

About this document: The following materials briefly profile pump system users and their motivations. Utilities can use this information to understand the market and to target programs, marketing, and rebates to the appropriate market actors.

SECTOR :	New Construction -----	Commercial -----	Industrial -----	Agricultural -----
SPECIFIER OR PURCHASER	<p>Design/Build Contractor or Mechanical Design Contractor</p> <p>Responsible for the bulk of a project, D/B contractor is motivated to meet owner's requirements at minimal cost but will not ultimately pay energy bills. Pumps are a small component of a total project. Works through distributor to specify pumps and responds to rebates on efficient products.</p>	<p>Mechanical Contractor</p> <p>The mechanical contractor is likely to be both a purchaser and installer in existing commercial buildings. Many buildings replace equipment on planned schedules, and place pressure on mechanical contractor to provide the lowest bid possible in like-for-like replacement. They may perceive risk in proposing a different or higher cost product, but can provide value to the building owner by communicating future energy savings from efficient pumps.</p>	<p>Industrial or Process Engineer</p> <p>Pumps are integral components of many industrial processes. An engineer is likely to be involved in selecting and installing a pump, with the primary concern being reliability and performance. Like-for-like replacement introduces less risk, but there is potential value in the performance and energy savings of efficient pumps.</p>	<p>Irrigation Contractor or Commercial Farmer</p> <p>Agricultural pump purchases are guided by past experience, like-for-like replacements, and first costs. Operating costs are a secondary consideration.</p>
BILL PAYER	<p>Building Owner</p> <p>Managing a large project, the building owner is unlikely to worry about details like pumps within larger mechanical systems. However, utility rebate programs can capture their attention and validate the benefits of efficient products, especially for buildings pursuing green certifications.</p>	<p>Building Owner</p> <p>While primarily motivated by reliability, the building owner is likely to be motivated by lifecycle costs and perceptions of environmental friendliness.</p>	<p>Manufacturer</p> <p>Industrial facilities require that all motor-driven products operate consistently and as expected. Reliability is paramount, but operating cost is a consideration as well.</p>	<p>Maintenance Tech or Commercial Farmer</p> <p>Depending on the size of the farm, pump maintenance may be performed by the owner or a technician. Replacement may occur as part of a planned schedule or in emergency replacement. The selection may be as simple as the pump in stock, but do consider long-term operating costs.</p>
MAINTENANCE	<p>Not applicable</p>	<p>Building Operator</p> <p>Engaged in preventative maintenance, the building operator makes sure systems work reliably and are upgraded on</p>	<p>Maintenance Tech</p> <p>Maintenance is extremely important to prevent downtime and flag potential failures ahead of time.</p>	