

# PV SalesMonitor Germany

## Monitoring PV System Data in Germany on Regional Brand Level

EuPD Research | Multi Client Services

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# Background & Database

## Background:

- The PV SalesMonitor Germany is an Excel- Tool based on data records which are provided by the Photovoltaikforum.com.
- Photovoltaikforum is visited by end customers and market intermediaries such as PV installers.
- It is an exchange on PV in general and system offers more specifically.
- The data covers the German small-scale segment mainly (0~50 kWp) but also includes larger systems.



## Database:

- The database was created in 2010 and has been continuously updated since then. New data is added every month.
- Variables include:
  - System price
  - System size
  - Postal code (up to 97 regions)
  - Date (of offer and of planned installation)
  - Module and inverter brands
  - Number of modules and inverters
  - Module and inverter specification and nameplate power
  - Expected yield
  - Debt/equity ratio and the interest for debt financing
  - Component prices
  - System cost breakdown
  - IRR and MIRR
  - Activity tracker

# Benefits: Get your Most Urgent Questions Answered!

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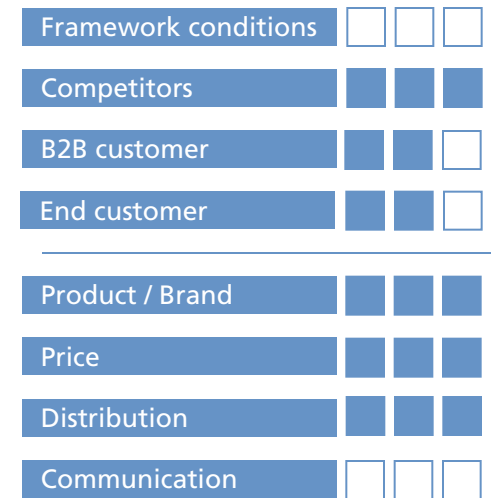
## Selection of questions answered:

- How quickly do my **new products** reach the end customer?
- How much **margin** do installers with my module realize?
  - Should I rely on my current **sales strategy** of 3-step distribution?
- **Where** are most of my modules offered/sold?
  - Does that mean that my **sales force is performing** well?
- What is the **pricing of my direct competitors** and how has it developed over time?
- Which **system size** category should I target under given assumptions?
- What is the typical **system configuration** with my modules / inverters?
- What is the average **module power** offered in my target segment?
- How do **customers finance** their installation?

## Benefits at a glance

The report "PV Sales Monitor Germany" provides your company with decisive competitive advantages as well as

- Pricing info with regard to regions, components, brands...
- Information on typical system configurations
- Sales management
- Data base for individual benchmark analyses

