



## [FATHOM presents IoT innovation at BlueTech Forum](#)

### [Utility data platform saves water and generates revenue](#)

**BlueTech Forum** is delighted to announce that utility data specialist **FATHOM** will join the Innovation Showcase at its annual event in San Francisco on 1 June. Initially developed by US utility Global Water Resources for its own use and spun off as a separate entity in 2013, FATHOM is a geo-spatial, software-as-a-service platform that not only saves water and enhances customer service, but also finds revenue hidden in utility data.

The system, which is already in use on 4 million meters in the US, uses an Internet of Things (IoT) approach to gather, curate and assess data from any metering technology and methodology – from manual to automated meter reading (AMR) to advanced metering infrastructure (AMI) – allowing utilities to find value in every step of the process from meter to customer to cash. The platform also feeds information to customers – allowing them to make better decisions about water use and therefore conserving water and controlling their own costs.

Graham Symmonds, Chief Knowledge officer of **FATHOM** said: “The beauty of our system is that it was developed by a water utility for a water utility - so we know it works. Smart data can help water utilities increase revenue, decrease costs, save water and improve service to customers.”

#### **Internet of Things (IoT)**

**Stefan Urioc**, water technology market analyst and data scientist at **BlueTech Research**, says, “The Internet of Things might be a buzzword for many, but the concept of remotely operating and communicating with devices in the field, as well as analysing data easily, is slowly taking over the water world. The software-as-a-service data management and analytics suite of tools offered by **FATHOM** represents a bridge between distributed measuring devices and water utilities and their customers. Facilitated by the Internet of Things architecture, operators can easily analyse consumption patterns, communicate with customers proactively, and ease the billing process for both the utility and customers.”

The cloud-based data system offers a single view of the meter to customer process, a way of integrating the various disparate software, databases, business practices and equipment used across a utility in a way which has been designed to allow both the utility and the customer to make best use of the information. The information processed by the advanced metering system can be used both by operators and customers through mobile device management, customer information systems and electronic bill presentment.



### **Increased revenue**

**FATHOM** generates value for utilities in the form of increased revenue, decreased costs and customer delight, with the additional value of being able to decrease water demand if the customer needs this capability. The system is scalable and is capable of homogenizing and standardizing data taken from any type of water meter or device. An open architecture data repository and analytics engine allows for cross-platform analytics. The result is real-time, spatially relevant information is available across the utility.

FATHOM Prime, the foundation for FATHOM's U2U (Utility-to-Utility) Solutions, is a tool that compiles data from all existing meter types, reading methodologies and vendors and assembles it into a scalable, geospatially supported time-series database. Complementary to FATHOM Prime, the FATHOM U2You suite of customer engagement tools provides near-real time information to customers to allow for proactive management of demand and offering significant channel shift opportunities for customer service and payment processing.

Average results across the **FATHOM** partner utilities show an increase in revenue from better data management of 5 to 15 per cent – even in the face of mandated and voluntary demand destruction. The company has also uncovered hidden revenue in excess of US\$7.4m annually (and counting) from its existing customer base, and reduced bad debt for their partner utilities by an average of 75 per cent.

In addition, **FATHOM** offers the FATHOM Store, which serves as both an on-line technology marketplace for the water sector and as a data integration platform to facilitate technology adoption.

### **Collaborative approach**

The solution represents an innovative approach to inter-utility collaborations, as it enables smaller utilities to have access to tools that were previously too costly.

Symmonds said: "**FATHOM** came about because Global Water Resources realised the only way to assure revenue and exceed our budget expectations while addressing changing demographics, water scarcity and the changing needs of our customers was to invest in better data so we could have better information. We soon recognized the applicability of these systems to the sector as a whole, and began the commercialization of our platforms for external customers."

Paul O'Callaghan, chief executive of BlueTech Research says, "We are delighted that **FATHOM** will be sharing its technology concept and value proposition with delegates to BlueTech Forum. Smart data platforms are one of the most exciting and innovative developments in the water industry today.

"The need to manage data and information is now as important for utilities as the need to manage the flow of water. **FATHOM** is an important tool as the water industry seeks ways to make best use of big data."

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# BlueTech Forum 2016

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An interactive roundtable on *Online Sensors and Predictive Analytics*, hosted by Dr Corina Carpentier, a member of the O2 Environmental Technology Assessment Group, and Stefan Urioc will also take place at BlueTech Forum. For more information, visit [www.bluetechforum.com](http://www.bluetechforum.com).