Big Data for Utilities

Leveraging Data for Strategic Advantage

Big Data Analytics for Utilities

The Future Is Here

The Challenge

Ever expanding markets and growing size of customer base are posing new challenges to the utility companies. Utility companies are finding themselves in unfamiliar terrains where they must connect with their customers, deepen their engagement and provide the highest level of service. Becoming a customer-centric, information-driven organization is no longer simply an option for most utility companies, it's a business imperative.

With rapidly growing consumption, more and more customers demanding the control and insight of the energy consumption, increasing customer expectations and concerns, enormous amount of smart meter data, excruciating cost of operations- be it inventory, fuel or fleet, are some of the performance critical areas where utility companies can identify problems and predict the trends that may lead to customer churn.

Leverage your data for strategic advantage

The power of big data analytics lies in its ability to take a heap of unrelated data and using a data model to map this data which clearly reveals the relationship that exists among the data.

Total size of the data being processed, complex, unstructured nature of the data and the need for real-time data analysis are the top three factors driving big data adoption over traditional database solutions.

Big data analytics can provide a powerful, actionable insight and a great visibility to identify and look into the problem areas and enable the company to develop an effective improvement strategy in order to improve service level and financial performance that leads to achieving operational excellence. Here are some of the areas where utility companies can use big data analytics to reduce cost and achieve operational efficiency:

- Supply demand balancing
- Predict and prevent service outage
- Reduce energy theft
- Improve operation, maintenance and operational scheduling of the asset utilization
- Resource planning
- Modernize customer experience and improved customer service
- Field services and fleet performance
- Capacity planning
- Logistics and fuel consumption analysis
- Servicing and Repair management
- Inventory Management
- Compliance and Regulatory reporting
- Real time analysis

When paired with other predictive analytics solutions, data models can even identify at-risk customers and anticipate when they are likely to have difficulty paying their bills. Being able to predict payment behavior allows organizations to focus on accounts that are likely to fall into the collections process and stop customer churn before it actually happens.

Why Touchstone

Understanding how to leverage Business Intelligence investment and move to the next level of business intelligence can be very difficult for any organization specially keeping pace with the 6 Vs of the data - volume, variety, velocity, veracity, visibility and value. The key factor in achieving better business value is to understand that the gap between the maturity level of the business intelligence within the company and the maturity level of the company itself must match as much as possible.

Gaining greater visibility into the future and complete control of your strategic decisions with the help of this meaningful data makes more business sense especially when it comes to improving your company's operational efficiency and financial performance.

Touchstone offers Big Data Analytics solutions that help organizations capitalize on the huge potential that Big Data brings to the table. It transforms the entire knowledge landscape within the firm and provides actionable insights from their data. Touchstone's Big Data, Analytics and BI services can help you in "Smart Management" of your company. Touchstone's big data experts are perfectly capable of understanding your business model, business needs and organizational goals and develop an innovative solution with measurable results.

About Touchstone

Touchstone ITS is a Management Consulting and IT Services company that architects business solutions and provides IT services to companies across the U.S. Touchstone helps its clients maximize ROI on their business processes and IT investment with short delivery cycle, seamless systems integration and superior support services.

Make Touchstone your partner for Big Data and Analytics services.

Contact us today at **(909) 972-0001** or email at **info@touchstone-its.com**