ESBO | Early Stage Building Optimization

Do potential customers always understand the benefits of your products?
If they do, then you can stop reading here!

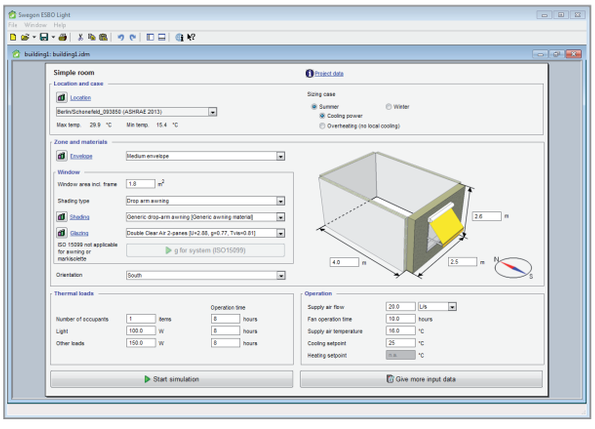
Show the real benefits of your products

Providing trustworthy evidence on the benefits of your products can be tricky. Numbers quoted in traditional sales material are often surrounded by drastic assumptions and simplifications. Customers may doubt that the dynamic reality of their building will match these numbers — and they may in fact be right. Showing how your product would actually perform in your customer's building is much more effective and opens up completely new sales and marketing opportunities. This is where building performance simulation comes in.

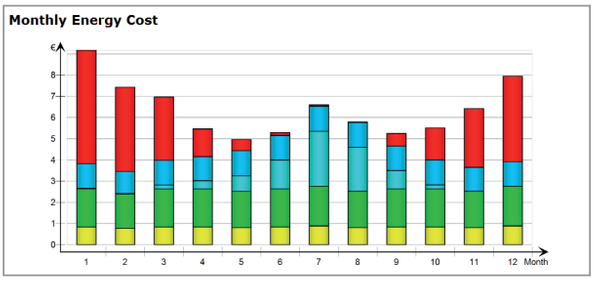
Building performance simulation

Building performance simulations capture the dynamic nature of the complex interactions between building fabrics, systems and controls. EQUA's trusted and validated simulation tool IDA Indoor Climate and Energy (IDA ICE) is capable to model all kinds of building products and design solutions, such as advanced glazing and dynamic shading systems, advanced air handling units, thermally activated building systems (TABS), heat pumps, solar collectors, storage tanks, PV cells, phase change materials (PCM), boreholes and much more. The building is simulated with hourly climate data at short time steps, and the results are high-resolution predictions on comfort conditions, energy use and cost savings.

However, setting up a simulation model has so far been a quite demanding task that requires a professional expert. To overcome this we have developed ESBO.



Screenshot from ESBO Light.



Result report showing monthly energy costs

A free tool for your customers

ESBO (Early Stage Building Optimization) is a new drag-and-drop tool for importing complex building products into a simulation model. It has an easy-to-use and intuitive interface while still using the sophisticated simulation engine found in IDA ICE. This allows you to demonstrate your products in a completely new way – making it the perfect tool for both your customers and your sales force.

ESBO can be used in the context of a real project, or to generally illustrate the benefits of your product. The software is distributed world-wide and is available in eight languages (English, French, Spanish, German, Swedish, Finish, Polish and Russian).

ESBO editions

- **ESBO Light**
  ESBO Light is available for free for all users and will run in the cloud. It is also available as an installed version.

- **ESBO**
  The full ESBO version is used for more detailed studies and requires a paid license. The full ESBO is available as an installed version only.

