

SCOPP Solutions focuses on advanced energy optimization with Enersize tools and software

New business opportunities

Morocco is committed to the UN Sustainable Development Goals as well as the Paris Agreement. New regulations regarding energy efficiency were introduced in 2019. They state that industry must conduct energy audits including yearly follow-ups. This was a great opportunity for SCOPP Solutions to review their business model and the firm decided to focus on advanced energy optimization and digital energy efficiency solutions as opposed to traditional energy audits.

The challenge was that the firm did not yet have the tools and software to offer deep analysis of the compressed air system. This is where Enersize came in.

Achraf Zerhouni, CEO of SCOPP Solutions explains: "When we analysed the market for high tech software for energy optimization, we were looking for two things to support our new strategy. Firstly we were looking for an all-round Energy Management system. Our second priority was to find a state of the art solution for utilities including compressed air. Enersize was recommended by a friend who worked for utility firms Atlas Copco, Ingersoll Rand and Cummings and heard about Enersize."

Developing the partner onboarding experience

In 2020 Enersize changed the company business model and began the work to define a structured partner process with a view to building a world-wide partner ecosystem. At the time SCOPP Solutions were in negotiations about becoming a partner and both parties saw value in co-developing the partner onboarding experience.

Achraf Zerhouni elaborates: "I was very interested in a partnership with Enersize and was open to working with the team to develop the relationship step by step. This resulted in a unique on-boarding experience where the first step was to conduct a commercial deep dive in order to build the business plan. Throughout the process the Enersize team was open to my feedback about what would work – and what would not work. As a result, the on-boarding experience – from introduction and preparation to acceleration – is now very well structured for partners."

About SCOPP Solutions

SCOPP Solutions provide best in class digital energy solutions to its customers in response to energy efficiency challenges and obligations across the North and West African market, initially focusing on the local Moroccan market.



Our customers tell us that our offering is unique because we provide them with data from across their entire compressed air system in contrast to compressor vendors who only focus on the compressor. This is a huge business opportunity for us to deliver value.

Achraf Zerhouni,
CEO of SCOPP Solutions

Executing the sales strategy and go to market plan

After the commercial deep dive to build the business plan SCOPP Solutions were trained and certified. They worked closely with the Enersize team in the beginning when reviewing the data and reports from customer projects. "What is nice about working with the Enersize team is that they are very supportive and are helping us give the right advice to our customers. Because of the strong focus on training and knowledge transfer in the beginning of our partnership we're already now able to manage projects on our own," says Zerhouni.

An initial demand generation campaign based on market analysis is part of the first phase, and then the preparation phase includes a validation of the partner's sales strategy and go-to-market plans.

Zerhouni continues: "We are already taking care of the leads that are coming in and I get the contracts in place. I know that if I need help I can reach out to the team and we'll find the right solution."

Feedback from customers

There are many international corporations with subsidiaries in Morocco. For them proximity to market and the fact that a partner has people with local language expertise and feet on the ground is essential.

For one customer in the steel manufacturing industry SCOPP Solutions were able to identify a technical issue with the set-up of their compressors and recommend a solution and subsequent action plan. Another customer, a paper mill, was aware that leakage from the compressed air system was high resulting in high energy costs and CO₂ emissions, and decided to immediately initiate a repair project. A third customer in the petroleum sector knew up front that they had problems with the compressed air system but knew neither the best solution nor the savings potential in terms of energy and emissions.

"Our customers tell us that our offering is unique because we provide them with data from across their entire compressed air system in contrast to compressor vendors who only focus on the compressor. They are not used to receiving either this level of detail about the compressed air system nor the Action Plan which we can present with Enersize. Many customers are unaware of the savings potential in their compressed air system which is a huge business opportunity for us to deliver value."

A piece of advice for new Enersize partners

"I don't think you can find better experts in energy optimization and compressed air systems anywhere else. Enersize has the mutual success of both of our two businesses in mind which is something that makes this partnership unique. The business values of the company are rooted in a Nordic tradition which means that we are working as more than partners – we are working as one company," concludes Achraf Zerhouni.

About Enersize

Enersize delivers smart software, tools and services for energy optimization of industrial compressed air. Resulting from the merger of three Nordic companies, Enersize customers benefit from the heritage and experience of over 7000 projects. Our expertise and the commitment of our people has made us a recognized global leader in compressed air efficiency software. The company is listed on Nasdaq Stockholm First North Growth Market under the ticker: ENERS

For more information visit
enersize.com