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**FOR IMMEDIATE RELEASE**

## **Synapse Wireless Expands SimplySnap Holistic Energy Management Platform with Energy Insights**

*Expanded Platform Identifies and Lowers Manufacturing Operational Costs*

Huntsville, Ala. (September 17, 2021) – Synapse Wireless, Inc., a member of the McWane family, recently expanded its SimplySnap holistic energy management platform with Energy Insights. Energy Insights is a component in the popular SimplySnap platform frequently used in the industrial and manufacturing market segments.

Facility managers in charge of proposing and managing energy savings projects can use Energy Insights capabilities within the turnkey SimplySnap Energy Management platform to monitor and take corrective action plans to optimize energy usage and lower operational costs. Expanding the SimplySnap platform with Energy Insights provides facility teams with the systems and analytics required to execute and monitor sustainability initiatives across departments, facilities, divisions, and the overall enterprise. The expanded solution focuses on profitability through sustainability supporting organizational ESG initiatives through facility performance and resource productivity optimization.

Energy Insights delivers on sustainability goals across the enterprise through submetering utilities at the facility and rolling that data up to the consumer. Reports from Energy Insights summarize department and equipment level energy usage details to ensure alignment on energy reduction goals. The central point of data provides a common view and knowledge to target energy savings and reduce overall costs across the enterprise.

Built into SimplySnap, Energy Insight's energy cost algorithm determines each facility's utility rate structure to convert power consumed into dollars spent. It considers complex structures that have different rates depending on the month and time of day. It also considers the cost of peak demand in a given period. This detailed consumption and cost information enables the facility manager to make more informed decisions about energy savings opportunities across a facility.

“We frequently hear from facility managers, their desire to implement energy management with minimal integration overhead to minimize disruption to production and lower their payback period. Tracking improvements can truly help facility managers understand how energy initiatives are lowering energy costs and be able to report on corporate sustainability initiatives,” stated Darian Slywka, Synapse Wireless VP of Business Development. “Synapse believes that sustainability, energy reduction, and decarbonizing should become part of a company’s continual improvement philosophy. Through data insights analysis, facility managers and executives can lower operating costs, reduce carbon pollution, and optimize facility performance.”

The company’s approach to energy management can pinpoint savings opportunities so that a team can act to lower energy costs in a verifiable manner for the entire factory. The comprehensive energy management platform provides the ability to monitor critical equipment and processes in the facility, giving managers the insight and the tools to understand consumption and cost to save energy.

The Synapse energy management platform works with new and existing equipment with minimal integration overhead. The holistic solution includes a combination of the Sense 4-20 wireless sensor hardware used in conjunction with current transducers to measure the energy flow of mains, subpanels, and heavy equipment. The data is sent wirelessly over the patented Synapse mesh network to the Central Base Station and uploaded to the cloud service for analysis and cost calculations. All the energy data is viewable in the SimplySnap user interface from any mobile device or computer web browser. With configurable views, users can select specific timeframes, equipment, or departments to research and compare performance data across the facility.

Slywka continued, “The insights gained from using this monitoring solution can drive manufacturing facility teams to normalize energy goals, optimize productivity, and enhance profitability across all facilities. Plus, it just works.”

Discover how to decrease operational expenses and optimize performance with Energy Insights by visiting <https://www.synapsewireless.com/about-energy-insights/>. Request the Energy Insights Solution Brief via [info@synapsewireless.com](mailto:info@synapsewireless.com).

### **About Synapse Wireless Inc.**

Synapse Wireless, Inc., a member of the McWane family, is an Internet of Things (IoT) company, focused on customer profitability through sustainability. Our team of craftsmen seeks to make environments smarter, more connected, and more controllable with holistic energy management systems like SimplySnap. Our performance optimization approach along with sophisticated insights and intuitive controls provides a reliable, scalable, and simple platform to reduce energy consumption and drive smart business decisions. We sense, analyze, and control, by revealing waste and risk. Learn more on [synapsewireless.com](http://synapsewireless.com), [Facebook](#), [LinkedIn](#), [Twitter](#), and [YouTube](#).