero and other sustainability goals.

Pressure abounds from external and internal sources that reach from the leading investment firms to governmental agencies to international mandates to corporate boards, and ultimately to the factory floor.

Synapse turns goals into plans and plans into actions, delivering impactful energy-saving solutions where it matters most – targeting the largest sources of energy consumption at industrial scale sites. Our system also provides goal-oriented environmental reporting at the corporate and board level by aggregating and analyzing sustainability KPIs across all facilities.

THE PRESSURE IS ON.  
THE TIME IS NOW.



Better Plants is partnering with leading manufacturers to improve energy efficiency and competitiveness in the industrial sector



Companies with a well-articulated long-term strategy, and a clear plan to address the transition to net zero, will distinguish themselves with their stakeholders



All UN Member states have adopted and will be measured against 17 sustainability goals

# TAKE IMMEDIATE ACTION TOWARD THE UNITED NATION'S SUSTAINABLE DEVELOPMENT GOALS.

(AND IMPROVE YOUR SITE'S PERFORMANCE)

In 2015 all UN member states adopted a shared blueprint for environmentally responsible development and agreed to advance a 17 point agenda.

## This is an urgent call for action

By giving manufacturers the tools they need to reduce the amount of energy required to produce their products, Synapse provides a clear path forward to meaningful advancement toward several of the primary goals.

### Goal #9: Industry innovation and infrastructure

We help you transition to smart connected facilities, reveal hidden opportunities to increase productivity and profitability.

### Goal #12: Responsible Consumption and Production

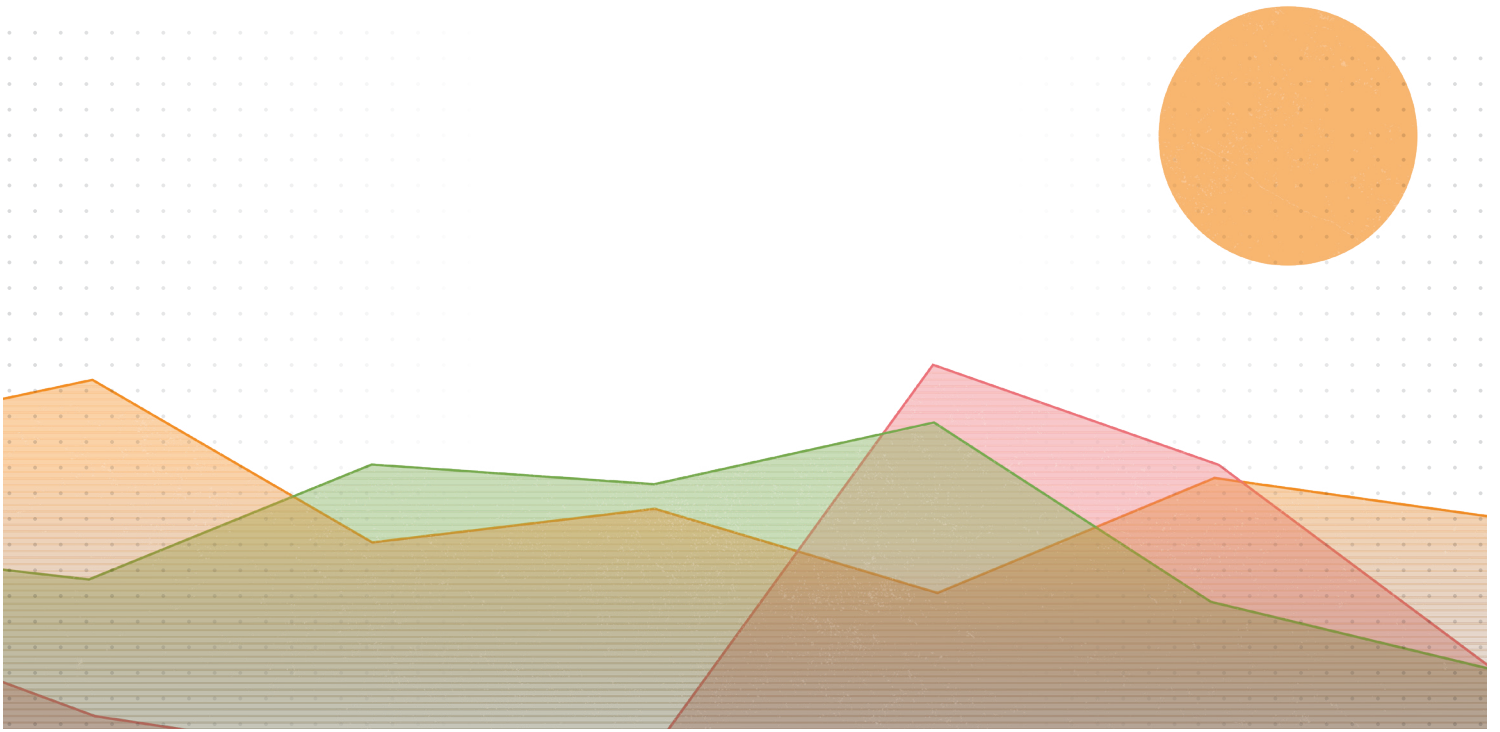
We help you reduce energy without compromising the performance of your operations. In fact, many of our solutions reduce energy use while simultaneously improving the work environment.

