⚠ A sample with a fictional product

Example Grid, its prices, pages and sources are invented. The questions, the kinds of finding and the recommendations follow patterns we see again and again when we review real energy software vendors' public documentation, so this is the shape and depth your own report would have.

Buyer Readiness Report · Example Grid

Back the savings and reporting claims with the figures already published.

Example Grid prices per meter clearly and documents its gateway hardware well. The gaps are in what energy and sustainability managers ask next: how much a site really saves, whether sustainability reporting is included, how long detailed data is kept and what the certification covers. Those answers are spread across the homepage, the pricing table, a customer results report and the help centre, and in two places they disagree. S1 S2 S3 S4 S6

Product	Buyer perspective	Market	Scope	Evidence captured
Example Grid	EU manufacturer, 3 sites, 60 meters, sustainability reporting	English site, EUR pricing	10 questions, 12 official pages	6 November 2026

Start with these three changes

1. Put the median saving from the customer results report beside the 30% headline.
2. Say in one place whether sustainability reporting is part of Pro or an add-on.
3. Give the retention of one-second and 15-minute data per plan.

Of the ten buyer questions: ✓ 3 clear ! 5 need clarification ✕ 2 conflicting

✓ Keep what already helps

These answers are already clear. Keep them as they are while the other pages change.

Per-meter prices are calculable

Both plans show monthly and yearly prices per meter, and virtual meters built from others are free. S1

Hardware needs are explained

The hardware page says one gateway is needed per site, gives its price and links an installation guide for electricians. S8

Hosting is named

The DPA names the EU data centre and lists every subprocessor with its location. S10

Our conclusion

Energy buyers build a business case from these numbers. Claims that match the vendor's own figures make that case easier to approve.

What a buyer can establish today

Ten buying questions selected for an EU manufacturer metering three sites and preparing sustainability reports. Each answer is what the reviewed pages support, with its sources.

Buyer question	Answer from the reviewed pages
1 **What does the first year cost?**	Clear Pro costs €12 per meter a month billed monthly, or €10 billed yearly. VAT is extra. With gateways, onboarding and the reporting add-on, our example below comes to €12,990 or €10,050. S1 S4 S8
2 **How much can we expect to save?**	Needs clarification The homepage says "cut energy costs by up to 30%". The customer results report gives a median saving of 8%, and the 30% comes from one site that also replaced its compressors. S2 S3
3 **Is sustainability reporting included in Pro?**	Conflicting answers The pricing table ticks "CSRD-ready reports" for Pro. The reporting page sells carbon reporting as an add-on at €150 a month. S1 S4
4 **How detailed is the data, and for how long?**	Conflicting answers The homepage promises "one-second data". The help centre keeps one-second data for 30 days, then stores 15-minute averages. S2 S6
5 **Which meters can we connect?**	Needs clarification The hardware page says "works with any meter". The compatibility list covers Modbus and M-Bus meters only and still includes two discontinued models. S8 S9
6 **Is the software certified?**	Needs clarification The homepage shows a TÜV badge. The linked certificate covers the parent company's ISO 50001 consultancy, not the software. S2 S7

Buyer question	Answer from the reviewed pages
7 **Where is our data hosted?**	Clear As vendor claims: in an EU data centre, with every subprocessor listed in the DPA and none outside the EU. We did not verify the hosting. S10
8 **Can we give auditors our data?**	Needs clarification Reports export as PDF. Raw meter data exports as CSV for up to 31 days at a time, and the terms delete all data 30 days after cancellation. S6 S11
9 **What hardware do we need?**	Clear One gateway per site at €350, bought once. Installation by an electrician is not included. S8
10 **Can we try it first?**	Needs clarification The pricing page offers a "30-day pilot". The pilot terms require buying a gateway, which is not refunded if the customer does not continue. S1 S12

The labels describe how clearly the pages answer each question. They are not a score for the product, its security or the likelihood of a purchase.

What the first year costs

An EU manufacturer meters 60 points across 3 sites on Pro, buys one gateway per site, takes the onboarding package and adds carbon reporting, priced as the reporting page shows. S1 S4 S8

Known component	Billed monthly	Billed yearly
Pro, 60 meters	€12 × 720 €8,640	€10 × 720 €7,200
Gateways, 3 sites	€350 × 3 €1,050	€350 × 3 €1,050
Onboarding, once	€1,500 × 1 €1,500	Included yearly €0
Carbon reporting	€150 × 12 €1,800	€150 × 12 €1,800
First-year total before VAT	**€12,990**	**€10,050**

Yearly billing saves €2,940 in the first year under these assumptions, and it is paid in advance. S1

What this total leaves out

VAT, installation by an electrician, and €1,800 less if sustainability reporting is really included in Pro as the pricing table shows. S1 S4 S8

Four changes, in order

Each change shows what we saw, what it means for a buyer, what to change and how to check that it worked.

