JouleX Background

- Founded in March 2009 in Munich, launched company April 2010
  - Headquarters in Atlanta, GA
  - Development lab in Kassel, Germany
  - Offices in Munich, Paris, Tokyo, Shanghai, New York, Cincinnati, Atlanta, Wash DC…

- Combination of German engineering and US marketing

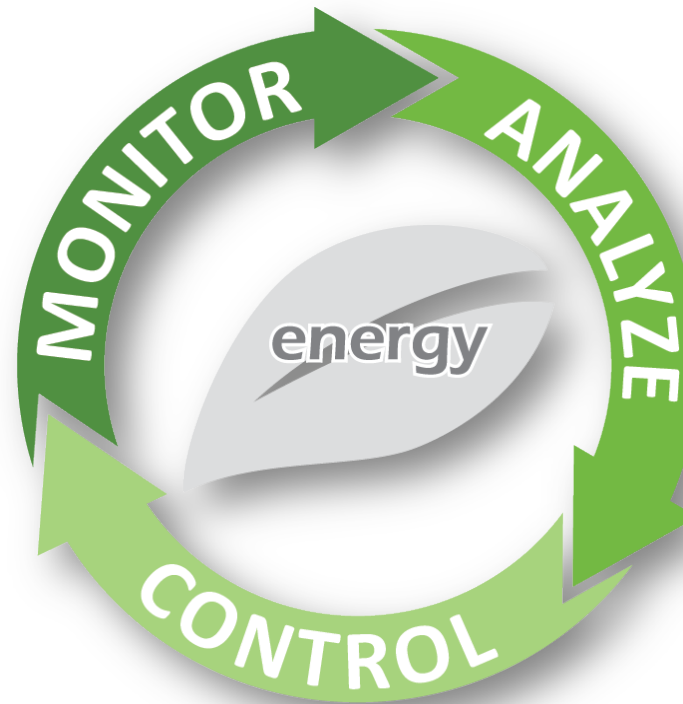- Privately held, venture backed – raised $19M to-date.

- Acquired by Cisco in 2013: $107 in cash

- Industry awards and recognition:

What Does JouleX Do?

jouleX™

Measure Energy Consumption and Utilization of __ALL__ network-connected devices and systems:

🌿 Distributed Office Networks – switches, PCs, Macs, VoIP phones, access points, copiers, printers, etc.

🌿 Data Centers – Physical and Virtual Servers, routers, switches, storage, etc.

🌿 Facilities – HVAC, lighting, PDU, CRACs, etc.

MONITOR ANALYZE CONTROL

energy

Energy Intelligence:

🌿 Energy Cost
🌿 Energy Usage
🌿 Energy Reduction
🌿 Carbon Emissions
🌿 Date/Time
🌿 Location
🌿 Cost Center
🌿 Energy Use Simulation
🌿 ROI Modeling

🌿 Event Based Policy
🌿 Rule Based Policy
🌿 Time Based Policy
🌿 Device Utilization
🌿 Load Adaptive™ Computing
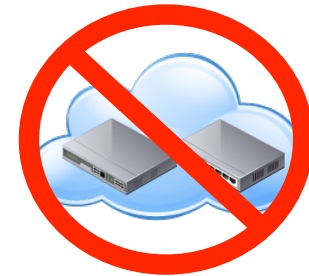
USPs & Software Architecture

joulex™

NO Software Agents

No Costly Revision Mgmt.

