

Sensus Reach Conference Gathers Utility Leaders to Discuss Industry Challenges

Key solutions include using data to improve system performance

RALEIGH, NC (Nov. 10, 2015) – ([Click-to-Tweet](#)) – Utilities, city leaders and business executives gathered at the Sensus Reach Conference in Orlando to discuss how they use technology from Sensus to achieve more with their infrastructure. Areas of focus included outage and storm restoration, network performance, technology impacts and operational efficiency.

Product and solution sessions highlighted how a connected city can use the Sensus [FlexNet[®] communication network](#) to manage core utility services and streetlights. The network's flexibility means public service providers can easily add future applications.

“One of the most rewarding aspects of the conference is the time I get to spend with our customers, partners and distributors to share ideas, address any concerns and make plans for how we can reach farther, together,” said Sensus President Randy Bays.

The three-day, 70-session conference focused on how to collect and analyze data that helps communities take action to improve operational efficiency and customer service. Some of the most popular sessions among the nearly 800 attendees included:

- Build a **Mission-Critical** Communication Network
- **Cybersecurity** in a Connected World
- Communicate with Previously **Hard to Reach** Meters
- **Stop Leaks** and Non-Revenue Water
- Use Data Analytics to **Improve infrastructure Performance**

The FlexNet system provides a dedicated and secure two-way communications highway. It supports multiple applications for electric, gas and water utilities, municipalities and cities.

The 2016 Sensus Reach Conference is scheduled for November 6-9 in Palm Desert, California. [Registration](#) is now open.

About Sensus

Sensus helps a wide range of public service providers—from utilities to cities to industrial complexes and campuses—do more with their infrastructure to improve quality of life in their communities. We enable our customers to reach farther through the application of technology and data-driven insights that deliver efficiency and responsiveness. We partner with them to anticipate and respond to evolving business needs with innovation in sensing and communications technologies, data analytics and services. Learn more at sensus.com and follow @SensusGlobal on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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