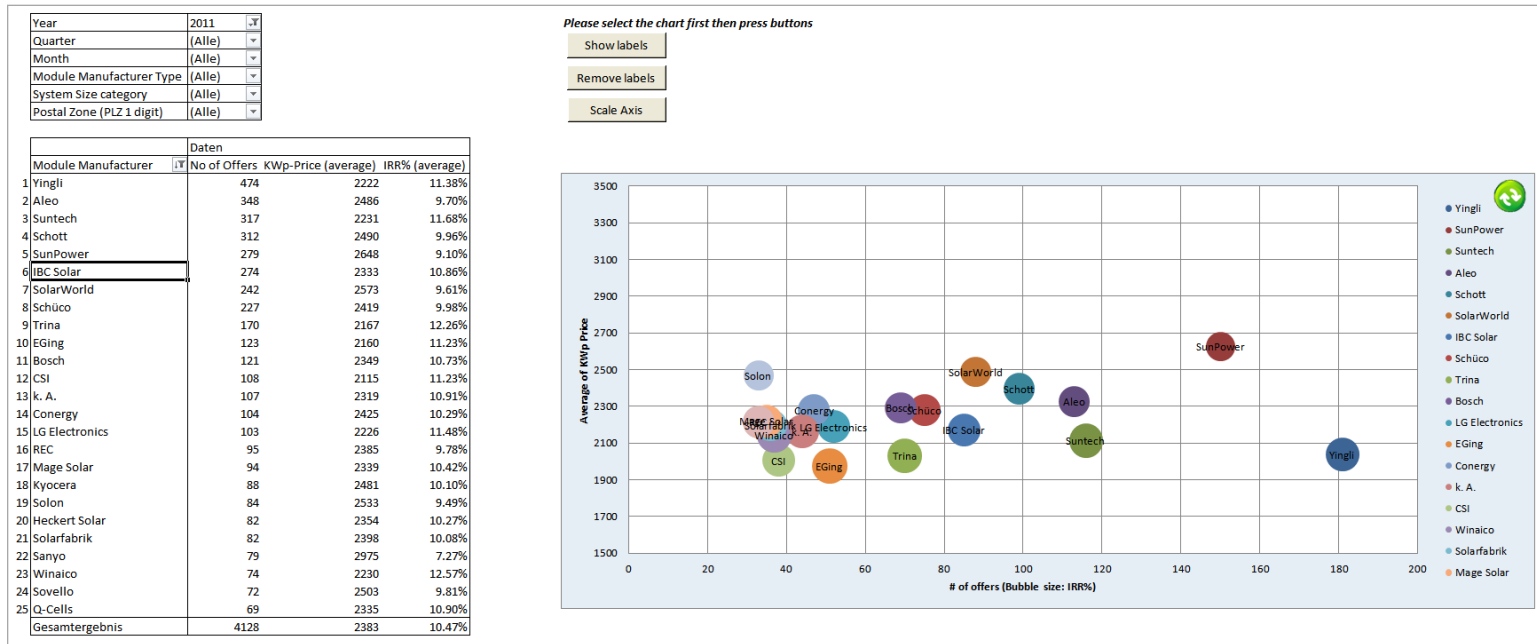


\*    low         Average - high         Very high

The product covers the following steps of the value chain:



# Screenshot: How the Answers are Provided



Please ask for our free test version in order to check the product advantages and handling by yourself.

# Order Form – PV Sales Monitor Germany

## I would like to order (please mark):

PV Sales Monitor Germany – Excel tool

Including monthly updates until year end  
Details concerning system components and prices  
Regional segmentation by postal code  
Two hours telephone support included

Price 1 year subscription: 5,950 €

corporate license

Price 1.550 €

EuPD Research create the graphs in my CI Design

Price 880 €

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**Fax +49 (0) 228-971 43-11** to the attention of Saif Islam

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Company: \_\_\_\_\_

Fax: \_\_\_\_\_

Position/Department: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Street: \_\_\_\_\_

Sales tax ID.: \_\_\_\_\_

City/ zip code: \_\_\_\_\_

I accept the terms and conditions of business (see the following slides)

Signature: \_\_\_\_\_

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### Contract Period and Termination

The contract is entered into upon signature and expires on December 31st, 2016. At the end of the initial term, this agreement shall automatically renew for successive one-year periods unless terminated by the client with three months prior notice.

### Payment terms :

100% on order, \*Price without VAT

# General Terms and Conditions of Business I

## 1. Scope

1.1 All contracts between EuPD Research – a registered brand of Hoehner Research and Consulting Group GmbH (hereafter HRCG GmbH) and the customer shall be subject to the following terms and conditions only. The customer's terms and conditions of business shall not be applicable and shall not put HRCG GmbH under any obligation to comply unless HRCG GmbH explicitly gives written acknowledgment and acceptance of such conditions.

1.2 Offers are aimed exclusively at commercial clients, that is, companies according to Article 14 BGB (German Civil Code). Private customers, that is, customers according to Article 13 BGB, are not permitted to place legally binding orders based on the aforementioned. Interested private customers should contact EuPD Research by telephone for information on how to place a non-commercial order. Furthermore, the legal right to return items as stated in consumer protection law does not apply to orders placed by commercial clients but does apply to orders placed by private customers.

## 2. Offer and ordering process

2.1 The presentation of the products together with the order form does not constitute a legally binding offer. Offers are subject to the written confirmation of HRCG GmbH. They are designated for the internal use of the customer only.

2.2 The purchaser places a binding offer for the product of choice when all relevant purchase details have been given and the general terms and conditions of business accepted. This will be confirmed immediately by email or fax sent to the address given by the customer. The contract to purchase between the purchaser and HRCG GmbH is valid from when the order is confirmed, or, the products are delivered either by mail or download.

## 3. Scope of Services, Remuneration and Prices

3.1 Services offered include but are not limited to the following:

- a. Multi-Client-Services: client-independent studies for an indefinite number of customers.
- b. Shared-Services: commissioned study on behalf of a limited number of customers for the exclusive purchase of those customers.
- c. Exclusive-Services: assignments carried out on behalf of a single customer who will have the exclusive license to use the product but only for an individually negotiated period of time. This exclusive license will be for a period no longer than 12 months. After a period of no longer than 12 months it will become a non-exclusive license.

3.2 The prices are net prices in Euros. They do not include sales tax/VAT or delivery costs. Sales tax/VAT will be added to the net costs according to the legally defined percentage. The prices valid at the time of ordering are binding.

