

## **Cloud Based Geospacial Building System for Water Utility Billing: Maximizing Revenue in the Meter-to-Cash Vertical**



**Trevor Hill**  
Chairman & CEO  
FATHOM Water Management

**CEOCFO:** *Mr. Hill, your site indicates that FATHOM is transforming the water utility paradigm by unleashing the power of data. What does that mean day to day for the company?*

**Mr. Hill:** FATHOM is a company that defines the vertical between meters and customers in the water sector. We are bringing economies of scale to a fragmented sector by enabling a cloud based, geospacial billing system that we developed specifically for water utilities.

**CEOCFO:** *What are some of the challenges in the billing? Why do we need something specific for water?*

**Mr. Hill:** In our sector it is incredibly fragmented. What that means is there are a great deal of very small utilities. As a function of being small, they do not generally have the IT sophistication to take advantage of some of the new technologies that are emerging. We recognized this from our role as owners of water and wastewater utility companies. Our platform brings tools that would otherwise be unavailable to smaller utilities into their grasp.

**CEOCFO:** *You mentioned billing. Are we talking technology for the water itself overall or are we talking about more administrative technologies?*

**Mr. Hill:** For utilities, their ability to adopt many technologies is largely predicated on their ability to manage IT and since most are small, they often struggle in this regard. As a result, the water sector has fallen behind as far as technology adoption goes.

**CEOCFO:** *What are you able to supply?*

**Mr. Hill:** The technology provides a turnkey back office solution specific for water utility billing. Our products make it easy, not only for our utilities to adopt new metering technology – we call them AML, advanced metering infrastructure, which are meters that read once an hour – but also to provide the entire vertical between meters and customers, which allows utilities to easily and readily surface the value of data in their utilities. There are nine products in that stack and we provide them in a variety of ways water utilities.

**CEOCFO:** *What is an example of the data you are able to provide and how might a utility make use of it to make a significant change?*

**Mr. Hill:** In many cases, the quality of the data utilities is very low. Over the years, the data that represents their customers or their meters often becomes corrupted. For example, one high value proposition that Fathom has is that on installation, revenue generally goes up on average between five and twenty-five percent simply as a consequence of fixing data in a geospacial, real-time framework. Revenue immediately goes up and costs go down as a function of the economies of scale. And customer delight goes up with very high functioning, customer facing tools.

**CEOCFO:** *Are customers looking for something better? Do people care very much as long as they get their water?*

**Mr. Hill:** The reason the average billing process seems to archaic is that it in most cases, water utilities are represented by tiny entities with very limited IT sophistication. There are 56 thousand water companies in the US. Water is heavy and as a function of its mass, it is hard to physically consolidate water utilities. As a result there are many of them. They all suffer from the same issue and it frustrates customers like you. In FATHOM, we built an easy to adopt, high functioning, integrated back office for the whole sector. We designed it for a hundred million meters so that we could build the kind of business processes to customers that you are used to. Such as easy ways to pay your bills, ways to pay online, easy

ways to visualize your consumption in context. Many customers just want an easy way to pay their bill. In California and places like that, there is much more urgency around water these days and these tools provide insight to customers, but the real value of FATHOM is to the utility. It makes the business processes much less cumbersome.

**CEOCFO: Do you find that the smaller utilities are looking for better ways or is it more that when they find out about FATHOM, they are happy to embrace what you offer?**

**Mr. Hill:** They are absolutely looking. This is era where the complexity of utility operations is quite high and getting higher. And utilities are struggling with decreasing revenues in most cases. They are anxious to find ways to optimize their own operations and it is tricky to do at their scale. That is what FATHOM does.

**CEOCFO: How do you reach out to utilities?**

**Mr. Hill:** We have many channel strategies where we have many partners in the sector. We are working with partners from engineering firms, through meter manufacturers, through the larger system integrator companies who are marketing across all sizes of utilities. These channels provide an easy way for utilities to access FATHOM technologies.

**“One high value proposition that Fathom has is that on installation, revenue generally goes up on average between five and twenty-five percent simply as a consequence of fixing data in a geospatial, real-time framework.”- Trevor Hill**

**CEOCFO: What are your concerns about water technology and how you are helping at FATHOM?**

**Mr. Hill:** Our premise was fundamentally based on the certainty of future water scarcity. We continue to believe that water is going to be an issue around the world. Technology really represents the demand side of water management. By going where the water is and controlling it, we can add to the water equation by providing thoughtful demand structures and concepts that allow us to use less water. Among the other things we have talked about here, the data utilities have when they adopt technologies like FATHOM allowing for the long-term preservation of our water resources.

**CEOCFO: Why is FATHOM Water Management a noteworthy company?**

**Mr. Hill:** I think the world is waking up to the fundamental fact that the world is running out of water. We built demand side and back office capabilities to make the tools that help utilities of all sizes around the globe. Because FATHOM is based directly on our utility background, the value in the back office has been proven repetitively. Moreover, it pays for itself. FATHOM makes that back office operation easy and generates very high value for utilities of all sizes.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

---



**FATHOM Water Management**

**For more information visit:  
[www.gwfathom.com](http://www.gwfathom.com)**