

PRACTICAL GUIDE · NEURASUN EMS

How to turn every battery installation into a measurable sales argument

What changes in your commercial offer when you add a real layer of intelligence to every BESS system you install.

BUILT FOR YOU IF...

You install or distribute residential, commercial, or industrial batteries and want to set your offer apart with measurable results, not just hardware.

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Is NeuraSun right for your offer? Quick checklist

Your battery offer can sell for a lot more than you think

For years, selling a battery installation has mostly meant selling capacity: how many kWh, how much power, which inverter brand. It's a technical conversation, and it ends the moment the system is switched on.

That's no longer enough today.

With a real layer of intelligence on top of the installation, the battery stops being just another piece of hardware and becomes something you can keep showing off: **savings that grow month after month**, which your client can see with their own eyes.

This guide is for you if...

- You install or distribute battery systems — residential, commercial, or large industrial.
- You already work with solar + storage and want to get more out of every installation.
- You find yourself competing on hardware price and need a different argument.

THE QUESTION HAS CHANGED

Before: "Which battery should I put in for this client?"

Now: "How much will I be able to show them it saves, month after month, after installing it?"

Best practices if you don't have an EMS yet

If your client — or you — don't have a smart management system yet, there are several things you can do manually to get more out of a battery installation. It's a good starting point, and it will help you see exactly what NeuraSun automates afterward.

What you can try manually

- Charge the battery prioritizing midday solar surplus, before drawing from the grid.
- Save discharging for the most expensive hours of the day, avoiding using it during cheap hours.
- Manually keep an eye on power peaks to avoid exceeding contracted capacity.
- If possible, shift non-critical process consumption to the middle of the day, when there's more sun.
- Check the state of charge (SoC) from time to time so the battery isn't left needlessly empty or full.

THE LIMIT OF DOING IT BY HAND

All of this depends on someone paying attention, every day, at all hours. With NeuraSun, these exact same decisions get made on their own, every hour, without anyone having to remember — and based on data, not guesswork.

What NeuraSun is and its role in your installation

NeuraSun is an AI-powered energy management system (EMS), built to be added on top of the battery installations you already sell — **not to replace them**.

It combines a control device physically installed on-site with an intelligence layer in the cloud. It connects directly to the client's inverters and grid meter, compatible with the hardware you already install today — it **doesn't force you to change manufacturer** or rework how you do things.

What it adds to an installation you've already put in

- Learns the client's real consumption and solar production.
- Works out every day when it's best to charge and discharge the battery.
- Executes that plan automatically, without anyone having to touch anything.
- Keeps working even if the internet connection fails (see [section 6](#)).

An installation of minutes, not days

No rewiring, no taking the system down for days: it's **plug & play** on the hardware the client already has.

No rewiring

Connects to the existing inverter and grid meter — no equipment to replace.

Live the same day

Commissioned in a single visit, typically under an hour.

FOR YOUR SALES CONVERSATION

You're not selling "another EMS" — you're adding a smart decision-making layer to a system that, without it, runs on fixed rules or simply doesn't optimize anything.

NeuraSun's "brain", in 4 steps

NeuraSun's logic repeats every day, with no manual intervention:

1

Predicts

Learns the installation's consumption pattern, expected solar production, and how energy prices will move.

2

Plans

Works out the optimal charge/discharge plan for the battery that day, based on the configured objective (see [section 7](#)).

3

Acts

Executes that plan directly on the installation's inverter, hour by hour, with nothing required from the client.

4

Learns

Recalibrates the model with every new day of real data, to fine-tune the next day's plan.

THE DIFFERENCE VERSUS A TRADITIONAL EMS

These aren't fixed rules set once ("always charge from 2 to 6 a.m.") — it's a decision recalculated every day based on what's actually happening at that installation.

The big benefits: where your offer gains value

With NeuraSun, every kWh that passes through the battery has a clear economic purpose — and that's what you can show your client.

~30%

additional savings versus
an EMS with fixed rules

+€400/year

reference figure for
residential installations

**+
€300,000/year**

reference figure for large
industry

Indicative reference figures; actual savings depend on each client's consumption, installation, and tariff.

What this means for your business

- A sales argument that doesn't depend only on hardware price.
- An installation that keeps "working" for your client after commissioning — and for you, when they come back to buy again.
- A result you can show on a dashboard, not just promise in a meeting.

KEY IDEA

You're no longer selling a battery. You're selling a result that can be measured, month after month, after the installation.

WANT TO SEE IT IN ACTION?

Book a technical demo and see it for yourself before your next installation → [Book a technical demo](#)

Keeps working even if the connection fails

Many energy management systems depend entirely on the cloud: if the internet connection drops, the installation stops operating intelligently and goes back to behaving like an unoptimized system.

Not NeuraSun. The device physically installed on-site keeps executing the last calculated plan autonomously, without depending on continuous connectivity to the cloud.

FOR YOUR CLIENT, IN PRACTICE

An internet outage at the installation doesn't mean the installation is "flying blind". It keeps making sound decisions while the connection is restored.

Why this matters as a sales argument

It's a differentiator that's easy to explain and hard to match for systems that operate exclusively from the cloud: the intelligence also lives inside the installation, not just outside it.