### Goal #13: Climate Action

We help you lower the carbon footprint across all facilities in your enterprise and measure the performance of your sites across common metrics.

## SUSTAINABLE DEVELOPMENT GOALS





## 180 INDUSTRIES. 1 BIG CHALLENGE.

**The manufacturing and industrial sector consumes about 32% of the energy produced in the United States**

Energy is the lifeblood of manufacturing and the lifeblood of our economy. The 180 industries that form the manufacturing economic sector generate over \$2.3 trillion dollars worth of goods and services, they employ 10% of the U.S. workforce, and are responsible for 11% of our country's GDP.

But, this sector is also responsible for the lion's share of our nation's energy consumption.

Saving the plant and the planet is our goal, and to achieve it we are targeting the biggest sources of energy consumption - lighting, HVAC and compressed air.



# WE BELIEVE SUSTAINABILITY AND PROFITABILITY GO HAND IN HAND.

(AND WE HAVE THE SOFTWARE TO PROVE IT.)

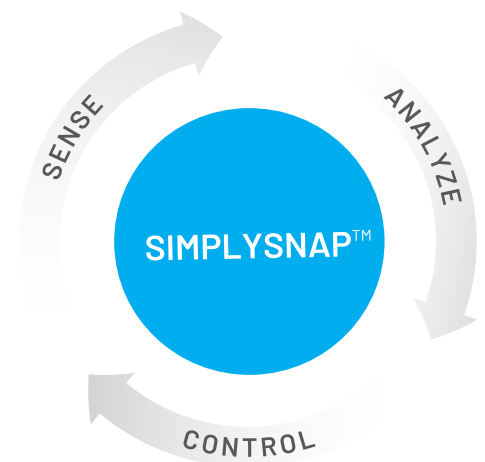
Pressure continues to mount from government, investors, boards, and customers to put environmental goals into action and show that those actions are yielding results.

Those same groups are also demanding higher quality products, lower costs, better working conditions, and, in the case of boards and investors, higher margins.

## Something has to give. Or does it?

For far too long manufacturing facilities have had to sacrifice financially to make improvements environmentally. Synapse tackles these problems and eliminates the negative trade-offs between sustainability and profits.

As environmental pressures rise, so do the cost and consequences of energy waste. We drive down waste, and drive forward your company's sustainability goals.



Our solution: SimplySnap, a turn-key, holistic energy management system that combines the insights needed to drive smarter processes and the controls necessary to enact them - simply and effectively.

More than data, SimplySnap is analysis, insights, and control.



