



Five (More) Small, Unknown Companies That May Change the World – #3 Site Controls

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Last fall EnergyTechStocks.com ran a highly-read series of stories about 12 small, unknown companies that may change the world. [*Special Report – 12 Small, Unknown Companies That May Change the World.*](#) As many of these firms start to make their mark, a number of new companies are emerging that also appear to have the potential to change the world. Although each is still privately held, all should be on investors' radar screens, because their new technologies and business plans look like they could pay off.

Next up: Site Controls LLC, an Austin, Texas-based company whose software could become part of a "smart grid" world, a world where a computer-controlled electric utility grid maximizes efficiency, minimizes disruptions (i.e. blackouts), and saves money for both energy producers and consumers. The company describes itself as a premium provider of enterprise-based energy management, operational intelligence and grid efficiency solutions.



Site Controls is only one of a number of companies working in this area, but its so-called “Site-Command” software appears to hold potential for easily controlling (and adjusting) a business’s or household’s energy usage across-the-board, including the big three of heating, cooling and lighting. In addition to saving money, Site Controls’ software appears to be valuable in helping businesses avoid that nemesis known as blackouts.

According to a company press release, when last fall’s San Diego fire caused a transmission line to fail, the local utility put out an emergency request for its customers to conserve power. “Leveraging its web-based distributed control systems in 66 participating commercial locations, Site Controls and its customers eliminated over three megawatts of peak electrical demand from the California grid,” the press release states.

As of last November, Site Controls controlled 220 megawatts of peak load, with 130 of that characterized as immediately dispatchable. In effect, Site Controls is a “virtual utility,” able to consolidate and transmit large amounts of power when and where it’s needed. Of course the value to society of a virtual utility is that it doesn’t create any pollution; rather, it simply uses the electricity that’s already being generated more intelligently.