

## QUADRANT CASE STUDY

### INSIGHT AND INTELLIGENCE



#### The challenge

In a world where the forces of regulation and invention collide, only the most insightful survive. Utility metering is now smart enough to alert you to a faulty appliance, wasteful teenager or elderly neighbour in difficulty. Utility regulation is designed to create a fair, inclusive, ecological and self policing industry, eventually. How could the global leader in metering get its people, engineering and smart technologies ready for the opening of several international markets?

#### What did we do?

Assigned to review the energy metering prospects across EU countries, Quadrant's network of energy experts in Europe quickly realised that EU directives were being interpreted differently. Our work had to factor for communication network variances, dominant utility procurement and country regulator rigour.

This took a considerable amount of desk based analysis, supplemented by well placed opinion gathering, to produce clear and compelling insights.

#### What was the breakthrough for Sensus?

For Sensus, as for many of our business clients, the breakthrough was in aligning their world class smart metering capabilities with local market conditions, delivered through new insight on the needs of the procurement intermediaries. Our normal 'needs based' logic was blended with insight led projections of who, why and how would intermediaries place orders for metering systems. As the intermediary enterprises are still emerging, this gave Sensus the advantage of a preparedness plan in whichever EU market was to prove the most rewarding for them.