



Development Solutions Midwest

Breaking barriers with customer-driven offerings.

Who is DSM?

Development Solutions Midwest (DSM) is an energy engineering and consulting firm based in Jackson, MI. Their goal is to bring their customers exceptional service and impactful energy efficiency solutions. To help meet that goal for as many customers as possible, DSM has partnered with Consumers Energy as a preferred Trade Ally – co-marketing, co-selling and, ultimately, securing **millions of dollars in rebates** to help remove financial barriers that keep customers from investing in efficiency at their facilities.

Why did DSM join the Trade Ally Network

According to DSM President, Kevin Anderson, the company chose to join the Trade Ally Network because our program creates the best value for the customer.

Between DSM's expertise and Consumer's Energy's rebates, customers keep coming back. Together, we help customers see value and use savings from one project to fund the next, saving them more and more in energy costs and lost efficiency.

Anderson shared that, because of the results DSM has seen from being a Trade Ally, he sees himself as a brand ambassador for Consumers Energy. Working with us has "...always felt like a partnership with the customer as the focal point."

Trade Ally Profile: DSM

- **Years Active:** 2012-Present
- **Projects Completed for Consumers Energy Customers:** 142
- **Rebate Dollars Claimed:** \$24,714,216
- **KWH Saved:** 221.8 mil
- **MCF Saved:** 693k
- **Project Categories:** Process improvements, manufacturing, custom system design, industrial assessments, compressed air, automation, boilers and steam systems, heat recovery, VFDs, steam traps, air distribution, tune-ups, lighting and controls.

Consumers Energy

Count on Us®



“We’re confident, working with the program, that if there’s value we’re going to go all-in together and make it work.”

– Kevin Anderson
President,
Development Solutions Midwest



How have Trade Ally bonuses helped DSM reinvest?

According to Anderson, “Trade Ally bonuses have benefitted [DSM] tremendously.” With the bonuses they’ve earned, DSM has been able to reinvest in their business with new hires, project development and technical training for their team. These investments have expanded their reach and increased the value they can bring customers.

What would DSM tell another business about being a Trade Ally?

Anderson shared that working with us as a Trade Ally equips contractors with a powerful tool for offering customers great value with little risk. “We can go in and do an audit, Consumers is funding it. It costs nothing and there’s no risk to [the customer].”

He went on to say, “The rebates provide a credibility factor with customers that helps knock down barriers. It’s a relationship builder and a credibility builder that gets you the next conversation, and the next.”

Next Steps

Our Trade Allies are bringing their customers more value and building stronger business relationships.

Visit us at ConsumersEnergy.com/DSM to learn more about how the Consumers Energy Trade Ally Network can help your business thrive.