

# ⚡ Data analytics for a smarter grid

## Big data is here.

And although electric utilities have embraced amassing available information, unless that information is analyzed, the potential for significant benefits is lost.

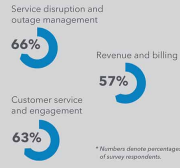
### Current adoption

The extensive use of analytics by electric utilities is shockingly low.



### Proof analytics works

When big data is actionable, electric utilities report great improvements.\*

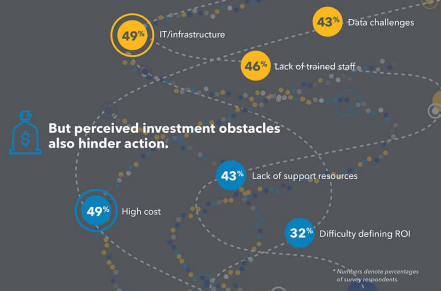


\*Numbers denote percentages of survey respondents.

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

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

### Electric utilities face clear challenges in using analytics.



\*Numbers denote percentages of survey respondents.

### But perceived investment obstacles also hinder action.

## Making the case for analytics

It's not just for billing and revenue.

### Analytics applications most requested by electric utilities:



### Analytics can help justify the move to AMI with ROI beyond billing efficiencies.



## Your success is our business.

Get tailor-made solutions for tailored results.



### Sensus Analytics

Data analytics is not a one-size-fits-all solution. Sensus Analytics offers the flexibility of single applications or pre-bundled packages to ideally fit specific business needs. This intuitive, user-friendly software takes utilities to the next level of smart.

- App-based
- 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 and promote sustainability by putting the customer in control.

57% of electric utilities identify customer satisfaction as their top challenge, so it is their #1 investment priority.

- Customizable, easily brandable interface
- Ability to set custom usage threshold alerts to avoid high bills and save resources
- Custom email or text alerts on important account information
- Home energy profiles, education and cost-saving tips

This is analytics without intimidation.

**Do more with Sensus Analytics.**

[sensus.com/analytics](http://sensus.com/analytics)

