



Betfred x Optimal Monitoring

Emma AI turns consumption data into measurable savings at scale



1,400+ RETAIL LOCATIONS

Automated energy analysis and store-level action.

Existing data. No hardware. No added analysts.

East region: 10% savings

Other regions: 3%-7%

Ongoing action sustained results



OVERVIEW

Betfred is one of the UK's largest betting-shop operators. Although each location used relatively little energy, the combined estate created a significant and growing cost. Betfred needed a scalable way to identify waste, involve store teams and support its Net Zero strategy.



THE CHALLENGE

Traditional energy-management approaches were difficult to apply across a large estate of small sites. Betfred held substantial consumption data but needed to turn it into clear actions that shops could understand and complete, without increasing headcount or disrupting operations.

WHY EMMA AI?



Designed for scale

Automated analysis across 1,400+ locations.



No capital investment

Existing data used without new equipment.



Store-level action

Recommendations reached the teams who could act.



THE APPROACH

1

Analyse existing data

Emma AI identified abnormal use and recurring waste.

2

Turn findings into actions

Daily work tickets gave shops clear, practical recommendations, store feedback refined future recommendations.

3

Validate the impact

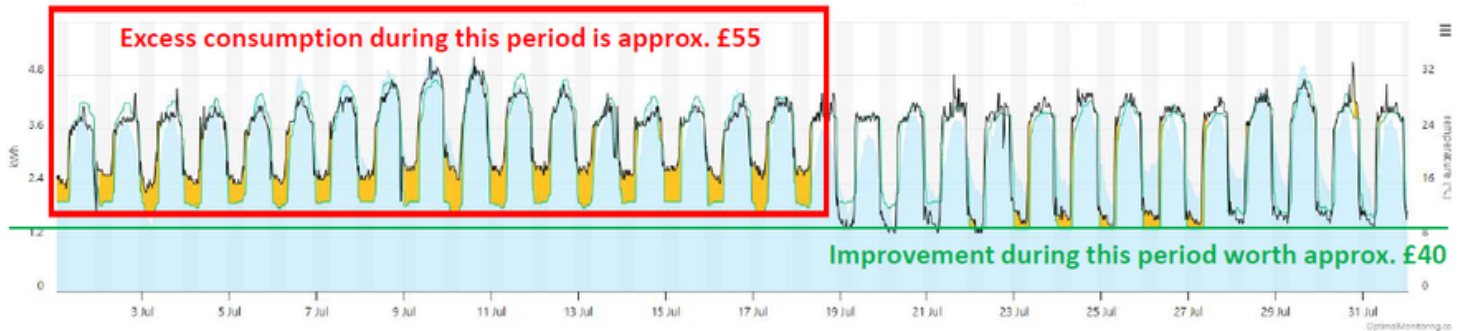
The East region received Emma AI instructions for comparison.



"Emma gave us the tool and the knowledge to make best practice in one store the new target for all stores."

- Estates Manager, Betfred

RESULTS & LEARNING



What the analysis proved

- **Existing data contained value**
Emma AI converted underused data into practical instructions.
- **Local teams could act**
Simple recommendations fitted into normal store operations.
- **Savings could be sustained**
Continuous reporting maintained attention as staff changed.
- **Scale changed the economics**
Automation made analysis viable across many small locations.

Why this mattered?

- ✓ **Scalable operating model**
Automated analysis replaced impractical site-by-site review.
- ✓ **Local teams could act**
Simple recommendations fitted into normal store operations.
- ✓ **Board-level visibility**
Energy management became a sponsored estate initiative
- ✓ **Measurable impact**
Savings, emissions and engagement could be tracked.

What Betfred learned

Data creates value only when translated into clear actions.

Relevant recommendations improve store engagement.

General switch-off campaigns need continuous follow-up.

Board sponsorship helps embed estate-wide change.

AI can connect recurring patterns across many small sites.

VERIFIED IMPACT

6.3% annualised reduction
£234k annualised saving
131 tonnes CO2e avoided
Payback within one year

ROLLOUT STATUS

Emma AI is rolled out nationwide.



AI-powered energy management that delivers measurable impact.

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