## THE BIG 3 AND ONE SIMPLE SYSTEM.

**Lighting, HVAC, and Compressed Air** are pervasive across manufacturing and industrial facilities.

These three are also massive sources of energy consumption. The U.S. Department of Energy ranks them as top sources of energy waste and targets them for savings and efficiency initiatives.

**We target them too.**



SimplySnap senses the use and flow of energy from these systems. We collect and analyze this data to enable management teams to execute and measure sustainability initiatives across departments, facilities, divisions - even the enterprise as a whole.

Sophisticated yet simple. Powerful and practical.

Our smart lighting, HVAC, and compressed air systems reveal hidden opportunities to conserve

energy, and quick ways to advance your company's goals.

By reducing the amount of energy embedded in every product you create or service you deliver, we provide you with a significant competitive advantage over your competition.

And by combining the control over The Big 3 in one system, we provide the fastest, easiest way to make rapid improvements.



## WE PAY FOR OURSELVES QUICKLY. WE PAY IT FORWARD FOREVER.

**Smart is only smart if it is affordable and effective.**

The SimplySnap system provides sophisticated analysis of your energy use and precise, intuitive controls that turn goals into plans, and plans into measurable realities.

### **AFFORDABLE AND EASY TO DEPLOY:**

- ☒ **Secure wireless sensors and gateways**
- ☒ **Works with existing equipment (no expensive retrofits)**
- ☒ **Wireless installation reduces maintenance and installation costs**

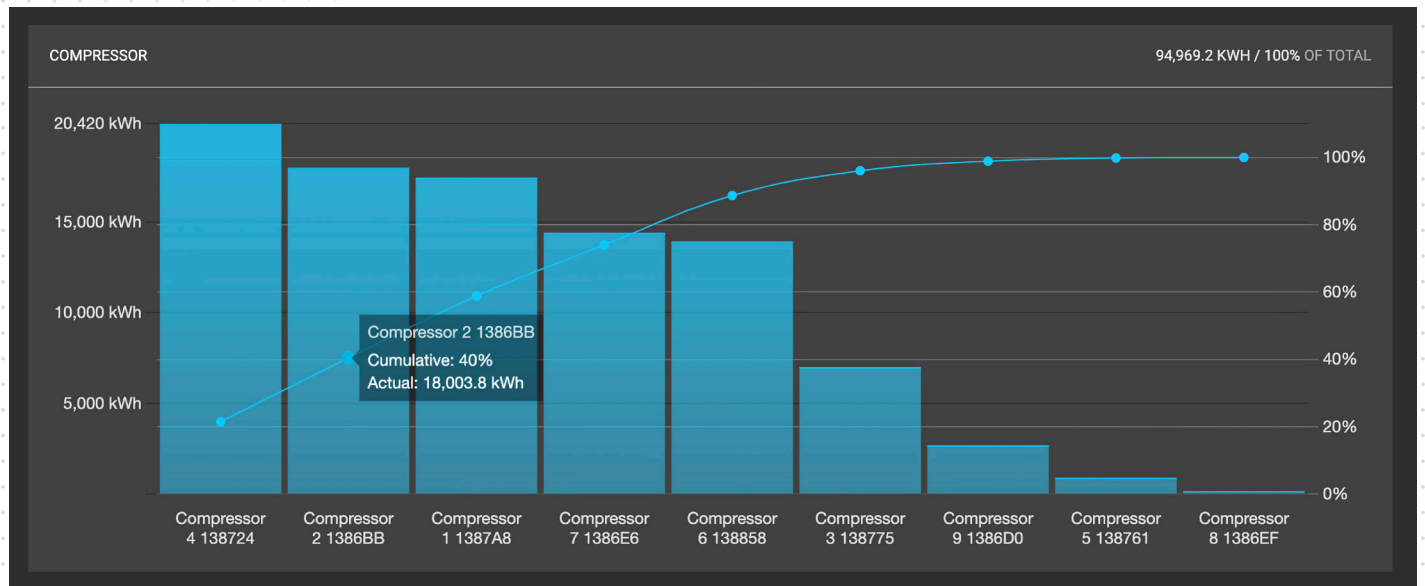
### **Inexpensive to start - and it just gets better.**

Because our software is cloud based, we normalize the energy usage by production and weather fluctuations, so that you can accurately track goals and improvements across all your facilities.

