

# BRADY.

## Are you ready for the new world of Energy?

Find new ways to profit from the green energy transition with Brady PowerDesk.

Decarbonisation is driving reliance on intermittent renewable energy in power markets across the world. Short-term volatility is rapidly increasing.

For many market participants in the energy sector, value has shifted from established long-term power trading activities to the more volatile short-term and intraday markets.



### Renewable asset owners/Independent power producers

need to move fast to avoid unfavourable prices and capitalise on the resultant volatility.



### Energy traders

need to adapt their trading desks to meet the needs of day-ahead and intraday trading. ETRM systems are designed for longer terms trades - not short-term markets.



**Utilities** need to address their complex IT landscape in order to compete for lucrative trading opportunities in short-term markets.



**Oil and Gas companies** preparing for diversification into renewables need to set up new 'fit for purpose' trading desks.

Smart real-time decision support, market connectivity and algorithmic trading are becoming essential to thrive in short-term power markets.

## Brady PowerDesk is an innovative short-term power trading solution.

A single, data driven and dynamic SaaS platform that helps you to capitalise on volatility in the short-term power markets for greater returns. With intelligent visualisation of live P&L and market connectivity from one central place, traders can secure opportunities faster to make the most revenue out of assets.

### Key features

Market connectivity	✓	Algorithmic trading	✓
Automated optimisation	✓	Auto bidding	✓
Physical power scheduling	✓	Augmented support	✓
Grid dispatch	✓		

Brady's heritage is in developing software for European physical power trading markets.

### Business benefits



**Make more money from your portfolio**

- Know when it is the best time to enter a bid buy or sell power in a continuous trading market
- Know when it is the best time to generate or consume power
- Lead on market opportunities by knowing if the current market price is good value
- Switch to alternate revenue streams if they are more profitable
- Make money from imbalance markets
- Make the most money from generation assets from an unforeseen event

## Maximise revenue streams



## Optimise OPEX costs – Let your traders trade

- Decide whether to take advantage of wholesale, ancillary, reserve or balancing markets
- Rank your trading strategies to maximise your value capture
- Optimally dispatch to deliver the highest possible revenue from the physical operation of the asset
- Re-optimize assets continuously, automatically unwind and rebalance positions to maximise revenue streams
- Easily interface to reporting and settlement systems, including ETRM and market operators
- Focus on analysis. Not data manipulation. No need for your traders to run separate systems
- See the 'bigger picture' rather than concentrating on every small transaction
- Manage your algo performance in real-time
- Automate alerts to notify of major market events

## How the solution works

### Inputs

TSO & market operator data

Renewables output data

National grid demand forecast

Intellectual property - your market forecasts

Weather data / positions

Price indices

### PowerDesk

Be first to market  
Get the best price  
Elevate your trading activities

#### Intelligence consolidation:

Know the market  
Know your forecasts  
Optimise assets  
Decision support visualisation  
Instant feedback on P&L

#### Profit optimisation:

Trade automation (Inc. Python SDK)  
Adjust asset generation to minimise loss and maximise profit  
Continuous improvement - is your trading strategy working?



ETRM integration



TSO & asset dispatch



Live P&L reporting



Market connectivity



## 1 RENEWABLE ASSET OWNERS

No need to outsource short-term power trading to an external service provider. With Brady PowerDesk, you can manage this internally and increase returns.

## 2 TRADITIONAL UTILITIES

Let Brady PowerDesk help you to commercially optimise your trading activities by leveraging your current IT ecosystem.



## 3 ENERGY TRADERS

Set up a trading desk in weeks not years with Brady PowerDesk. Leverage your team's trading skills with next gen. algos in the de-carbonised market.

## 4 OIL COMPANIES

Let Brady PowerDesk help you to diversify your business and profit from 'green' trading opportunities.



Get all the connectivity and trader decision support tools needed to trade profitably in short-term markets 'out of the box' with **Brady PowerDesk**.

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