Priority 1 · Needs clarification

Put the median saving beside the 30% headline

Homepage S2

"Cut energy costs by up to 30%"

Customer results report S3

Median saving across 42 sites: 8%

30% at one site that also replaced its compressors

What this means for a buyer. Energy managers build the business case on the expected saving. A finance team that checks the vendor's own report will discount the headline and may doubt the other figures too.

What to change

Show the median and the range next to the headline, and say what the 30% site changed besides installing the software.

Owner: marketing with the customer success team.

Check the result

A buyer reading only the homepage can name a realistic saving.

Priority 2 · Conflicting answers

Say whether Pro includes sustainability reporting

Pricing table S1

Pro: "CSRD-ready reports" ticked

Reporting page S4

"Carbon reporting add-on: €150 a month"

Scope 1 and 2 only

What this means for a buyer. Sustainability reporting is often the reason to buy. A buyer cannot tell whether to budget €1,800 a year for it, or whether it covers the scopes their report needs.

What to change

Decide whether Pro includes reporting, name the scopes it covers, and make the pricing table and the reporting page say the same.

Owner: product marketing with the reporting team.

Check the result

Both pages give the same answer for Pro and the same list of scopes.

Priority 3 · Conflicting answers

Give the data retention per resolution

Homepage S2

"One-second data from every meter"

Help centre: data retention S6

One-second data kept for 30 days

15-minute averages after that

What this means for a buyer. Engineers use one-second data to find peaks and faults, and auditors ask for history. A buyer expecting a year of one-second data finds only a month.

What to change

State how long each resolution is kept and how to export it, on the homepage and in the help centre.

Owner: product with the platform team.

Check the result

Every page gives the same retention for each resolution.

Priority 4 · Needs clarification

Show what the TÜV certificate covers

What we saw. The homepage shows a TÜV badge beside the product name. The linked certificate is an ISO 50001 certificate for the parent company's energy consultancy services, not for the software. S2 S7

What this means for a buyer. Procurement teams check certificates. A badge that seems to certify the software, when it covers a different service, damages trust in the rest of the page.

What to change

Move the badge to the consultancy section or describe its scope next to it.

Owner: marketing with quality management.

Check the result

A buyer can see from the badge itself what is certified.

Further improvements

Replace "works with any meter". Name the supported protocols and link the compatibility list. S8 S9

Remove discontinued meters. Two models on the compatibility list are no longer sold or supported. S9

Describe a full data export. Raw data exports 31 days at a time, and the terms delete everything 30 days after cancellation. S6 S11

Say the pilot needs a gateway. Mention on the pricing page that the gateway is bought and not refunded. S1 S12

→ Fix the answers energy managers check first

A suggested order. The first three need a product or marketing decision; the last is editorial.

1. **Publish the realistic saving**
   Median and range from the customer results report beside the headline.
2. **Settle reporting on Pro**
   Then update the pricing table and the reporting page together, with the scopes covered.
3. **Give data retention and the certificate scope**
   With the platform team and quality management.
4. **Make the editorial fixes**
   Meter compatibility, discontinued models, data export and pilot terms.

Questions the public pages could not settle

- Is carbon reporting included in Pro today, and which scopes does it cover?
- Can customers keep one-second data longer than 30 days on any plan?
- Is any certification planned for the software itself?

In a real report, your answers would let us make the recommendations more precise.

Included with your report

One round of follow-up. Send your questions or corrections together within 14 days after delivery.

One recheck. Send up to three updated pages within 30 days after delivery and we will check them against these findings.

We reply within five business days. Write to alex@emerging.cz.

Sources and scope

Twelve official Example Grid pages, captured on 6 November 2026. Pages may have changed since.

S1	**Pricing.** Plan prices per meter, comparison table, pilot offer. example.com/pricing
S2	**Homepage.** Savings claim, one-second data, TÜV badge. example.com
S3	**Customer results report.** Savings across 42 sites, median and range. example.com/results
S4	**Sustainability reporting.** Carbon reporting add-on, price and scopes. example.com/reporting
S5	**Onboarding.** Onboarding package and price. example.com/onboarding
S6	**Help centre: Data retention and export.** Retention per resolution, CSV export limits. example.com/help/retention
S7	**TÜV certificate.** ISO 50001 certificate and its scope. example.com/certificate.pdf
S8	**Hardware.** Gateway price, one per site, installation guide. example.com/hardware
S9	**Meter compatibility list.** Supported protocols and meter models. example.com/hardware/meters
S10	**Data processing agreement.** Hosting and subprocessors. example.com/legal/dpa
S11	**Terms of service.** Cancellation and deletion after termination. example.com/legal/terms
S12	**Pilot terms.** Pilot length, gateway purchase, refunds. example.com/legal/pilot

How this report was prepared

In a real report: AI analysis of the vendor's public pages read in a desktop browser, with every pricing state opened and the legal documents read in full. Calculations are rechecked in code. No independent human expert review is claimed.

What it does not cover

We do not log in, buy, install or test the hardware or software, read customer-specific contracts, or verify certificates, savings or hosting. Findings concern what buyers can establish from public pages, not reporting compliance or product performance.

A sample. Example Grid, its prices, pages and sources are invented; no real vendor is described.