Our software integrates the actual cost of energy specific to your site, evaluating time-of-use consumption

and peak demand rates, to deliver a clear understanding of when, where, and how reductions in kWh convert to actual bottom line dollars and cents.

All together we are able to meet a 2-year payback period and deliver a lifetime of returns on a relatively low initial investment.



## SIMPLYSNAP™. ENERGY INSIGHTS

To manage energy, you must measure energy.

Environmental improvements at scale require a holistic approach to energy management. By submetering utilities at each facility then rolling that data up across the enterprise, SimplySnap provides broad insights into the progress you are making toward your goals and illustrates common trends across your sites.

- ☑ Monitor all utilities - electricity, water, and natural gas
- ☑ Identify and prioritize areas for improvement with submetering
- ☑ Normalize against production, weather and utility rate variances for a crystal clear picture of performance
- ☑ Measure individual machines, groups of equipment, zones within a site, and the entirety of the facility
- ☑ Measure and manage facilities, divisions or the whole company from a single platform.

Reveal where waste is hiding. Unlock unseen opportunities.  
Across the enterprise. All from a single solution.

SimplySnap provides the power to progress toward your sustainability goals.





## SIMPLYSNAP™. SMART LIGHTING MANAGEMENT.

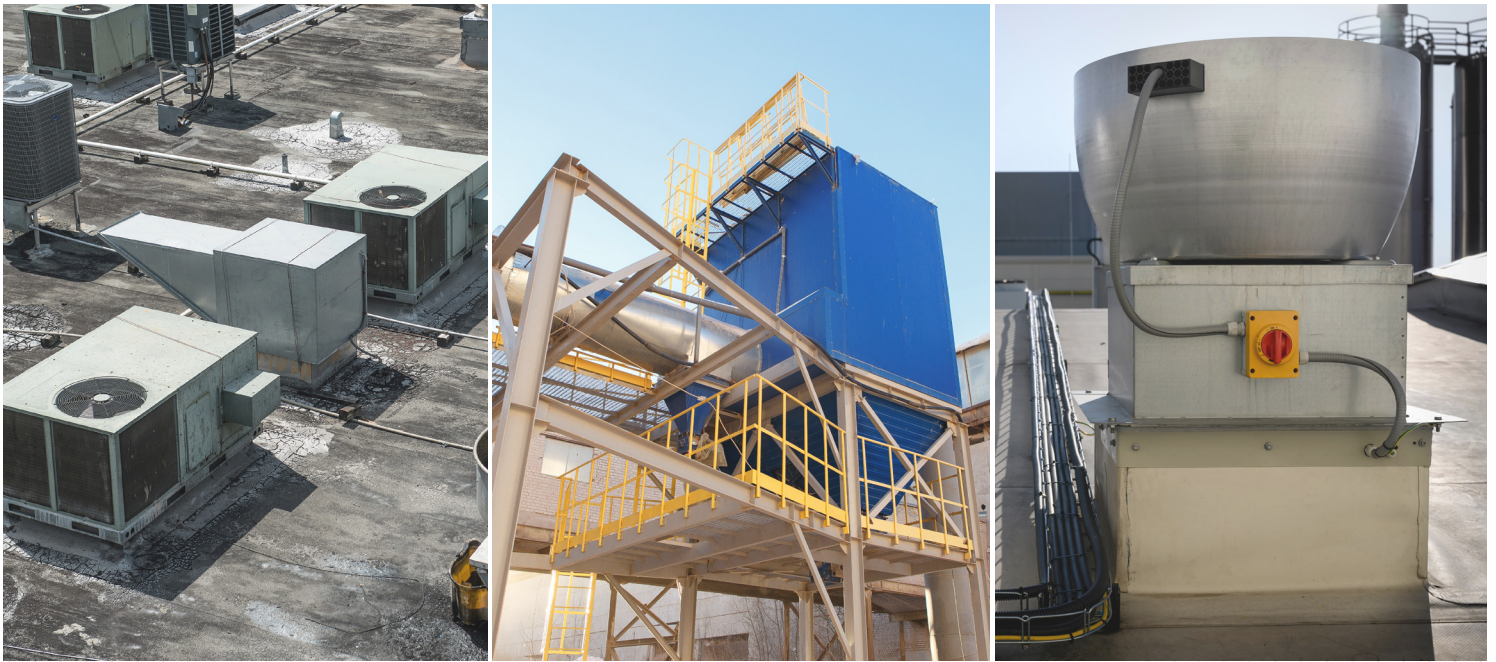
**Reduce lighting energy use by up to 75%.**

