

BUSINESS CASE STUDY 5

Operational Efficiency & System Consolidation

Replacing six disconnected systems with one integrated billing & management platform



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Background

A national water retailer had built its operations on a collection of specialist tools: one system for billing, another for CRM, separate applications for debt and pricing, spreadsheets for market data reconciliation, and a standalone BI platform for reporting.



The Issue

Individually, each tool served a purpose.

Together, they created complexity.

Data had to be keyed in multiple times.

Small inconsistencies grew into billing queries.

Customer information was distributed across the organisation in fragments, making it difficult for staff to provide a joined-up service.

Operational costs were rising, and the leadership team recognised that the overall structure was preventing the business from scaling efficiently.

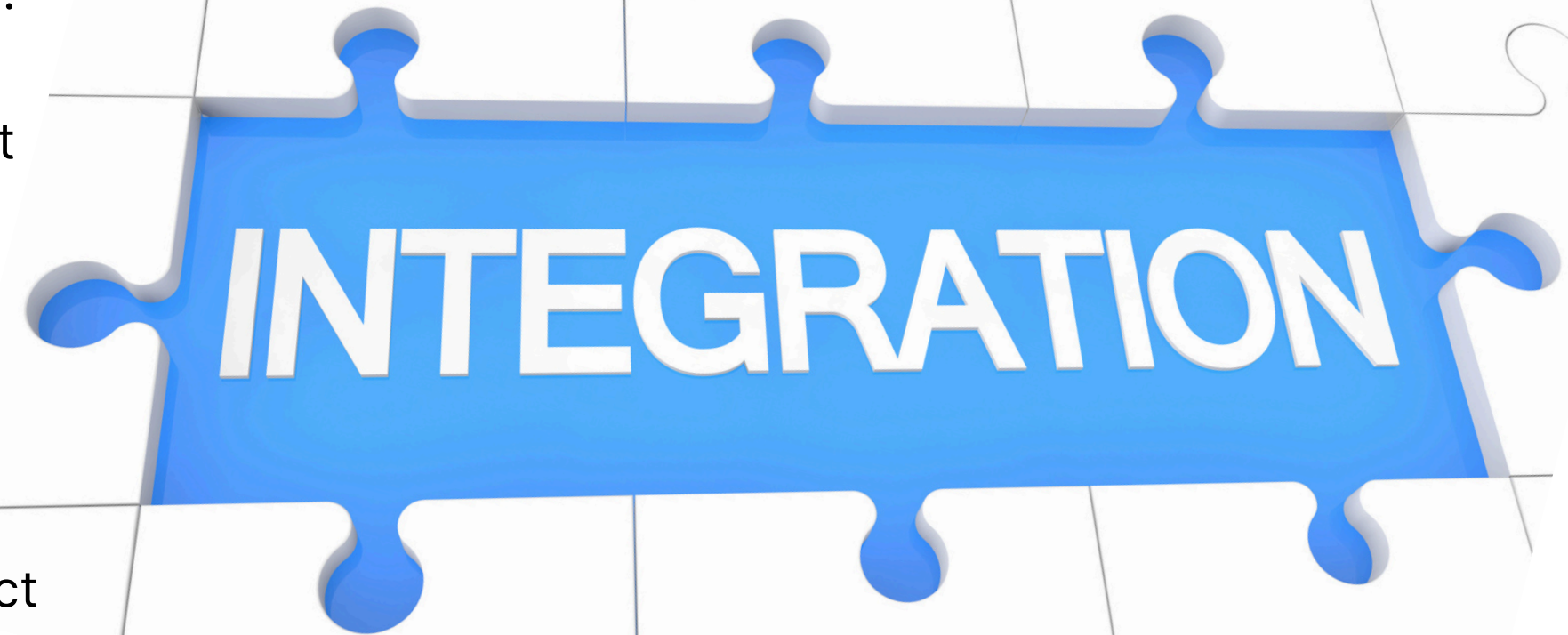


Cloudwater Integration

Cloudwater Edge provided a single integrated Cloud based platform capable of replacing all six systems.

CRM, Billing, Pricing, Debt Management and Market Data operations were brought together into one environment, underpinned by a bi-temporal data engine ensuring every record aligned with CMOS and reflected its full history accurately.

Additional benefits included a single point of contact for support and training and important value adding functionality such as the High Volume Interface (HVI) for market integration.



Benefits

Processes that once required multiple systems—such as final billing, tariff updates, SPID corrections or consumption review—were now automated and executed consistently within Edge.

Teams gained access to a single customer view, complete with billing history, usage trends, meter associations and contract information.

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Conclusion

The impact extended far beyond technology consolidation. Operating costs fell as licences were retired and manual processes reduced.

Staff productivity increased dramatically, with manual workload dropping by more than half.

Billing cycles accelerated, customer queries fell, and the retailer gained a level of operational coherence it had never previously achieved.



“We now run the entire business from a single reliable platform.”