

Smug compared to Octopus Intelligent Flux

You may have come across Octopus Intelligent Flux, and wondered how it compared to our optimisation. Both aim to help you save money, but they work in very different ways, and serve different goals.

Control

With optimisation, the Smug is working for you. It's designed to make decisions that maximise your specific tariff, solar forecast, and usage patterns to get the best possible outcome for your setup.

In contrast, Intelligent Flux is controlled by Octopus Energy. Their goal is to use your battery to help balance the grid and reduce their own wholesale energy costs. You still benefit, but ultimately, their system is optimising for Octopus, not for you.

Tariffs and how you save

Optimisation works with whatever tariff you're already on, fixed or dynamic. It constantly monitors energy prices and system behaviour to charge when it's cheapest and discharge when it's most valuable. The aim is to always maximise your return, whether through savings or smart exports. Certain tariffs, such as Octopus Agile, can offer a better import and export rate at certain times of the day, which optimisation makes use of.

With Intelligent Flux, you're offered a subsidised tariff - but in exchange, you had over full control of your battery. Octopus decides when and how to use your battery to suit their needs, and while the rates are designed to benefit you too, the system is ultimately working to support their grid strategy and profit model, not your individual energy profile.

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