Lighting is a costly, but mission-critical utility. Putting the right light in the right place at the right time can improve safety, lower liability, increase task accuracy, boost productivity, and even energize your people.

Our system optimizes the benefits of light while reducing the cost. Our lighting controls are already embedded in smart LED luminaries from leading lighting OEMs. These units typically reduce energy consumption by 50%, and another 25% can be conserved through our controls platform.

SimplySnap allows you to:

- ☑ **Implement daylight harvesting**
- ☑ **Trim brightness**
- ☑ **Sense and react to motion**
- ☑ **Task tune light levels**
- ☑ **Schedule lighting behaviors**



## SIMPLYSNAP™. SMART HVAC MANAGEMENT.

**HVAC accounts for 25% of the total energy costs in industrial settings.**

Uncontrolled HVAC is like having a massive monkey on your back - or more precisely, on your roof. Most HVAC units run 24/7 which puts undue stress on extremely vital and expensive equipment. Most are old and inefficient, but far too expensive to replace. And ALL are voracious consumers of energy.

For years, manufacturers have looked for solutions to the problem, but the retro fit cost for more efficient equipment far exceeds reasonable payback periods. And reliable non-OEM technology is lacking.

### **SIMPLYSNAP SMART HVAC MANAGEMENT:**

- ☒ Works with your current RTUs, make-up air, fans and baghouses
- ☒ Provides modern controls for old equipment
- ☒ Extends the life of your equipment
- ☒ Optimizes set points across the facility to reduce overall runtime
- ☒ Reports energy use by the hour, week, and month





## SIMPLYSNAP™. SMART COMPRESSED AIR MANAGEMENT.

**Make the fourth utility your first priority.**

The vast network of leaking pipes and valves make compressed air systems a massive energy bucket full of holes.

Our smart compressed air solution wirelessly monitors compressor energy use and the flow of compressed air throughout the facility. Compressed air is vital - and expensive - typically accounting for 20% or more of a facility's total annual energy expense.

### **SIMPLYSNAP SMART COMPRESSED AIR MANAGEMENT:**

- ☒ Works with existing system - no expensive retro fits
- ☒ Identifies abnormal use - air flowing during off-hours
- ☒ Pinpoints leaks
- ☒ Extends compressor life
- ☒ Lowers energy use

Affordable, practical, and impactful, SimplySnap keeps air flowing, production moving, and costs declining.









## FIELD PROVEN.

Synapse was conceived to simplify the complexities of IoT technologies, and deliver significant environmental, operational, and financial returns to our customers.

We have been simplifying, implementing, and advancing IoT technologies for over 10 years.

We are owned by McWane, a company with over 100 years of manufacturing experience, who has provided a complex and fertile ground for developing our field-proven technologies.

Our solution is integrated with the nation's leading lighting manufacturers. We have thousands of deployments by hundreds of companies with over 2,000,000 edge devices in the field and 40+ issued IoT patents.

SYNAPSE

[synapsewireless.com](http://synapsewireless.com)

