GridFeed

WHITE PAPER

# FROM FORECASTING TO REVENUE OPTIMIZATION

Why forecasting alone is no longer enough in day-ahead, intraday and storage markets.

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## Executive Summary

Renewable energy operators are entering a new phase of market complexity. Asset monitoring and production forecasting remain essential, but they no longer solve the full commercial challenge facing renewable energy asset owners, traders and balancing responsible parties.

As renewable penetration increases, power markets are becoming more weather-dependent, volatile and time-sensitive. Forecast changes, intraday price movements, imbalance exposure, curtailment events and battery availability now affect the commercial value of renewable assets.

**The challenge is no longer only to predict how much energy an asset will produce. The challenge is to decide what action should be taken - and when - to protect revenue, reduce exposure and capture market opportunities.**

**GridFeed is designed to help renewable energy operators transform weather, production, asset, storage and market data into revenue-focused decisions**

# Why Forecasting Alone Is No Longer Enough

Renewable energy operators are entering a new market reality.
For years, the industry focused on improving asset monitoring and production forecasting, understanding what happened, what is expected to happen, and how much energy an asset is likely to produce. But as renewable penetration increases and power markets become more dynamic, forecasting alone is no longer enough.

**Forecasting is an input. Revenue optimization is the decision layer.**

Today, renewable energy operators, traders and asset owners must answer a more commercial question:

**What is the best action to take now to reduce exposure and maximize revenue?**

Changing weather conditions, forecast uncertainty, intraday price volatility, imbalance risk, curtailment events and battery availability are all becoming part of the same decision. Yet in many organizations, these inputs remain fragmented across separate systems, teams and workflows.

GridFeed is designed to bridge this gap.

# The Market Challenge

Renewable energy operators are increasingly exposed to:

- Weather-driven production changes
- Day-ahead and intraday market volatility
- Imbalance exposure and correction needs
- Curtailment and grid constraints
- Battery charge, dispatch and availability decisions
- Fragmented forecasting, asset and market data
- Manual trading and operational workflows

This creates a growing need for an end-to-end platform that can connect operational intelligence with commercial decision-making.

# The GridFeed Approach

## *From Monitoring to Decision Intelligence*

For years, the industry watched dashboards to understand what happened. GridFeed goes further: it is designed to decide what to do next, before the market window closes.

| Dimension | Traditional Platforms / Spreadsheets | GridFeed |
|---|---|---|
| **Core job** | Monitor and report | **Recommend and optimize** |
| **Intelligence** | Historical dashboards and analyst intuition | **AI decision intelligence** |
| **Speed** | Batch, next-day or manual analysis | **Real-time recommendation workflows** |
| **Scope** | Fragmented tools | **Full lifecycle, one platform** |

## *Multiple key layers for revenue optimization*

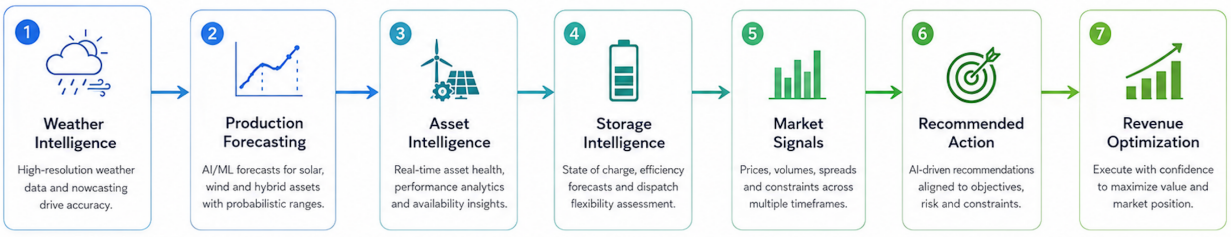
| | |
|---|---|
| **Weather Intelligence**<br>Localized weather insights and adaptive model selection to improve renewable production visibility. | **Production Forecasting**<br>Day-ahead and intraday forecasting designed to support market participation and operational planning. |
| **Asset Intelligence**<br>Operational data and asset behavior analysis to understand real-time performance and constraints. | **Storage Intelligence**<br>Battery state of charge, availability, operational readiness and charge/discharge behavior. |
| **Market Intelligence**<br>Day-ahead, intraday auction and continuous trading market signals connected to commercial workflows. | **AI-Driven Recommendations**<br>Decision-support outputs that help operators evaluate when to submit, correct, store, dispatch, curtail or hold. |

## *End to End Solution - Every Commercial Decision, in One Place*

The value of renewable energy is no longer determined only by production volume. It is increasingly shaped by the quality and timing of market decisions.

GridFeed is designed to help renewable energy operators move from fragmented tools and reactive operations toward proactive, data-driven revenue optimization.

**Weather → Forecast → Asset Status → Storage Readiness → Market Signals → Recommended Action → Revenue Optimization**



# Key Use Cases

| | |
|---|---|
| **Day-Ahead Market Optimization**<br>Support day-ahead market submissions using weather intelligence, production forecasts, asset availability and market conditions. | **Intraday Auction Proposal Optimization**<br>Support preparation and updates of intraday auction proposals, including IDA1, IDA2 and IDA3 where applicable, as forecasts, committed positions and market conditions change. |
| **Continuous Intraday Trading Support**<br>Identify continuous intraday trading opportunities and correction needs by connecting forecast updates, asset status, storage readiness, market signals and open positions. | **BRP-Level Portfolio Management**<br>Support balancing responsible parties in managing portfolio-level exposure by aggregating forecasts, commitments, deviations and opportunities across multiple renewable assets. |
| **Battery-to-Revenue Intelligence**<br>Evaluate when battery flexibility can support higher-value market decisions, including when to store, dispatch or preserve capacity based on market opportunities and operational constraints. | **Curtailment & Constraint Management**<br>Assess curtailment events, grid constraints and operational limitations, and evaluate their potential commercial impact. |
| **Portfolio-Level Decision Support**<br>Prioritize revenue-focused actions across multiple renewable assets, BRP portfolios, market windows, auction deadlines and trading opportunities. | |

# What to Ask Before Choosing a Revenue Optimization Solution

A mature revenue optimization solution should help teams move beyond dashboards and into auditable, actionable commercial workflows. Buyers should evaluate whether a platform can answer the following questions:

- ✓ Does it support both day-ahead market submissions and intraday market workflows?
- ✓ Can it support intraday auction proposal logic such as IDA1, IDA2 and IDA3 where applicable?
- ✓ Does it identify continuous intraday trading opportunities as forecasts and market conditions change?
- ✓ Can it aggregate exposure at BRP and portfolio level?
- ✓ Does it connect weather, production, asset, storage and market data into one workflow?
- ✓ Does it provide recommended actions, not only dashboards?
- ✓ Can it evaluate battery revenue scenarios and storage flexibility?
- ✓ Does it support auditability, decision traceability and future automation?

### *Why It Matters?*

The next phase of renewable energy value creation will not come only from producing more power. It will come from making better market decisions with the assets already in operation.

GridFeed is being developed to support this transition — helping renewable energy operators, traders and asset owners transform forecasting, asset and market data into revenue-focused decisions.

## Learn More

To learn more about GridFeed or schedule a meeting with PRF Technologies please contact:
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