



7 November 2008

Solar Employee Purchase Programs

Will Corporate Customers Take It Home?

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with AltaTerra Research Staff

Executive Summary

The U.S. residential solar market is poised for growth, but sales volume and operating efficiency will be keys to success. Solar employee purchase programs have been initiated by companies as diverse as SunPower, REC Solar, and SolarCity, representing a new and potentially important channel for increasing sales and improving sales efficiency. External drivers of these programs are corporate sustainability initiatives and growth in voluntary employee benefit offerings, especially green benefits. This report—the industry’s first to identify and analyze this emerging trend—provides an overview of and outlook for solar employee purchase programs, analysis of typical deal structures, a comparison of successful programs, and a framework for starting a program. We outline a step-by-step approach to market evaluation, operational capacity building, and new-markets business development.

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This report is based on enterprise survey data and interviews with executives in 11 photovoltaic industry companies and three employer partners.

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Related studies:

3 Example Programs

“From Concept to Contract: Hewlett-Packard’s San Diego Solar Power Project”

4 Assessment and Outlook

http://www.altaterra.net/members/blog_view.asp?id=272897&tag=Corporate%20Solar

5 Recommendations



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