Configurable objectives for each client

Not every installation wants the same thing, and NeuraSun doesn't force you to pick one fixed behavior for all your clients.

A**Cost savings**

Prioritizes minimizing the client's electricity bill above any other criterion.

B**Self-consumption**

Prioritizes making the most of the client's own solar energy before buying from or selling to the grid.

C**Battery lifespan**

Prioritizes protecting the battery long-term, rather than squeezing out every last cent of short-term savings.

D**Minimum reserve for safety or regulation**

For services that require keeping a minimum percentage of the battery reserved for safety or legal reasons, that minimum is configurable. The rest of the capacity keeps working normally, getting the same value out of it as an unrestricted battery.

Same hardware, same device — different behavior depending on what each installation needs. This lets you tailor the proposal to the client's real profile, instead of always selling the same default configuration.

Grid strategy: from zero export to exporting when it pays off

How the installation behaves toward the grid is also configurable, and can range from one extreme to the other:

Zero export

NeuraSun can be configured to export no energy to the grid at all — useful when the installation doesn't have export permission, or the client prefers not to export.

Export when it pays off

At the opposite extreme, NeuraSun can take advantage of moments when exporting energy to the grid is more profitable than storing or self-consuming it, turning the surplus into extra income.

YOU DECIDE THE EXACT POINT

From zero export to maximizing exports when it pays off — or anywhere in between — depending on what each client and installation needs.

Clear data for your client — and for you

NeuraSun includes a monitoring dashboard designed so the end client can see, at any time, what their installation is doing and what it's achieving.

Overview

Real-time energy flow (where every kWh comes from and where it goes), daily balance, and accumulated savings and production — from today up to the full history.

Forecast

Forecasted production, consumption, and state of charge (SoC) for the coming days, cross-checked against the weather.

Device management

The status of every inverter and battery in the installation, at a glance.

Maintenance and alarms

Operating alarms and early warning if something isn't working as it should.

Reports

Exportable reports, ready to justify the savings to the client or their finance department.

WHAT THIS MEANS FOR YOU AS AN INSTALLER

Fewer "is this actually working?" calls after commissioning, and a real visual argument to justify the investment — both in the sale and in after-sales support.

A day with NeuraSun: how operations change

Picture an installation with solar, a battery, and NeuraSun already configured and running.

MORNING

Good solar radiation, moderate consumption. NeuraSun prioritizes charging the battery with the solar surplus rather than exporting it to the grid.

MIDDAY

Consumption rises. The system decides, based on the configured objective, whether it's better to self-consume directly or hold back part of the battery for later.

AFTERNOON / EVENING

Discharges the battery during the highest-price or highest-consumption hours, avoiding buying expensive grid energy at the worst possible time — or exports the surplus if that's the configured strategy for that installation.

END OF MONTH

The client sees in their dashboard how much they saved that month — and you have a real reason to call them again.

None of this requires the client — or you — to keep tabs on the installation day to day.

An office with solar self-consumption

An illustrative example of how an installation changes when NeuraSun is added on top of an existing solar-plus-battery system.

The installation

- Office with medium-high electricity consumption during working hours.
- Solar and battery already installed and running before NeuraSun was added.
- Before NeuraSun: the battery charged and discharged on fixed rules, without accounting for prices or solar forecasts.

What changes with NeuraSun

The system learns the office's consumption pattern, prioritizes charging the battery with midday solar surplus, and discharges it during the highest-price hours — without anyone having to reconfigure it every day.

+€4,000/year

reference figure for
additional savings for this
type of installation

~30%

additional savings versus
fixed-rule behavior

0

inverter or battery changes
required

Illustrative example. Actual results depend on each client's consumption, installation, and tariff.

Frequently asked questions

Do I need to change inverter or battery?

No. NeuraSun connects to the hardware you already install, without forcing you to switch manufacturers.

Does it work with any battery installation?

It's designed to be added to installations that are already in place, connecting to the inverters and batteries you already work with — not to replace them.

What happens if the internet connection drops?

It keeps working autonomously using the last calculated plan (see [section 6](#)).

Can I try it before offering it to my clients?

Yes — you can [book a technical demo](#) and see it running before your first installation.

HAVE ANOTHER QUESTION?

Email us at contacto@neurasun.com or [book a technical demo](#).

Is NeuraSun right for your offer? Quick checklist

NeuraSun is a particularly good fit if you:

☐

You install or distribute battery systems — residential, commercial, or large industrial.

☐

Currently compete mostly on hardware price and want a different differentiator.

☐

Want to be able to show your client measurable savings, not just a technical promise.

☐

Need an intelligence layer compatible with the hardware you already install today.

IF AT LEAST 2 OF THESE APPLY TO YOU

It's worth talking to us before your next battery installation.

CONCLUSION

Your battery no longer has to sell itself

Energy has stopped being just a utility and become a sales argument. Every installation you make with NeuraSun behind it carries a layer of intelligence that turns it into a measurable result — and that's what sets your offer apart from anyone who only sells hardware.

Email
contacto@neurasun.com

Technical demo
[Book a technical demo](#)