3.3 Travel expenses incurred for HRCG GmbH/ EuPD Research workshops either provided in combination with studies or booked separately are not included in the scope of the offer. Prices have to be paid separately by the customer. This does not apply if it is explicitly agreed that the workshop or the resulting travel expenses for the workshop are part of the negotiated contract and thus do not have to be paid separately.

3.4 Should circumstances arise beyond the control of HRCG GmbH which impose a temporary hindrance on the provision of services, then services and delivery appointments agreed on will be extended. Customers will be informed of any such event or other delay immediately

# General Terms and Conditions of Business II

## 4. Terms of Payment and delivery

4.1 Payment is to be made to the amount and method stated in the contract. Any addition and/ or aberration require the written confirmation of HRCG GmbH in order to be effective

4.2 Payment is generally to be made upon receipt of invoice. The products will be shipped as soon as full payment has been made to the account of HRCG GmbH. The terms and conditions for payment and delivery of Shared- Services and Exclusive-Services are stipulated in the binding offer.

4.3 Delivery costs depend on the quantity of products ordered, their destination as well as type of delivery. There are no delivery costs for products which can be downloaded. The customer accepts that any fees or charges owed for customs or non-EU addresses will not be paid by HRCG GmbH nor is HRCG GmbH liable for them.

4.4 The method of delivery, route and company employed to deliver will be chosen by HRCG GmbH at their sole discretion. Once the purchaser has taken delivery of the item from the delivery service, the purchaser is responsible for the item. The company responsible for delivery is to be made aware of any damage sustained in transit immediately. These damages are also to be reported to HRCG GmbH immediately. Part deliveries are permissible where appropriate.

4.5 HRCG GmbH/ EuPD Research retains ownership of all goods and all licensing rights pertaining to the usage of data files as well as intellectual property until payment of invoice has been made in full. Intellectual property rights are lawfully retained by the author.

4.6 The purchaser is only able to offset counter claims if they are acknowledged by law, uncontested, or prior written consent has been granted by HRCG GmbH. Customers are only have the right of retention if counterclaims are based on the same contractual relationship. The customer is prohibited from transferring any claims of payment against HRCG GmbH to a third party.

4.7 The estimated costs for the services provided by EuPD Research are based on project calculations and experience. Estimations are optimized and customer-oriented so that lower deviations may not be assumed.

However, it cannot be fully excluded that additional effort maybe required in the completion phase of the project. Should the suggested amount be exceeded, EuPD Research will inform the client promptly. Such additional efforts will be calculated on the basis of man-day costs and these may vary according to the qualification of the staff involved.

Upon notification of these additional costs the client may choose whether the project shall continue in accordance with the original cost estimation as stated in the proposal although full completion of the project may no longer be possible or agree to the revised cost estimation thus enabling full completion of the project. Should the client agree to the latter, this shall be subject to a separate written agreement.



# General Terms and Conditions of Business III

## 5. Copyright and licenses

5.1 The products and their intellectual property are protected by copyright. It is only possible to purchase a license to use the product and not the product itself or its content. The author/ creator remains the owner of intellectual property.

5.2 The customer is granted a non-transferable and non-exclusive license to use the product and the results and content in the product (with the exception of Exclusive-Services) for personal use respectively for use within the company that placed the order.

5.4 Permission to use the licensed product in the national and international affiliates of the company is subject to the written approval of HRCG GmbH.

5.5 Any use of the product not explicitly permitted under copyright law is prohibited without the prior written consent of HRCG GmbH as the licensor and/or the written consent of the author. This includes but is not limited to copying, distributing, publishing, translating, saving, processing and reproducing the work in databases. Non-compliance will be prosecuted

## 6. Liability

6.1 The products were prepared with the utmost care, using professional methodologies and taking relevant legislation into account with the aim of assuring the best possible accuracy of the studies and their results. The data contained in this product is based on surveys of sample populations, conducted using standard statistical methods to the best of our knowledge. As such the study is subject to a certain statistical error rate and is based exclusively on the facts which were available at the time of the survey. Due to the aforementioned, no guarantee can be given for the accuracy and completeness of the studies and the data made available in them.

6.2 The studies contain specific information, but explicitly do not contain any definite recommendations on investments or actions to be taken. Should the user, having taken the above mentioned into consideration, choose to use the studies to support their decision making process, HRCG GmbH shall not assume liability for the economic success of such investments or actions.

## 7. Jurisdiction

The court of jurisdiction is Bonn. German law will be applied in all legal proceedings.

## 8. Severability Clause

Should any of these terms and conditions, either in full or in part, be invalid or incomplete, it shall not affect the validity of the other terms and conditions. In that case, the terms and conditions, as stated in German law come into effect.

## Editorial

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