

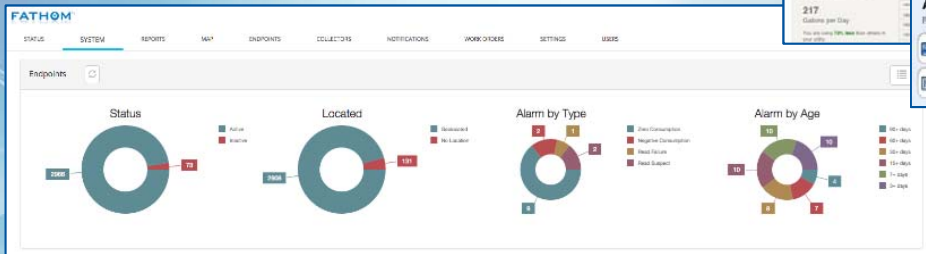
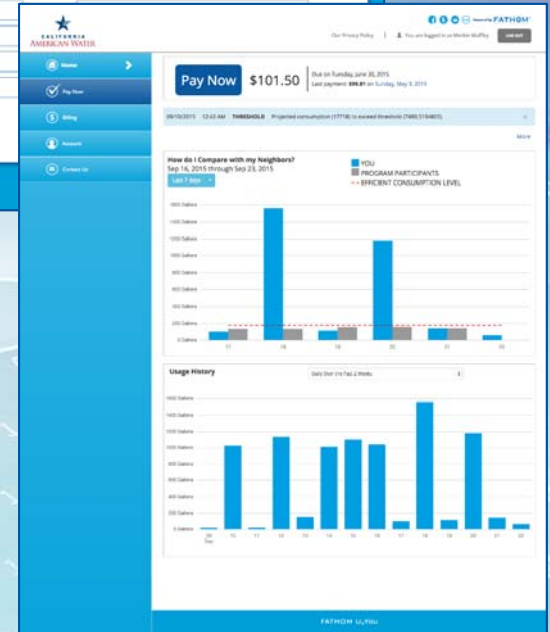
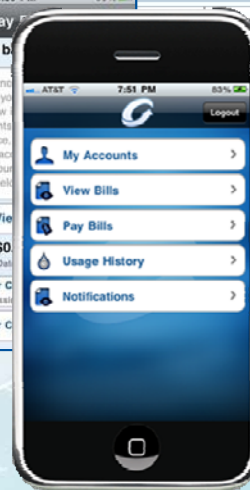
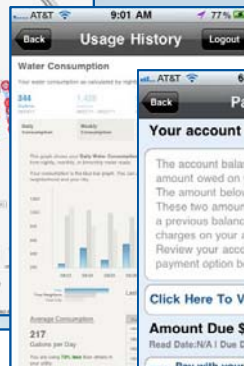
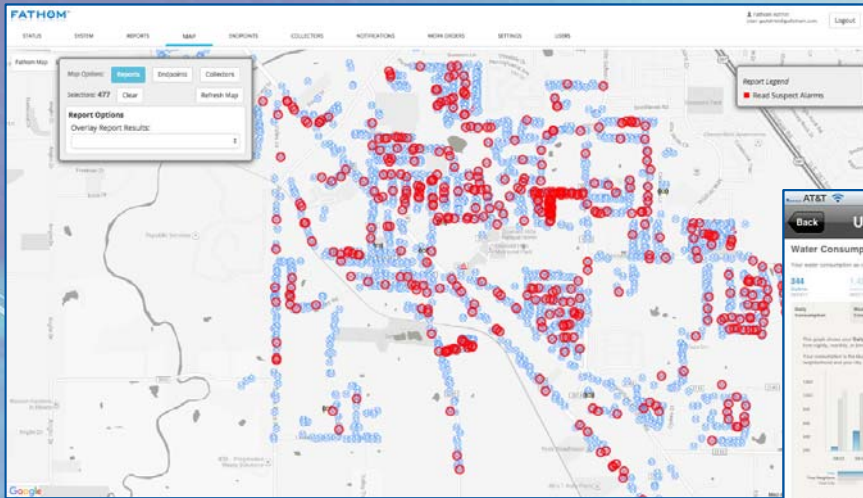
19 MAY 2016

**FATHOM**<sup>TM</sup>

THERE IS STRENGTH IN NUMBERS

BLUE CITIES  
TORONTO

# THE IMPORTANCE OF DATA



# DATA: THE KEY TO EFFICIENCY

- Data provides the basis for **efficient operations**.
- Metering data is the **foundation of the conversation** with our customers.
- Engages the **Customer in the Business of water**
- **Meter data integrity Validated Meter Data** directly leads to:
  - Elimination of Non-Revenue Water (Apparent Losses)
  - Prioritize CAPEX (plus deferral, reduction or elimination of CAPEX)
  - Effective conservation messaging and programs
  - Identification of Customer-side Leakage
- Customer metering + Customer Presentment is the back-bone of **Revenue Assurance** and is **critical to Customer Service**.



# PERSONALIZED WATER



- How much water do I use?
- Is that a normal amount?
- How do I fare compared to my street, my neighbourhood, my city?
- How much water should I use?
- Help me:
  - Tell me how to manage my water costs.
  - Tell me when I have used too much.
  - Tell me when I have a leak.



# CONSERVATION WHILE PRESERVING REVENUE