NO Hardware Meters
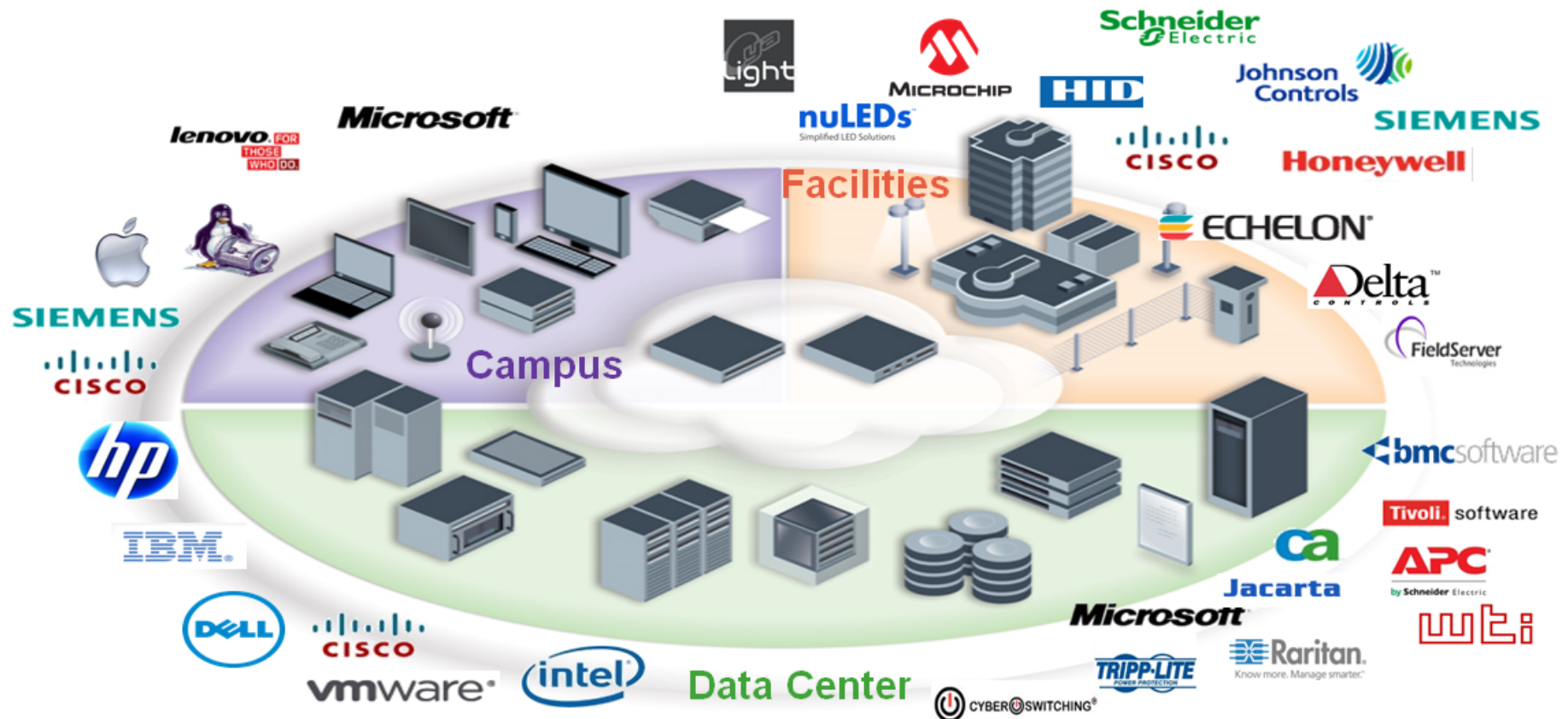
No Expensive Hardware Reqd.

