

## **Sensus Enhances Data Analytics Portfolio with Acquisition of Verdeeco**

*Utilities can manage data from multiple sources for actionable intelligence*

**RALEIGH, N.C.** (April 7, 2014) ... [Sensus](#), a leading provider of clean technology solutions, has enhanced its data analytics portfolio by acquiring Atlanta-based [Verdeeco](#), a smart grid analytics company offering big data solutions for electric, water and gas utilities. Verdeeco will remain a separate brand but operate as part of Sensus.

Utilities gathering data from smart sensors, including meters, and external sources such as weather reports, will now be better able to use the information for actionable intelligence that saves time and money. Specific applications in the Verdeeco portfolio include transformer utilization, load aggregation and alert and alarm management.

“The importance of data in our industry revolves around not only the ability to gather it from disparate sources, but to generate actionable insights that help utilities realize greater value from their technology investments,” said Sensus President Randy Bays. “Our customers can select from individual applications that satisfy a specific need and know that the platform exists for adding more applications in the future.”

The Verdeeco suite of products, services and applications enables utilities to aggregate data from smart meters, SCADA systems, customer billing software, news services and a myriad of other sources. All of the applications are hosted in a secure cloud by Verdeeco’s Grid as a Service™ platform. Cloud-based management requires a lower upfront capital investment, offers a reduced cost of ownership and enables the utility to take advantage of new software functionality.

“These are exciting times in the industry; utilities are embracing new technologies and processes that enable them to move from simply managing data to applying data analytics to business functions and operations in a more predictive mode. These capabilities, coupled with cloud-based delivery, open up many opportunities for business improvement and transformation,” said Mike Smith, Vice President at the Utility Analytics Institute.

Utilities can maximize the value of their investment in communication networks and advanced network applications through data analytics that improve operations, reduce cost and enhance customer service.

"We are thrilled to join the Sensus family and broaden our platform to deliver even more benefits to current and future customers," said Verdeeco CEO Brian Crow. "The acquisition further validates our ability to deliver innovative solutions to the utility industry."

#### **About Sensus**

Sensus is a leading clean technology solutions company offering smart meters, communication systems, software and services for the electric, gas, and water industries. Sensus technology helps utilities drive operational efficiency and customer engagement with applications that include advanced meter reading, data acquisition, demand response, distribution automation, home area networking and outdoor lighting control. Customers worldwide trust the innovation, quality and reliability of Sensus solutions for the intelligent use and conservation of energy and water. Learn more at [www.sensus.com](http://www.sensus.com). To follow Twitter updates from Sensus, visit <http://twitter.com/sensusmartgrid>.

#### **About Verdeeco**

Verdeeco's "Grid as a Service" cloud-based platform provides utilities a cost-effective, scalable way to leverage data to better achieve their core mission. The "targeted apps" approach frees utilities from the time and expense of integration and delivers mission-specific big data analytics that reduce operational costs, increase service reliability, boost customer satisfaction, and drive efficiency. For more information, visit [www.verdeeco.com](http://www.verdeeco.com). To follow Twitter updates from Verdeeco, visit <http://twitter.com/verdeeco> and "like" Verdeeco on Facebook.

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