Conversation with Amp X on locational pricing

Who is Amp X?

Amp X is a digital energy platform unlocking flexibility from all forms of distributed generation and load.

Amp X uses an autonomous system architecture and proprietary data algorithms to offer a unique portfolio of AI-powered, data-driven offerings that including a proprietary smart transformer (STX) and a digital energy assistant (Alice) that enables dynamic load shaping for energy retailers serving residential consumers.

We spoke with John Prime, Head of External & Regulatory Affairs at Amp X, to hear more about the importance of stronger locational pricing signals for the future of flexible consumer propositions.

Why is locational pricing important to your innovation? What about alternatives?

Our innovation that aggregates and optimises demand-side flexibility can unlock much more value for users when it can respond to dynamic market and operational signals.

Granular price signals will enhance our consumer-centric approach to participation in energy and flexibility markets, enabling users to reduce their energy costs and open up new revenue streams. REMA needs to enable much more dynamic and cost-reflective locational and temporal signals, which should include nodal or zonal pricing.

Whilst there are some locational elements in things like the Balancing Mechanism, we'd much prefer the locational value to be present in the wholesale and flexibility markets to make it much easier for consumers to unlock that value on the journey to net zero.

What other changes will be needed?

In tandem with reforms to the wholesale market to enable more locational pricing, it is also crucial that the retail market is reformed. Currently hardly any retailers are offering dynamic time-of-use tariffs, and the current supplier hub model is not the best way to source the flexibility which the system will need in the future.

Where can people find out more about Amp X?

Visit our website at: https://ampx.energy/