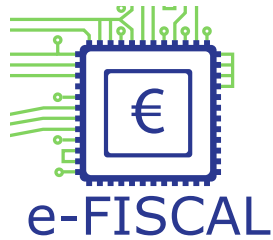


Summary of the first day

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Key points

- Price can be just a number, cost needs also a context
 - Temperature vs. climate
- How you plan to use the number big part of the context
 - Starting from choosing the right methodology
- In sustained, intensive use in-house solutions (surprisingly?) cost effective
 - Break-even ~50 percent utilisation rate, sometimes around 20
- Business models, “integrations scenarios” and pricing strategies inherently linked
- Cost/budget breakdown analysis often challenge preconceptions
 - “Somebody else’s electricity”
- Next: real (difficult) discussions about value?