



Putting **Technology** *to Work*

When experience and nationally recognized expertise is called for to respond to the technical needs of commercial, government, or industrial customers, we partner with our clients to provide unparalleled economic, engineering, and analytical support.

Our work for clients focuses in the areas of *energy, national security, environment, and transportation.*

Signature Capabilities

- **Economic & Regulatory Impact Modeling & Assessments**
- **Financial Analyses & Recommendations**
- **Technology Adaptation & Deployment**
- **Market Definition, Outreach Planning**
- **Project Planning & Management**



Battelle



TP&D provides our clients with a multi-disciplined team of economists, scientists and engineers to tackle a wide range of technical challenges.

Battelle Northwest helps develop innovative products for customers by leveraging technology into competitive advantage. We team with federal, state, and local government agencies, as well as commercial businesses in providing cost-effective science and technology in the areas of national security, homeland defense, energy and environment, health and life sciences, and transportation and space. Battelle Northwest has over 3,800 staff members and conducts over \$650 million in annual research and development.



Battelle\Pacific Northwest National Laboratory's Technology, Planning & Development (TP&D) organization is recognized for its unique ability to integrate and deliver economic, engineering, business, and policy solutions. Our team of experienced staff provides innovative thinking and unbiased evaluations of issues and problems from strategic, systems, and integrated perspectives.

Economic & Regulatory Impact — modeling and assessments

- Analyze complex socioeconomic and environmental issues on regional, national, and global scales.
- Conduct macro- and micro-economic analysis, forecasting, and product market penetration analysis.
- Conduct economic impact analysis of domestic and international energy and technology development.
- Operate the National Energy Modeling System (NEMS).
- Operate the IMPLAN^{®1} regional economic impact modeling system.
- Develop innovative solutions for today's economical-engineering challenges, for example, the Jaccard/Roop Industrial Energy Model.
- Develop and adapt models for economic impact analysis.

Technology Identification, Adaptation, Deployment

- Provide technology experts for innovative technological solutions for energy, national security, environment, and transportation.
- Design new or adapt existing technologies to meet client's need by using experienced engineers of multiple disciplines.
- Demonstrate and test new technologies with the expertise, experience, and facilities required for such projects.
- Deploy new technologies successfully with the help of experienced field deployment staff who can train users effectively and understand in-field operations.

¹ IMPLAN is a registered trademark of Minnesota IMPLAN Group, Inc.

Financial and Life-cycle Analyses and Recommendations

- Perform systematic cost versus benefit analyses.
- Perform Technology Life-Cycle Analyses and Assessments.
- Provide SWOT Analysis for strengths or weaknesses, opportunities or threats; Contingent Valuation; and Hedonic Analysis.
- Determine key financial ratios and recommendations.

Market Definition and Outreach Services

- Provide market intelligence support.
- Identify and analyze market issues associated with delivering a technology to the market.
- Produce marketing themes, campaigns and associated marketing materials.
- Train clients and stakeholders on new hardware and software technologies.
- Produce training programs and support materials.

Project Management

- Provide trained, certified and experienced Project Managers.
- Manage projects focusing on technology application, adaptation and deployment.
- Bring significant experience successfully managing projects for such entities as the Department of Energy \National Nuclear Security Administration

At Pacific Northwest National Laboratory (PNNL), we deliver breakthrough science and technology to meet key national needs. We also apply our capabilities to meet selected energy, environmental, health and national security objectives, strengthen the economy, and support the education of future scientists and engineers.

PNNL is managed by the Department of Energy's (DOE) Office of Science, but we perform work for many DOE offices as well as other government agencies.

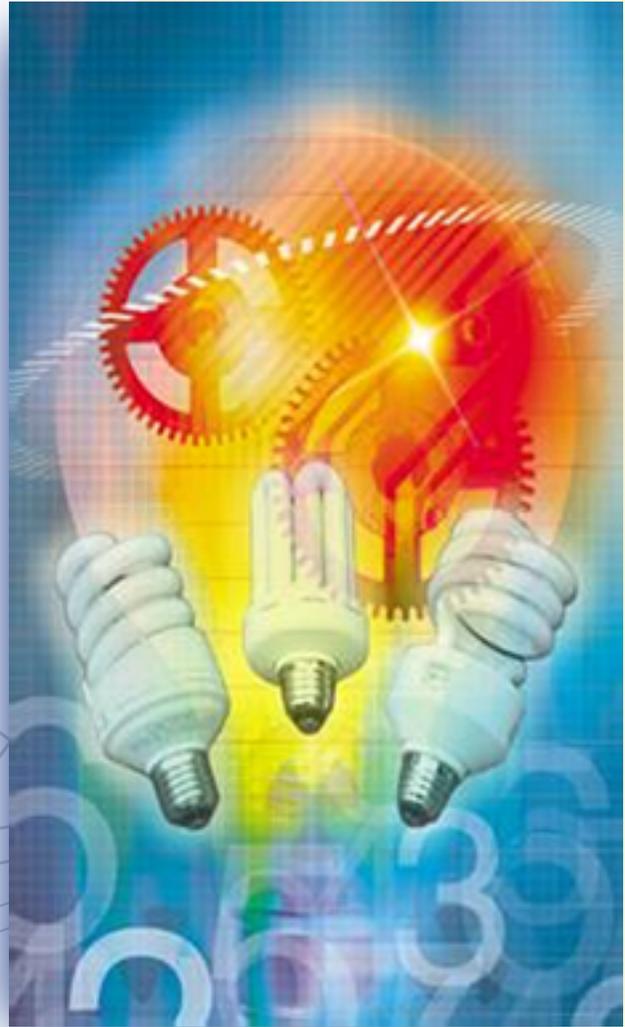
Battelle has operated PNNL for DOE and its predecessors since 1965. A unique feature of Battelle's contract with DOE allows our staff to work for private industry.



TP&D staff are nationally recognized for their expertise and experience in integrating economics, engineering, science and technology to deploy high impact, cost-effective solutions.

Primary Products

- *Technical Reports (Analysis, Planning and Recommendations)*
- *Impact/Regulatory Analyses*
- *Marketing & Information Materials*
- *Workshops*
- *Technical Websites*
- *Industry Newsletters*
- *Product Test Plans and Performance Assessments*
- *Software/Database Development*
- *Project Management Leadership (certified)*



The project that deployed new Compact Fluorescent Lighting (CFL) technology was successfully managed by Battelle / PNNL for the Department of Energy (DOE).



We have fully equipped facilities necessary for technology adaptation, integration, testing, and performance demonstration prior to deployment.

For further information contact

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