



## Detectent Inc.

In 2004, Detectent emerged as the pioneer of Customer Intelligence for utility business decision support. The initial focus was on the identification of energy theft through the application of advanced analytics. Detectent's rapid success with this first Customer Intelligence application was predicated upon the fact that they did not simply provide a sophisticated tool; they *delivered* a solution that enabled customers to recognize new revenue immediately. In only a few years, this employee-owned company has grown to over 50 professionals in the United States and Canada. Detectent's fast-growing customer base already encompasses more than one-third of North America's largest utility companies, as well as many major mid-tier and municipal utilities.

Detectent, in close partnership with its utility customers, has broken new and exciting ground with Customer Intelligence Solutions in other key business areas. With its innovative centralized data architecture, Detectent's solution allows information from sources both inside and outside of the utility's domain to be used in tandem, enabling business-decision support based on a much broader understanding of the utility's customers. This ever-expanding data repository of utility customer behavior characteristics has become a launching pad for new value added solutions.

At the heart of Detectent's solution is a layer of proprietary analytics that reside above the data repository and is comprised of an ever-expanding set of algorithms and methods designed to extract intelligence from massive amounts of raw data. This toolset can be used to identify anomalies and events quickly, compare customer behavior to peers, and predict how customers will behave and use energy in the future.

Utilities that partner with Detectent do so based on a clear exchange of value. Detectent's solutions are provided on a fee-for-value basis, in which the investment is made over time and returns are measured monthly. Spreading the investment over time provides cash flow benefits to the utility, protects the utility from risk, and ensures that the returns are real-



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ized within the same fiscal period in which the investment was made.

With greater customer intelligence, utilities can maximize customer satisfaction and drive higher revenues, while lowering costs and minimizing risk. Detectent's Customer Intelligence Solutions help utility companies primarily in these four areas:

**Accurate Billing** — Incorrect billing, due to meter failure and malfunction or due to billing and metering parameters errors, costs utilities millions of dollars each year. In addition, re-billing customers for billing inaccuracies is the leading source of customer complaints to the utility and commission. Detectent helps utilities to identify cases of inaccurate billing in an expeditious manner so that minimal re-billing is required.

**Energy Efficiency** — As the energy crisis continues, utilities are expected to help their customers decrease energy consumption through conservation and efficiency. Detectent's Energy Efficiency Solution helps utilities meet increasing energy efficiency targets in a cost-effective manner by enabling the utility to target and reach the right customers with the right programs, ensuring maximum participation.

**Energy Theft** — It is estimated that one to three percent of a utility's total revenue is lost to theft. Most utilities lack the tools and intelligence to tackle this problem. Detectent helps electric, gas, and water utilities proactively detect energy theft, maximize the recovery of revenue, and deter theft in the future.

**Risk Optimization** — With energy costs rising and the economy slowing, utility companies must protect themselves against the threat of non-payment. However, the collection of security deposits brings its own set of problems and intrinsic risks. Detectent utilizes highly developed Customer Intelligence models to determine the optimum deposit amount, minimizing the risks incurred by clients.