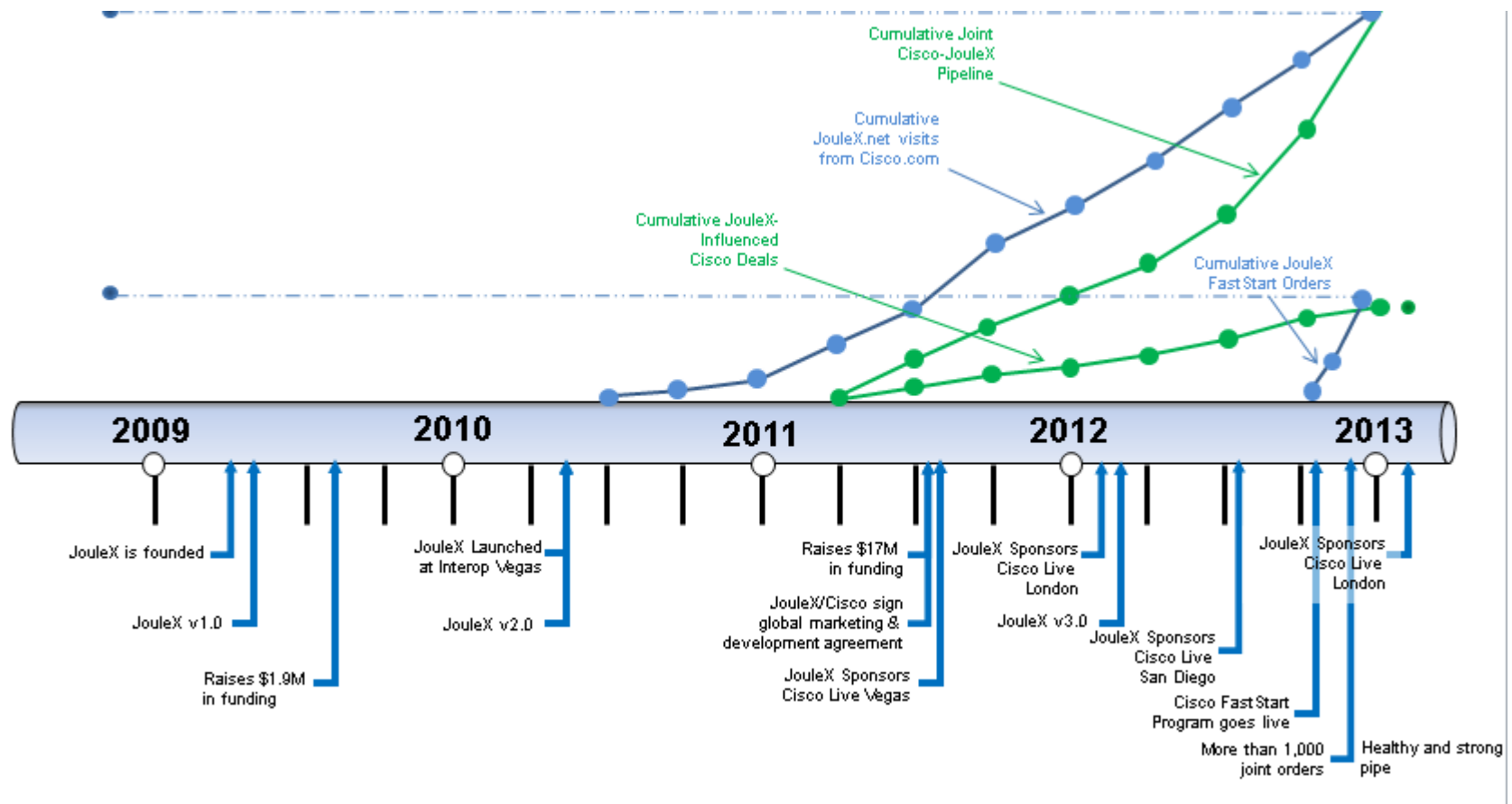**NO Network Changes**

No costly Downtime

Reference Customer: 100,000+ Assets Managed and Deployed in 2 days

Cisco Network is becoming the energy management backplane of our customers

Energy Management Platform & Partners

Partner to New Home...

The past, the present, the future...
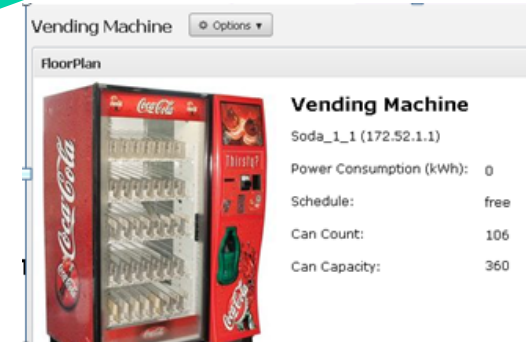
joulex

Cloud Enabled Service Exchange Platform
for generic sensor management

Cloud Enabled
Multitentant Energy Management
Platform for ISP

Data Center
Energy Management

Facility and Building
Energy Management
(Smart Connected Homes and Building)

Device and Vendor
Angostic Campus
Energy Management

Vending Machine   ⚙ Options ▾

FloorPlan

Vending Machine

Soda_1_1 (172.52.1.1)

Power Consumption (kWh):   0

Schedule: free

Can Count: 106

Can Capacity: 360

Manage 100% of your energy

Who is the right investor to start with?

jouleX

Target Partners was the perfect *partner* for me

An investor needs to be a partner in business, not a controller

Target helped me setting up the company structure and finding a great engineering lead, Rene Seeber

Target introduced me to my CEO

Would definitely love to work with them again!

Founder „hires" CEO

USPs & Market

- JouleX serves 30% of the Fortune 500 (time of aquisition)

- JouleX approaches the energy problem from a **pure economic angle**. It is all around **reducing OPEX costs** and **not about saving the planet** (the planet will survive anyway, people might not)

- JouleX offers a **pure software solution**, **quick time to value**, **no CAPEX investments**, vendor and device agnostic approach. Install on Monday, start saving energy on Tuesday

Key Lessons

- ***Company Culture is key (fly coach, party hard)***
- ***Focus*** on ***business cases*** and ***ROIs*** when you are in energy management
- ***Be international from day one***
- Dont raise too much money (but enough)
- ***Choose the right investors*** (lots of stupid money out there but you need smart investors)
- ***Choose the right partners*** (if you are successful everybody and his dog wants to partner with you)
- ***Monetize your partner network***

Key Lessons

- *Only hire* two types of people: *coders and sellers* (why does a startup need a VP HR?)

- Dont be afraid of a highly distributed, global team. *Hire people you trust*.

- *Be fast, take chances, make mistakes, be successful*

- The key to your success is your customer. *There is nothing more important than your customer*

- *Spend* your $$$ *wisely* but spend (*invest*) it

- *Never work on your exit! Focus on building a global market leader and a healthy business!*