

## DRAM Reduces Energy Usage, Costs During Peak Times

If energy is in high demand, it is going to cost more, as dictated by normal supply and demand rules. If an enterprise wants to take advantage of energy price reductions through a demand response program, it can utilize a new technology - DRAM. Stores, retail operations and hotels can use the various controls and software, as part of this energy-saving solution, without it interfering in their other operations.

Energy usage can be reduced during times of peak demand by utilizing advanced technology. Demand Response and Advanced Metering observes certain parameters and helps to set the best price for energy usage. System reliability is optimized and a company's carbon foot print can be reduced, helping in the battle against global warming.

There are different methods for pricing energy. They range from real-time pricing, in which prices are set in advance for a specific time period; time-of-use pricing, in which energy prices are set in advance and only change twice a year; dynamic pricing, which reflects different prices for different time periods; and critical peak pricing, in which pricing is based on certain hours of a day or certain days when energy demand is highest.

Companies throughout the United States are turning to special programs as they strive to reduce their energy costs and keep control of their energy usage. DRAM's demand response program makes a concerted effort to reduce the usage of energy, when demand is unusually high.

The Advanced Metering portion of the DRAM acronym refers to a system that captures energy usage information on an hourly or other interval schedule. This type of advanced metering allows enterprises to take advantage of price-based demand response programs. Specialized software allows for data management that tracks and records energy usage.

With DRAM controls and programs, a company can control HVAC/R, lighting, equipment and backup generators from anywhere in the world through the use of a computer. Enterprises also have the ability to control an entire energy demand event remotely from an administrative interface for one or multiple sites; set energy scenarios to allow for demand response execution; and obtain real-time energy tracking. A central system can be set up across the entire enterprise, regardless of the number of sites or locations.

Computerized controls and software, part of the DRAM setup, can help retail enterprises establish a web enabled network. Energy loads for curtailment can be identified and managed during peak times. Companies can take advantage of automatic notification for their demand response needs and testing and verification of curtailments can be completed with ease.

There are several providers of enterprise energy management services, but the best ones are those that offer energy response services through an integrated web channel. This allows all types of commercial, institutional and industrial businesses to control their energy consumption and reduce demand. In doing so, they can take advantage of special cost-saving programs, such as incentives and rebates.

### About the Author

Daniel Stouffer has much more information about [DRAM](#) and how a visit to [www.verisae.com](http://www.verisae.com) will aid you.

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