EQUA
SIMULATION TECHNOLOGY GROUP

We have two offers for you

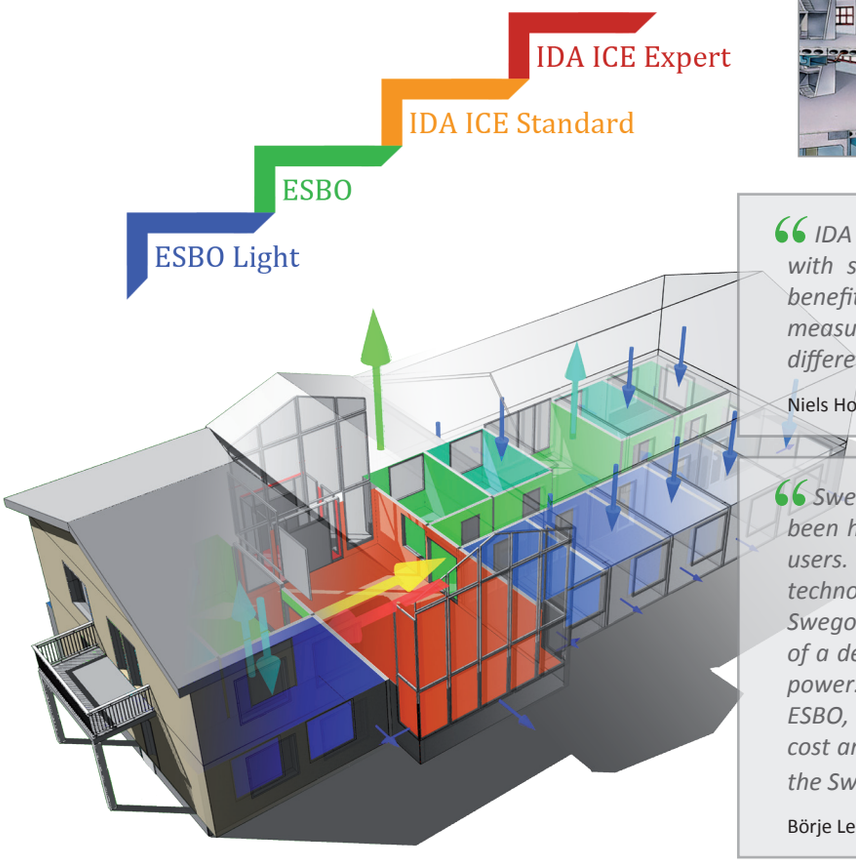
We offer two ways for you to market your products through ESBO and IDA ICE.

Offer 1: Co-branded ESBO

We make you a special co-branded version of ESBO – your own version. You select your products to be included and we brand it with your logo. We add customized tutorials and reports focused on the type of studies most relevant for your products. Your products will also be included in the IDA ICE database, making them available for thousands of professional users.

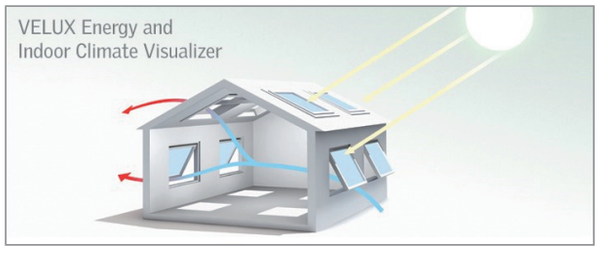
Offer 2: Database

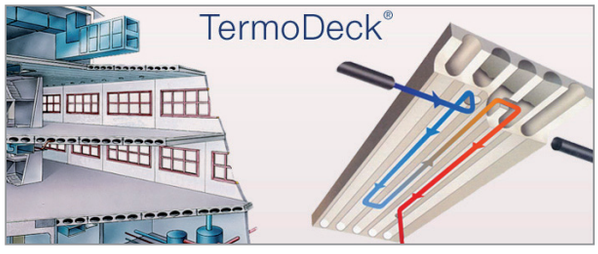
A simpler option is to have your products included in the ESBO and IDA ICE databases only. Your products will be within easy reach and selectable by thousands of existing ESBO and IDA ICE users.



Reference customers

The ESBO concept is new and unique. However, we have already a long experience in supporting manufacturers to market their products through simulation. We have created bespoke tools for companies such as Danfoss, VELUX, Alfa Laval, Ruukki, Swegon, Fläktwoods, Skanska, Seibu Giken DST and Termodeck, and with thousands of users around the world.





“IDA ICE allows us to model some of the real complexities with self-acting valves. This allows us to estimate the benefits on different buildings with a minimum of costly measurements. Fair and accurate comparisons between different technologies can then be achieved.”

Niels Holing Gregersen, Danfoss A/S DK

“Swegon has supplied ProClim Web since 2001, and it has been highly appreciated with well over 10 000 registered users. Based on EQUA’s advanced building simulation technology, the free tool has been used to study the Swegon product line and generic products in the scope of a detailed room model for indoor climate and installed power. We are now looking forward to move this effort into ESBO, that will also allow calculations for annual energy cost and consumption. It will also provide direct links with the Swegon product selection tool ProSelect.”

Börje Lehrman, Swegon AB

“In my daily work as a consultant, it is clear that most of today’s buildings, both new and existing, must have some sort of dynamic solution for solar shading to cope with the combination of energy and good thermal and visual indoor climate. It is necessary to combine solutions for artificial light and natural daylight, heating and cooling, dynamic solar shading and a correct choice of glass.

Not always an easy task to solve, combined with the responsibility we take for the results we report to our clients, and the functional requirements we specify on the products to be used. But with ESBO and IDA ICE it is considerably easier and now we dare to seek new and unconventional technical solutions.”

Max Tillberg, Bengt Dahlgren AB

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