

Smartbridge simplifies business transformation by partnering with our clients to help with their journey towards building a modernized, digital ecosystem. As a Microsoft Gold and Power BI Partner, Smartbridge has worked with various energy and electric utilities companies to drive their digital transformation. Here are some of Smartbridge's capabilities:

- Provide strategic leadership for a digital transformation strategy and roadmap
- Bring business value by closely working with the technology and business leaders
- Serve as adopters and champions to help clients move towards a data-driven culture

Below are a few use cases from the electric power industry that Smartbridge can provide solutions for with our years of experience and expertise.

REVENUE SHIELD



Electric utility companies lose an average of **3%** of the revenue from misconfigured/faulty meters and theft.



A typical Fortune 500 utility company can lose **hundreds of millions of dollars** in revenue per year. When expanded to the entire industry, this amounts to **billions of dollars** just in North America.



It can also become a safety issue when improper bypasses are used in theft scenarios, posing a fire safety to the entire neighborhood. Hence, handling this issue is becoming a top priority for many companies

Solution

The advent of smart meters (AMI and AMR) in the last decade has allowed the industry to get granular data (i.e. within 15 mins) related to a customer's electricity consumption. Utility companies can analyze this data and combine it with external information such as the size and age of their home, energy efficiency measures etc. and calculate the estimated consumption by using data science and advanced analytics. This estimated consumption can then be compared with the billed consumption to identify revenue loss.

Leading utility companies that have started their digital transformation journey are prioritizing this use case because of its feasibility and usefulness. On top of that, the technology needed to analyze the data and identify the losses is getting simpler and more cost-effective. Smartbridge utilizes a variety of products from the Microsoft tech stack to implement this solution such as: **Azure ML, Azure Synapse, and Power BI.**

CUSTOMER EXPERIENCE - OUTAGE MANAGEMENT



One of the major strengths for utility companies is the ability to handle massive power outages and keep the power for most of their customers **(80-90%)** as quickly as possible. On the flip side, **millions of customers (the other 10-20%)** still experience longer or sustained outages throughout the year due to many reasons.



When these outages happen, customers are looking for accurate and updated information related to restoration, which is not always provided. As a result, utilities have a lot of dissatisfied customers, who are used to personalized and engaged service from companies such as Amazon, Uber, etc. This provides a major opportunity for utility companies to improve customer communication in their service resulting in better engagement and satisfaction.

Solution

Smart meters (AMI and AMR) allow utility companies to know the status of their customer's electricity service. Utilities can then analyze this data and combine it with external information (such as outages reported by other customers in the neighborhood, weather, information from other systems like SCADA) to identify possible outages. Once identified, this outage can be analyzed further for possible cause, historical restoration times, etc. to provide the detail to customers.

Some of the leading utility companies started their digital transformation journey and prioritized customer engagement. And as mentioned before, the technology needed to analyze the data and engage the customer is getting simpler and cost-effective. Smartbridge utilizes a variety of products from the Microsoft tech stack to implement this solution such as: **Azure ML, Azure Synapse, Azure IoT Central, and Power BI.**



Smartbridge, a Microsoft Gold and Power BI Partner, delivers digital transformation to clients across various industries and has worked with energy companies to transform their business operations. The Smartbridge leadership team also has domain knowledge and experience developing and implementing these solutions in a fast, cost-effective way.