



Company profile

As an off-shoot of Efficiency Engineering Inc. (EEI) consulting, BOSS Online is poised to fill a gap in the market for companies requiring enterprise systems to assist their efforts in reducing energy usage/costs. Efficiency Engineering Inc. was founded in 1990 to promote environmentally-friendly use of energy and water in all building sectors, and to date, has provided energy audits, financial analysis and retrofit design of improvements in over 50 million square feet of existing commercial and institutional buildings.

The tool developed to support this work is now known as Building Opportunities for Saving Systems (BOSS) and is available for purchase as a subscriber-based online system. It offers a system for owners, managers and investors to create, implement and report on Strategic Energy Planning across portfolios of buildings and related facilities.

Need

When Rob Kerr joined as President of BOSS online Inc. in February 2006, it was clear to him and his colleagues at Efficiency Engineering Inc. that the business model to build and sell BOSS is very different from the professional services offered by EEI engineers. Supported by EEI, BOSS Online was showing success from the very beginning. But to be truly successful, investment was needed to take advantage of the service's scalability.

BDC Solution

EEI founder Mike Thomas had a business card from Heather Dayman, an Account Manager at BDC in Kitchener and suggested that Rob give her a call. When he and Heather met to discuss the situation with BOSS, she suggested they talk with Judy Reynolds from the BDC consulting team. Judy quickly identified that BOSS needed a strategic focus and, in Rob Kerr's words, "that's when the tide turned".

Results

"When Judy introduced me to Robert Hyde, I knew he was a perfect fit for us. He understood the vision and after interviewing the team, presented to us the foundation of a business plan. Robert had an ability to support his argument without being critical and was able to tell us things we already knew but from a different perspective. We are now ready to get started on the platform changes that will allow us to bring even more unique value to specific segments of the energy efficiency marketplace."

Client testimonial:

"Our knowledge of BDC was limited when this started and in fact, what we had heard made us think it would not work - things like "they are the last resort lender" and "if you don't have assets, don't bother". But our experience busted all those myths! The education we received from BDC was as valuable as the other deliverables. We were very encouraged by the process and it solidified our team effort internally. BDC was our best first step."

- **Mr. Robert Kerr**, President
BOSS online Inc., Cambridge ON