

# Energy Data Services Platform Launched by Totaro & Associates

*IntelStor Energy Data Services™ to serve as the content licensing platform for the energy sector, providing a revenue stream for asset owners, OEMs, & suppliers*

HAMBURG, GERMANY, November 27, 2017 /EINPresswire.com/ -- In a first for the energy sector, Totaro & Associates is launching a content aggregation and [licensing](#) platform for asset owners, OEMs, component suppliers and data analytics companies who are seeking access to performance or health monitoring data.

Through the [IntelStor™ Energy Data Services™](#) platform, companies who are willing to open up their data archives will receive a royalty for any information which Totaro & Associates monetizes on their behalf in a data-as-a-service (DaaS) business model.

“Content aggregation and licensing is a well-established business practice in digital services in other industries, and we’re excited to bring that capability to the energy sector,” says Philip Totaro, Founder & CEO of Totaro & Associates.

IntelStor™ Energy Data Services™ will act as an online marketplace connecting companies who have data to offer with others who are interested to license the operational asset data. Through partnerships, Totaro & Associates will work with platform users on their data structure and database schema, as well as development of an application programming interface (API) which can be used for data export.

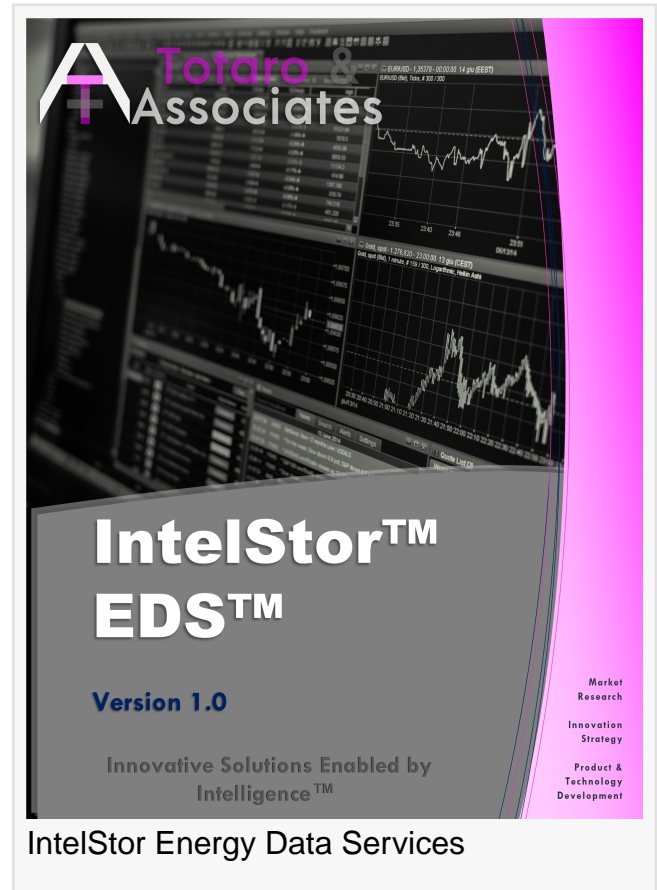
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*Philip Totaro, Founder & CEO of Totaro & Associates*

Companies who desire to contribute data will retain full rights, title, and control over the data, and will exchange information directly with interested licensees. All content will be digitally tagged and the usage will be tracked through the IntelStor™ Energy Data Services™ platform using blockchain technology. Asset owners and other data contributors will retain the right to refuse to license at their discretion.

The IntelStor™ Energy Data Services™ module will be part of the IntelStor™ online market intelligence platform which Totaro & Associates has had under development since 2015. IntelStor™ Energy Data Services™ will also be directly connected to the



vast archive of market intelligence data of IntelStor™, including a global project database of 350,000 installed turbines, more than 1,000 individual turbine models including bill of material costs, suppliers, power curves, detailed technical specifications, technical description of product features extracted from over 57,000 patent filings, etc.

As a result of this innovation, the content which is provided by data contributors could be combined with other market intelligence which Totaro & Associates has amassed. This will result in a much more robust package of information which will identify sales opportunities for aftermarket components, fleetwide servicing issues, performance upgrade opportunities which asset owners did not know existed, and more.

The screenshot displays the IntelStor Energy Data Services™ platform interface. At the top, there is a search bar and navigation icons. The main content area is divided into several sections:

- Dashboard:** Features a profile for Kai Burnett, a company profile for Gestamp Wind, and a map showing wind farm locations in Spain.
- Project Breakdown:** A table listing various wind farm projects with columns for Title, Location, Status, Power, Net Hours, Portfolio Share, and Operation Date. The table includes projects like Punta Lima, Paterburg Wind Farm, Both Rock, Flat Water (G&H), Serra Santana I, Serra Santana II, Serra Santana III, Serra Lanchinho, Serra Pedado, Pedra do Reino II, Cabeço Preto I, Punta Lima, Mandacari, and Gravada.
- Analytics:** Sections for Reports, Analytics, Product Profiles, Technology Trends, Project Profiles, and Country Analysis.

The IntelStor logo is visible at the bottom left of the interface.

Asset owners and OEMs who hold some of the more valuable data could receive an effective discount on services or the aftermarket components they were already planning to buy. Upon contribution of their data, the IntelStor™ Energy Data Services™ platform will identify prospective solution providers or component suppliers and develop a customized data package including technical and market intelligence which could be sold. The data contributor would receive a portion of the proceeds from the sale of that data package including their licensed content, reducing their cost burden for the acquisition of services or spares.

The IntelStor™ Energy Data Services™ platform already has commitments for data contributions from one major asset owner, one major global OEM, and one condition monitoring services provider, with more announcements on participants anticipated soon.

Representatives from Totaro & Associates and their partners will be at the WindEurope annual event in Amsterdam from 28 – 30 November to provide demonstrations of the platform. To schedule a meeting please visit [www.totaro-associates.com/contact](http://www.totaro-associates.com/contact)

## About Totaro & Associates

Totaro & Associates is a business strategy advisory company. Founded in 2010 by Philip Totaro, we are regarded worldwide as the foremost experts on innovation strategy, competitive intelligence, and technology trend analysis. Our mission is to enable our clients to make better, more informed strategic decisions. We provide solutions for business strategy, product development and innovation, research & development funding justification, intellectual property (IP) risk mitigation as well as technology and IP licensing. Using this approach, we have helped cultivate and disposition over 500 innovations, and our assessments have led to over 300 issued patents. Our strategic market analysis has led to the funding justification of over US\$600M in R&D investment and the development of multi-million dollar product and service offerings. We have provided legal and technical due-diligence for over US\$1.8B in M&A

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