

# Case Study Office

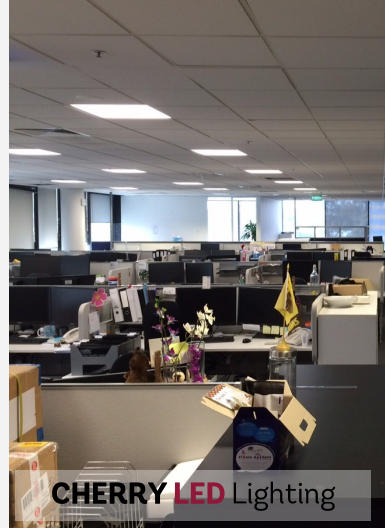


Why BMW Melbourne were driven to **Chose Cherry**.

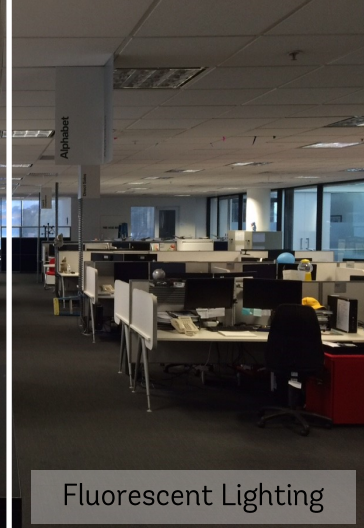
## ? THE SITUATION

Established in Australia in 1989, BMW Financial Services has become one of the largest automotive financiers in the country with over 85,000 customers. As an intrinsic part of BMW Group, BMW Financial Services provides value, service and professional advice seldom matched in today's market.

With over 2,300 light fittings and large energy costs from lighting, BMW Financial Services were well positioned to make some significant savings on their energy bill.



CHERRY LED Lighting



Fluorescent Lighting

## ✓ THE SOLUTION

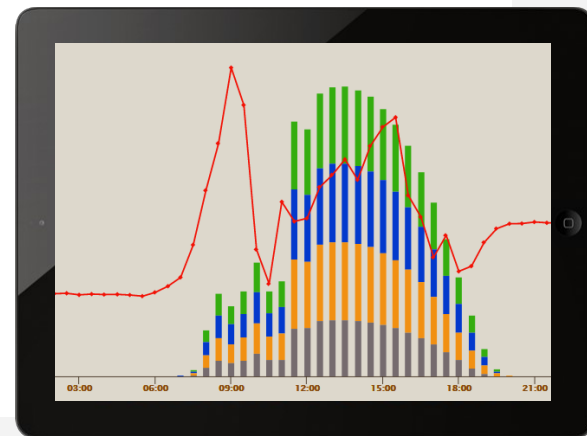
The existing light fittings were replaced with a combination of 32W **CHERRY LED** Troffers and 15W and 25W LED Tubes. Due to the lifetime of over 50,000hrs of the new lights, BMW will benefit from reducing maintenance costs by over \$15,000 per annum.

## CHERRY PULSE

To accompany the LED retrofit, BMW opted to install **CHERRY PULSE** energy monitoring software. BMW can now track their circuits and appliances and understand the major uses of their energy in real-time, identify wastage and spot faults. They will also be able to see a real-time estimate of energy bills using actual tariffs.

SAVING  
**408,888**  
kWh

SAVING  
**531,554**  
kg CO<sub>2</sub>



## ✓ ADDITIONAL SAVINGS

## CHERRY BROKING

BMW also benefitted from the **CHERRY BROKING** service which saved them an additional \$3,805 by changing network tariffs and reducing their demand charges.

SAVING  
**\$45,995**  
PER ANNUM

ADDITIONAL SAVINGS **\$3,800**