



Press Release  
SMA America

SMA America Announces Diamond Sponsorship and Speaking Engagements at Global Solarplaza Events

**Respected industry leader in operations and maintenance will feature service solutions for the Solar Asset Management conference series in North America and Mexico**

ROCKLIN, Calif., September 28, 2020 – SMA America will join industry leaders in asset management for two important conferences as part of the Solarplaza series. Amid a drastically changed world, the conferences have adapted to include new formats and unique ways to connect.

[The North American conference](#) spans eight weeks and includes virtual live-sessions, on-demand content and networking opportunities. The conference will then conclude with a live event on November 4th–6th. Speaking on multiple panels throughout the conference, SMA experts will discuss repowering, risk sharing and O&M, among other topics.

On September 29th, Thorsten Hoefer, product manager, utility repowering with SMA, will share his expertise on a panel discussion titled *Assessing the Damages: Repairing or Repowering After an Extreme Weather Event*.

On November 4th, Bernhard Schuetz, head of the service product group for SMA Solar Technology, will present *Living Up to Expectations: Solar Asset Underperformance*. He will, throughout the panel, explain the root causes of underperformance, production estimates, weather adjustments, the development of a detailed due diligence process, risk allocation and the effectiveness of performance guarantees.

SMA will also participate in the [Solarplaza Mexico](#) event occurring between October 27th and 28th. The solar landscape in Mexico has evolved quickly, and the country has more than 5 GW installed. At the Solarplaza conference, topics will focus on strategies and models to be adopted, long-term durability and performance optimization. During the Solarplaza Mexico event Bernhard Schuetz will speak on the panel: *Benchmarking Asset Management in Mexico*. This session will compare service and technology offerings in Mexico, effects of price pressure on operational excellence and how to define best in class asset management based on global experience.



At both virtual conferences, SMA America, a global solar and storage technology leader, will showcase customizable service solutions dedicated to optimizing solar plants and portfolios. The company will especially showcase its flexible service solutions for asset management, spanning from spare parts supply and extended warranties to preventative maintenance, plant-wide O&M and repowering offerings.

"These events give us a unique opportunity to communicate with customers and partners about how our flexible service solutions directly impact and benefit the profitability of their portfolios," said Bernhard Schuetz, head of the service product group for SMA Solar Technology AG. "In addition, we plan to showcase the value proposition offered through customized risk-sharing solutions built to suit individual business models. We will also like to give the audience a sneak peak of what Digitalization in the PV and Storage world could look like by presenting our Virtual Support application. "

To serve all types of business models, SMA offers a full range of risk-sharing options, ensuring that customers' unique self-service capabilities are ideally complemented with the right mix of support. Repowering ensures plants are performing at or above expectations and enables them to produce higher energy yields, reduce operating costs, increase investment security and offer full-service solutions for the PV plant lifecycle.

### **About SMA**

As a leading global specialist in photovoltaic system technology, the SMA Group is setting the standards today for the decentralized and renewable energy supply of tomorrow. SMA's portfolio contains a wide range of efficient PV inverters, holistic system solutions for PV systems of all power classes, intelligent energy management systems and battery-storage solutions as well as complete solutions for PV diesel hybrid applications. Digital energy services as well as extensive services up to and including operation and maintenance services for PV power plants round off SMA's range. SMA inverters with a total output of around 85 gigawatts have been installed in more than 190 countries worldwide. SMA's multi-award-winning technology is protected by more than 1,500 patents and utility models. Since 2008, the Group's parent company, SMA Solar Technology AG, has been listed on the Prime Standard of the Frankfurt Stock Exchange (S92) and is listed in the SDAX index.

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