

FOR IMMEDIATE RELEASE

ProEnergy Supply Partners with OpenSolar for Exclusive API Integration; Giving Solar and Electrical Distributors and Their ERP Systems Direct Access to 28,000+ Solar Installers at Design and Point of Sale

AUSTIN, TX - ProEnergy Supply LLC (PES) today announced the official launch of its proprietary and AI Agent driven transactional gateway, bridging the fragmented gap between solar system design and electrical distributor's ERP systems. In a landmark strategic partnership with OpenSolar, the solar industry's leading solar software platform, PES enables solar and electrical distributors to sell electrical and Balance of Systems (BOS) components, Solar, BESS, and EV products directly within the new OpenSolar "Shop" platform.

For regional and national distributors, this represents a fundamental shift: "Live" inventory can be viewed and now purchased by over 28,000 active solar professionals (PROs) at the exact moment they are designing solar systems or reviewing automatically calculated bill of materials on a sold system.

The \$5.75 Billion Opportunity Hiding in Your ERP

According to a recent Wood MacKenzie - US Residential Outlook Report - the design volume on OpenSolar is potentially worth \$1 billion in annual BOS hardware spend and a whopping \$4.75 billion in total annual solar product spend. Until now, that business has been fragmented across distributor's sales desks, phone calls, emails, spreadsheets, and manual processes that create friction, delay orders, which gives your competitors time to intercept the sale.

Residential TAM

5-Year Market Analysis (2026-2030)

	Low Scenario Downside Risk (OBBA)	Base Scenario Standard Growth	High Electrification Accelerated Adoption
New Homes Installed <small>Source: Wood MacKenzie</small>	3.26 Million	6.1 Million	7.95 Million
Solar Equipment Sales <small>Panels Inverters Mounting</small>	\$8.9 Billion	\$16.9 Billion	\$22 Billion
BESS	\$6.9 Billion	\$18.5 Billion	\$37 Billion
Balance of Systems <small>Conduit Breakers PV Wiring Etc.</small>	\$1.8 Billion	\$3.4 Billion	\$4.5 Billion
5 Year Opportunity	\$17.6 Billion	\$38.8 Billion	\$63.5 Billion

 SYSTEM SIZE 8 kW average	 ALL-IN PRICE \$2.48/watt = \$19,840	 SOLAR EQUIPMENT \$0.99/W = \$7,920	 BALANCE OF SYSTEMS \$0.20/watt = \$1,600	 RESI BESS ~\$900/kWh (5-yr Avg)
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The Death of Friction in the Solar Supply Chain

For decades, the solar industry has suffered from a "manual procurement gap." PROs design a solar system in one app, only to face "phantom inventory," phone tag, manual order entry errors, and credit delays at distributor sales desk. PES bridges that gap and solves this costly overhead to distributors by deploying a high-velocity "tech stack," - the PES platform with artificial intelligence. The proprietary API connects existing ERP systems and inventory management systems directly to the OpenSolar "Shop" platform. When PROs design systems and create their bill of materials, they can see and purchase real-time and branch-level inventory, not a generic catalog or outdated pricing.

Why Solar and Electrical Distributors Are Choosing ProEnergy Supply

“We’re not asking distributors to change how they operate,” said Brian C. Bogue, CRO and cofounder of ProEnergy Supply. “Instead, we are giving them a digital storefront (*transactional marketing*) inside the tools their customers are already using every day. We did not build PES to add more work to your plate. We built it to reduce your fixed costs tied to the sale and to lower your customer acquisition costs (CAC).” Through PES, locally available inventory is now visible and ready for sale at the moment of maximum buying intent. No new software to learn. No additional headcount or overhead. Just more sales orders flowing directly into your ERP.

PES is built specifically for solar distributors and electrical distributors who want to:

- Sell more BOS, solar, BESS and Net Zero products. Orders move from OpenSolar to your warehouse via a seamless PES API handshake – zero manual entry required.
- Expand market reach through geo-targeted visibility directly with PROs in your service territory.
- Target branch-level visibility; local geo-fencing ensures your branch is the first choice.
- Reduce order entry fixed costs with automated ERP integration to your locally available inventory.
- Reduce customer acquisition costs (CAC) by targeting ready-to-order PROs.
- Access AI Agents for sales and marketing analytics, intelligence Agents, and AI machine learning
- Get paid upfront, faster, and safer with integrated trade credit via Yellowpay, offering Net 30+ terms to PROs at checkout, while guaranteeing 100% payment to distributors.

Built by Industry Titans

“I helped build some of the largest solar distributors in the industry, and I saw firsthand how much revenue is lost because distributors aren’t present when the PRO is making a buying decision,” said Christian Siebens, CEO and cofounder of ProEnergy Supply. “PES puts you in front of the PRO during system design, not days after the fact. To me, that is the biggest difference between winning the sale and hoping for a call back.” Right from the keyboard or mobile app, PES puts a distributor’s inventory into OpenSolar’s design interface and bill of material. “We are not just a marketplace; we are a high-speed digital sales force for every distributor who joins our network. If you have the stock, we have the buyer.”

Call to Action: Join the First Wave

Our Early Adopter Program is now open. PES is currently onboarding solar and electrical distributors (*Founding Members*) in key states with national rollout to follow. Distributors utilizing Epicor P21, Eclipse, SAP, Infor, or other ERP systems are encouraged to apply immediately for territorial priority.

PES-partnered distributors will start to go live in the OpenSolar Shop in March 2026. Distributors should get in touch for a demo, as there will be limited slots available in the first few weeks.

Founding Members receive:

- Branding and marketing campaign discounts in OpenSolar.
- Exclusive territorial positioning during initial rollout.
- Reduced monthly transaction fees and monthly subscription fees.
- Tiered pricing (terms apply).
- Quarterly rebates.
- White-glove PES API integration and technical onboarding.
- Data security and integrity.
- Access to key performance analytics assisted by PES AI Agents

“The PES and OpenSolar “tech stack” strategic partnership gives distributors a huge boost to their bottom line,” said Andy Rose, Global Head of Commercial for OpenSolar. With 28,000 solar professionals designing in our latest release with the PRO Shop functionality, PES delivers credit-guaranteed sales orders directly into a distributor’s ERP sales queue without the associated traditional fixed costs.”

To schedule a private demo, visit [Proenergysupply.com](https://proenergysupply.com) or sales@proenergysupply.com or 480-749-0000.

About ProEnergy Supply LLC

ProEnergy Supply is designed to modernize solar and electrical distribution using AI Agent driven data architecture built to bridge the gap between solar system design and traditional electrical distributor procurement. Backed by decades of leadership experience in the distribution industry, supply chain and solar manufacturing, PES utilizes its proprietary AI Agent transactional gateway and strategic distributor ERP integrations to enable real-time, point-of-sale procurement of major solar and BESS components and balance of systems (BOS) hardware and materials. PES enables solar and electrical distributors to seamlessly integrate their live, branch-level inventory directly into the OpenSolar design workflow.

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About OpenSolar

Founded in 2017, OpenSolar is on a mission to accelerate solar adoption worldwide by providing innovative software and a unique business model—the world’s first completely free-to-use design, sales, and project management software for solar installers. OpenSolar combines industry-leading solar design accuracy with interactive proposals, financing options, and integrated hardware solutions, all in one seamless platform.

Instead of charging licensing fees, OpenSolar generates revenue through partnerships with hardware and finance providers. This approach allows installers to save money on software costs while using cutting-edge tools to manage and grow their businesses. Headquartered in Sydney, Australia, OpenSolar is used by more than 28,000 solar professionals in 185+ countries worldwide, supported by a global, remote team.

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