

# Making smart water smarter

## It's all about the data.

Organizational challenges for water utilities are consistent across the board, from aging infrastructure and shifting populations to non-revenue water and demands for better customer engagement. What is the solution to these common pain points? Data analytics.



**56%** of water utilities rank asset management and aging infrastructure as their top challenges.

### Significant benefits

Data analytics enables proactive solutions.

- Identify investment and replacement needs.
- Reduce water loss, and increase revenue.
- Detect problems before they occur through remote monitoring and alerts.
- Increase customer satisfaction.

### Compelling evidence

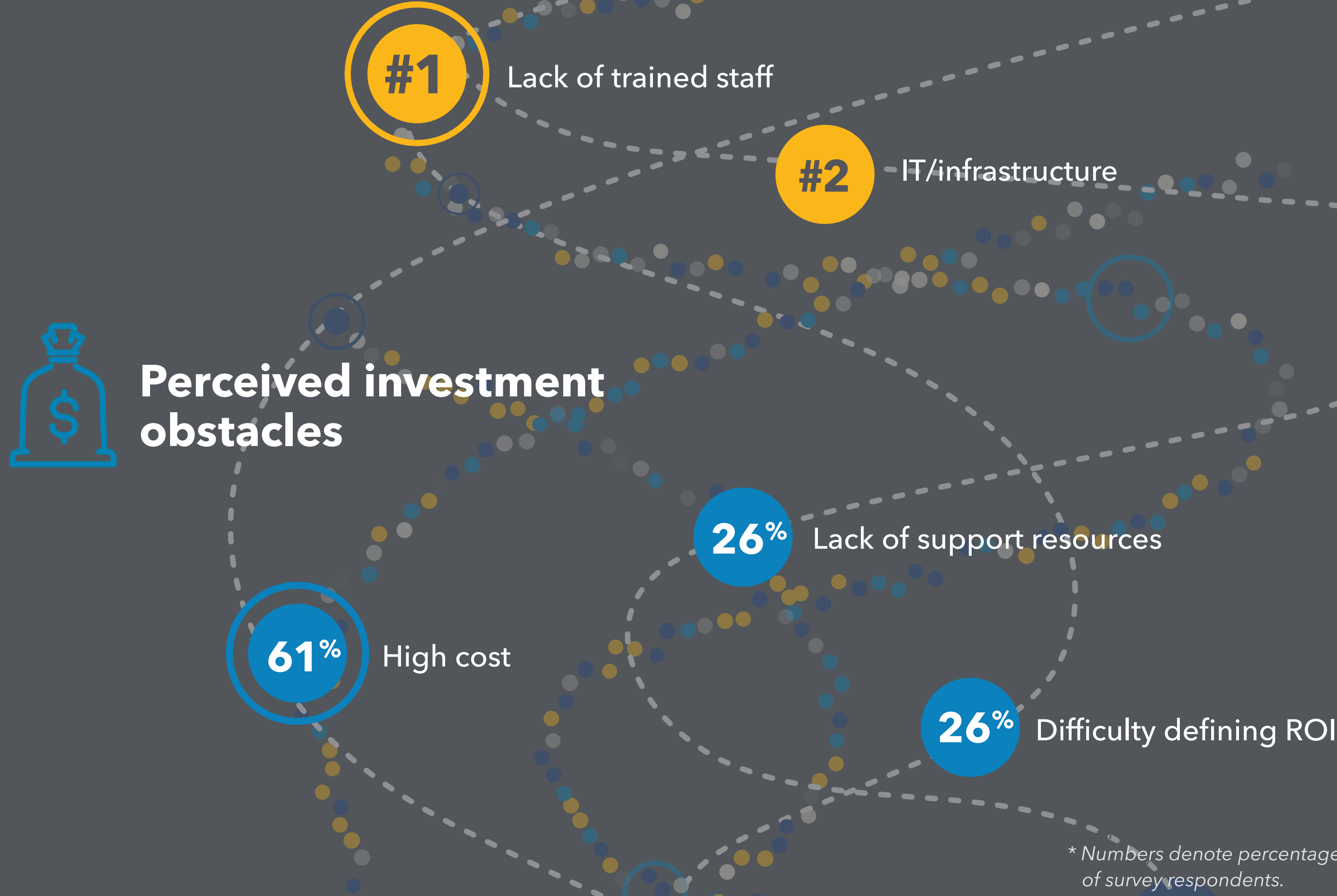
Water utilities using analytics see positive impact.\*

- Better work/maintenance prioritization
  - Enhanced customer service and engagement
  - Revenue and billing improvements
- \* Numbers denote percentages of survey respondents.

## So why isn't analytics more of the norm for water utilities?

Even with undeniable benefits, water utilities are hesitant to harness the power of big data.

### Existing challenges to utilizing analytics



## Making the case for analytics

It's not just for billing and revenue.

### Most needed analytics applications for water utilities:

- #1 Increased customer engagement through an online portal
- #2 Non-revenue water reduction

### Case study: City of Fairmont, WV

The City of Fairmont, WV, invested in AMI with Sensus FlexNet™ and Sensus Analytics to realize huge impact.



## Your success is our business.

Get tailor-made solutions for tailored results.



### Sensus Analytics

Data analytics doesn't have to be daunting. Sensus Analytics offers the flexibility of single applications or pre-bundled packages to ideally fit specific business needs and doesn't require data science experts to use. This intuitive user-friendly software takes utilities to the next level of smart.

- App-based and user-friendly
- Flexible and affordable
- Accessible, secure cloud-based delivery platform
- Near-real-time analysis
- Scalable and integration-ready



### Sensus Customer Portal

Digitizing the customer experience is not optional. Today's customers want to manage their lives via mobile apps and online portals. The Sensus Customer Portal helps improve customer service, enhance customer engagement and promote sustainability. This web-based, interactive application creates easy-to-read usage charts, billing estimates, tips and more.

- Customizable interface with 24/7 access
- Customer target-setting to manage bills and save resources
- Email or text alerts on important account information
- Greater customer control for reduced call volumes



**61%** of water utilities identify customer satisfaction as their top challenge, making this the No. 1 investment priority for water utilities in 2018.

This is analytics without intimidation.

Do more with Sensus Analytics.

