aurora + **BAKER ELECTRIC SOLAR**

Baker Electric Solar stands out from the crowd with Aurora

> *"The speed and accuracy of Aurora allows us to focus on our main objective: quality systems and the best customer support in the industry."*
>
> — Michael Chagala, Baker Electric Solar

Benefits Achieved

- Increased accuracy of proposed designs through better imagery, remote site measurement tools, cutting-edge shading analysis, and up-to-date equipment and utility rate specifications

- Reduced time to design a solar installation from 30 minutes to 5 minutes (an 83% reduction)

- Improved sales process by increasing customer confidence in proposed designs and making it easier to communicate the reasoning behind design choices

Problem

As the solar industry becomes more and more crowded, solar companies face ever more competition for customers. "Today, it's common for a large city to have 500 registered solar installers. Customers are getting bids from 5 or more companies before making a decision," says Michael Chagala, Marketing Technology Manager at Baker Electric Solar, a highly regarded regional solar installation firm based in the San Diego area. "The industry is a very different place than it was just a few short years ago."

So how do successful companies stand out from the crowd? "Differentiation is key. For us, that means showing the market how our solar design and installation processes are superior to the competition."

REDUCED AVERAGE
DESIGN TIME TO

5min

FROM 30 MINUTES

About Baker Electric Solar

Baker Electric Solar is a highly awarded regional solar installation firm based in the San Diego area, with 80 years of electrical contracting experience through its parent company. It has twice been ranked the #1 solar electrical subcontractor in Solar Power World's Top 500 Solar Contractors list. The company also received the Better Business Bureau's International Torch Award for Ethics and is a multi-year recipient of the Angie's List Super Service Award, among many other accolades.

Solution

As Baker Solar Design Coordinator Riley Wiggins explains, "Using Aurora, we can now design quicker than ever before and put together multiple designs with performance estimates to show the customer. With LIDAR and the new SmartRoof tool, I can complete a technical design in under 5 minutes. Being able to have the all the ducks in a row before contacting the customer is very important; the quicker you are able to reach out, the higher the likelihood of the sale closing.

Aurora's software gives you the tools to ensure the geometry of what you have drawn is accurate and true to real life. It also eliminates the stress of keeping up with equipment specs because they have a support team to input and validate all new equipment."

"We have designed and installed over 8,000 solar power systems throughout Southern California over the last 15 years. We have seen, used, and discarded more design and proposal platforms than most solar companies will see in their lifetime," says Chagala, "But Aurora has come through as the clear winner."
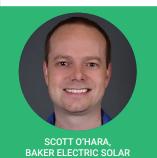
Aurora has also strengthened Baker Electric Solar's sales processes. Chagala notes, "We showcase Aurora to our customers. We show them how it works and why it brings value to them. Our customers love it."

According to Solar Energy Consultant Scott O'Hara, "Aurora's software has given me a significant advantage in an extremely competitive market. It allows me to show customers why we are proposing a specific panel layout with the help of the sun path simulator. It also increases consumer confidence, because they know we are using the best technology available today to accurately project the performance of the system."

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> **SCOTT O'HARA,
> BAKER ELECTRIC SOLAR**

How Aurora helps Baker Electric Solar:

Bankable Remote Shading

LIDAR-assisted 3D Modeling

Easy PV System Design

Accurate Production Estimates

Customizable Sales Proposals

Outstanding Support

Interested in learning how Aurora can upgrade your design and sales process? Sign up for a demo today.

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