



BUSINESS CASE STUDY 2

Market Pricing - Revenue Uplift

Transforming tariff complexity into consistent,
predictable pricing outcomes



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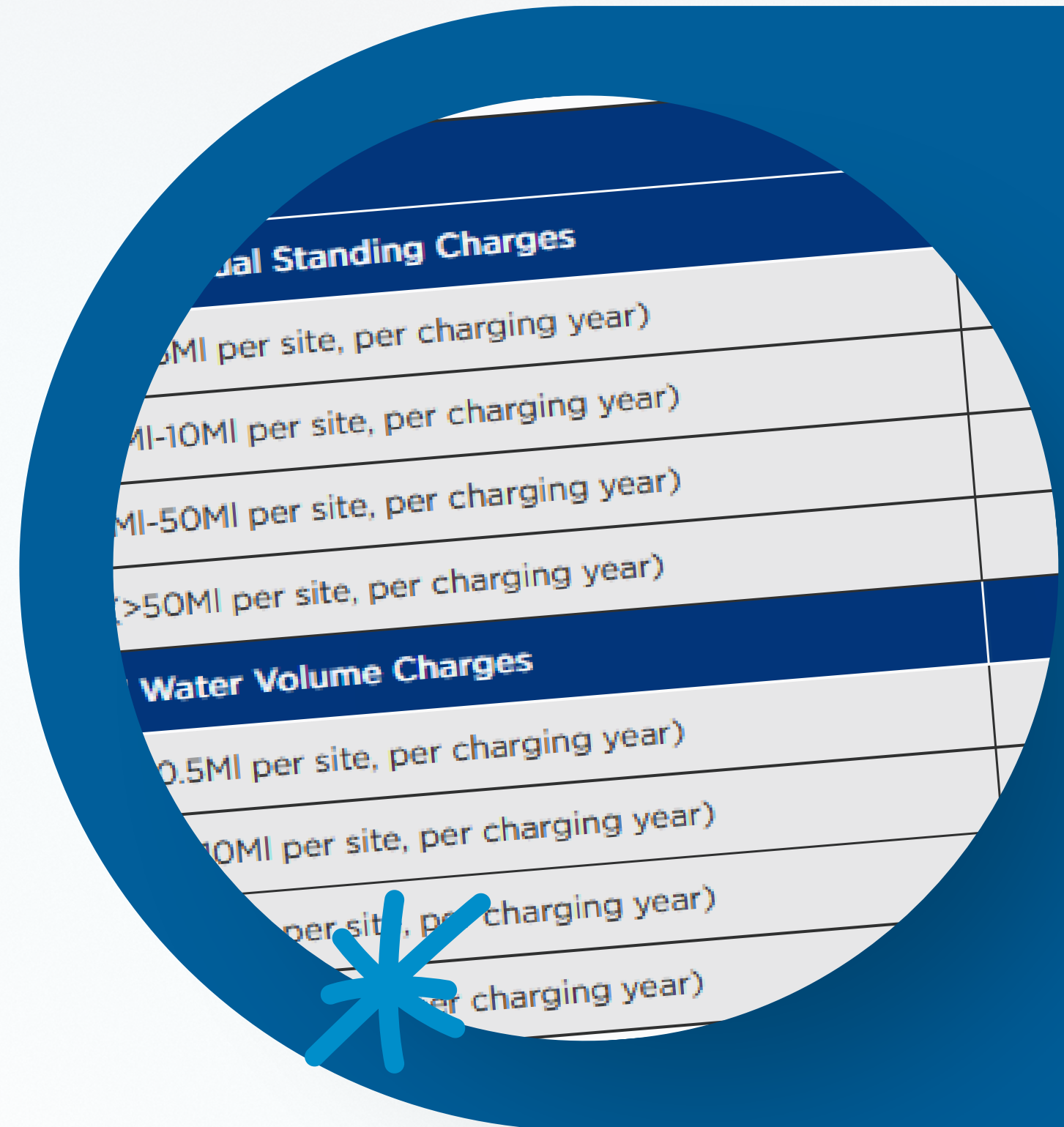


Background

A national water retailer specialising in SME and multi-site portfolios had long relied on a patchwork of spreadsheets to manage its tariff structures.

Over time, each iteration of these spreadsheets drifted slightly from the last.

Rules were interpreted differently across teams, bespoke tariff arrangements were stored in isolated files, and tariff updates introduced new layers of risk every year.



Pricing Issues

Although the retailer had grown steadily, its pricing and quoting accuracy had not kept pace. Many customers—especially those with multiple SPIDs—or complex networks were being priced inconsistently.

Some were under-priced without anyone noticing; others received quotes that didn't fully reflect the correct tariff or network configurations.

The business development team spent countless hours checking, correcting, and explaining quote discrepancies, yet the root cause remained unchanged: too many manual processes and too little central control.



★ A New Approach to Market Pricing & Quoting

Cloudwater introduced an entirely new approach to pricing using the Cloudwater Edge system

Instead of spreadsheets, tariffs were loaded directly into Edge’s Pricing Engine, where they could be applied consistently at the SPID, DPID and service level.

Complex combinations of volumetric charges, fixed charges, return-to-sewer (RTS) factors and DPID SVAM parameters were translated into precise, auditable logic.

SPID pricing could be created individually, or as groups of SPIDs.

Trade Effluent and Complex Meter Networks became a breeze

Suddenly, life became easy through the user-friendly Edge Pricing and Quoting interface

£ Pricing

Create Quot

	Wholesaler	M	Status	RV Water	Water	Waste	P.Dr	R.Dr	TE	Retail
N GINEERING D	US- BRISTOL- W,WESSEX-W	1	Occupied	0	✓	✓	✓	✓		£127.29
	RN-R UNITED-W	1	Occupied	0	✓	✓	✓	✓		£1,084.03
	VERN-R SEVERN-W	1	Occupied	0	✓	✓	✓	✓		£131.32
	SEVERN-R UNITED-W	0	Occupied	0		✓	✓	✓		£369.19
	BSTREAM-R YORKSHIRE- W	1	Occupied	0	✓	✓				£960.90
	CASTLE-R AFFINITY- W,THAMES-W	1	Occupied	0	✓	✓				£561.65
	- Soul Pizza SUTTON-R THAMES-W	1	Vacant	0	✓	✓				£1,284.89
	EVERFLOW-R UNITED-W	1	Occupied	0	✓	✓				£116.52

Results

The results were both operational and financial.

Within the first month the retailer learned the power of the Cloudwater Edge Pricing and Quoting Module. The sales team were overjoyed that Quotes could be prepared quickly, easily and accurately, using real-time Market Data and valid Tariffs

With the Edge pricing and Quoting engine in place, pricing became uniform, predictable, and easy to perform.

Queries fell sharply, and conversions improved by over 100%

