

C&I EFFICIENCY

Catch retrofits while the funding is forming.

Commercial and industrial efficiency, electrification, and demand-side decarbonization — surfaced through four distinct sales motions: utility programs, ESCO channel, direct owner, and LED specifier.

THE COST OF SHOWING UP MID-CYCLE

Program incentives are allocated first-come, first-served. By the time the bid posts, the incumbent contractor has already walked the building, scoped the project, and shaped the spec.

WHO THIS IS FOR

Sales professionals at utilities, ESCOs, performance contractors, electrification firms, direct-to-owner efficiency providers, and LED manufacturers selling through the specifier channel. Four distinct configurations route to the motion that matches your sales reality.

Utility Program Implementers | ESCO Account Executives | Performance Contractors | Direct-to-Owner Sales | LED Spec Reps | Electrification Specialists

WHAT CHANGES FOR YOU

YOUR WEEK

You walk into program cycles already targeting the right buildings.

No more cold-calling property managers or refreshing utility websites for new program announcements. ArcReact surfaces eligible facilities, program enrollment windows, and the timing signals that tell you which buildings are entering the decision zone.

YOUR PIPELINE

You build a 12-month pipeline from public data nobody else is reading.

Utility filings, IRP updates, program cycle announcements, and incentive resets are all public — and almost nobody monitors them systematically. ArcReact pulls the signal out of the noise and routes it to the motion that matches your sales role.

YOUR COMPANY

You win on timing, not on spec-matching.

Late-stage retrofit bids commoditize you. Getting in before the program enrollment window means scoping the project, shaping the incentive package, and being the contractor the building owner trusts — not one of three vendors competing on price.

THREE WAYS SELLERS USE IT

USE CASE 01

Match your program to ready buildings.

A utility program implementer configures ArcReact for commercial lighting incentives in the Duke Energy service territory. The platform surfaces commercial facilities entering retrofit windows aligned to current program enrollment cycles, with property owner and decision-maker context.

RESULT: Your program enrollment hits its quarterly targets because you walked in with a list, not a campaign.

USE CASE 02

Win ESCO pursuits before the RFP posts.

An ESCO account executive pulls a Market Radar for federal facilities entering energy savings performance contract (ESPC) recompetes in the southeast. ArcReact surfaces incumbent contracts approaching expiration, with timing windows for displacement positioning.

RESULT: You're meeting the agency energy manager 18 months before the RFP — the incumbent is the one playing defense, not you.

USE CASE 03

Get specified in before the bid sheet.

An LED spec rep configures the profile for institutional and educational lighting projects in the design-development phase. ArcReact surfaces projects where specifications are being written — the window where product preference can be embedded into the bid documents.

RESULT: Your product is on the spec sheet by the time bids go out. Competitors are bidding into a project you already shaped.

WITHOUT ARCREACT

- You learn about retrofit projects when the RFP hits — same window as every other bidder.
- You manually monitor utility websites, IRP filings, and trade press for program announcements.
- You compete on the bid sheet because someone else shaped the spec before you got there.

WITH ARCREACT

- You see program cycles, eligible buildings, and recompete windows months before bids open.
- You open the portal to a sourced, scored list routed to your sales motion — not someone else's.
- You shape the spec, secure the incentive, and walk in as the trusted vendor — not the cheapest one.