



**ONE ITEM AGENDA
FATHOM WORKSHOP
ARCADIA CITY COUNCIL
CITY COUNCIL CHAMBERS
23 NORTH POLK AVENUE, ARCADIA FL
TUESDAY, FEBRUARY 7, 2017
5:00 P.M.**

CALL TO ORDER AND ROLL CALL

PRESENTATION

1. FATHOM - presented by City staff and FATHOM representatives

PUBLIC (Please limit presentation to three minutes)

ADJOURN

NOTE: Any party desiring a verbatim record of the proceedings of this hearing for the purpose of appeal is advised to make private arrangements therefore.

PLEASE TURN OFF OR SILENCE ALL CELL PHONES

FATHOM™

THE SMART GRID FOR WATER

INCREASE REVENUE. DECREASE COSTS. DELIGHT CUSTOMERS.

THE WORLD'S MOST PRECIOUS RESOURCE

WE GET IT. IT'S A BIG DEAL.

Managing the world's most precious resource is a tough business. Budget constrained water utilities are expected to both operate flawlessly 24x7 and adapt quickly to conditions completely out their control. The challenges water utilities face continue to mount; declining revenue, aging infrastructure, conservation mandates, changing customer service expectations and lack of funding are the daily burdens utilities struggle to navigate. We must innovate, and *The Smart Grid for Water* will help.

WHAT CAN YOU DO ABOUT IT?

There are 56,000 water utilities in the United States – the vast majority are small with neither the money nor expertise to manage this data-driven transformation. Water utilities simply are unable to achieve the economies of scale necessary to address all these issues on their own.

So, why go it alone? Join the growing list of FATHOM utilities and partners delivering *The Smart Grid for Water* to communities of all sizes.

WE ARE FATHOM

Born from a water utility facing the same challenges you are — we get it. The solutions we needed didn't exist, so we created them. As a result, FATHOM and *The Smart Grid for Water* were born.

FATHOM grew within Global Water Resources, a leading water utility, to solve the challenges of declining revenue and changing customers expectations. Today, with the help of our partners and utility customers, it now represents the leading *Smart Grid for Water* platform and your gateway to smart cities. With nearly 4 million meters on the platform, a rapidly expanding partner network and over 150 public water systems leveraging the FATHOM platform – the time to join is now. Let us show you how FATHOM can help you deliver *The Smart Grid for Water* without spending additional money.



DO ANY OF THESE SOUND FAMILIAR?

- ▶ You know your revenue is eroding, but don't know how to fix it
- ▶ You need real-time, actionable data plus tools and expertise
- ▶ Budgets are tight and change is risky
- ▶ Conservation is good for the planet, but it destroys your revenue and ability to make bond payments
- ▶ Customers want the information to understand their usage and their bills in the palms of their hands

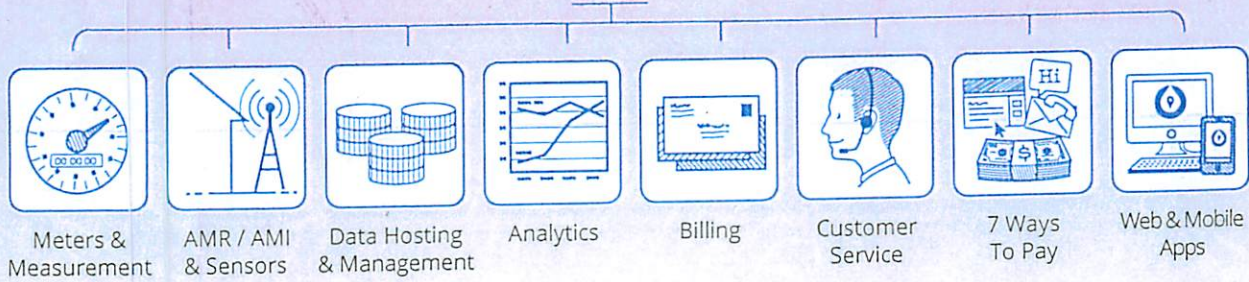
"Water utilities typically have older billing systems that are based on one utility comparing itself to another water utility nearby. The FATHOM billing system is more comparable to how consumers pay for cable or Internet services."

Melissa Valadez-Cummings,
Assistant City Manager of Cedar Hill, TX

FATHOM™

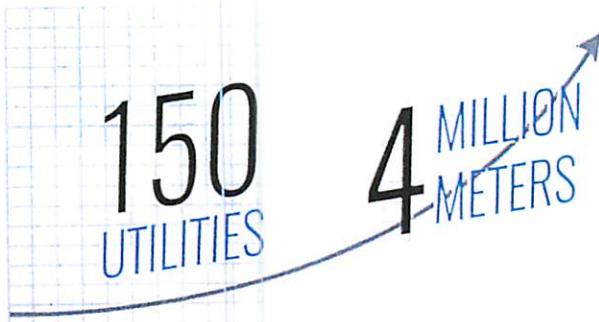
www.gwfathom.com | 1.855.FATHOM1 | sales@gwfathom.com

THE SMART GRID FOR WATER



BEST OF BREED SOLUTION

The *Smart Grid for Water* leverages our cloud-based, time-synchronized, geospatial platform that encompasses the needs of utilities from meter-to-customer. Through our software and managed services, we provide utilities a single view of their meter-to-customer processes. With our streamlined approach, we integrate the disparate software, databases, business practices and equipment used in a utility, and assume the risk of ongoing management. Regardless of your existing meter reading systems or business processes, our proven approach enables utilities of all sizes to reap the benefits of data and turn it into actionable information and more revenue.



ONE PARTNER. SIMPLE EXECUTION

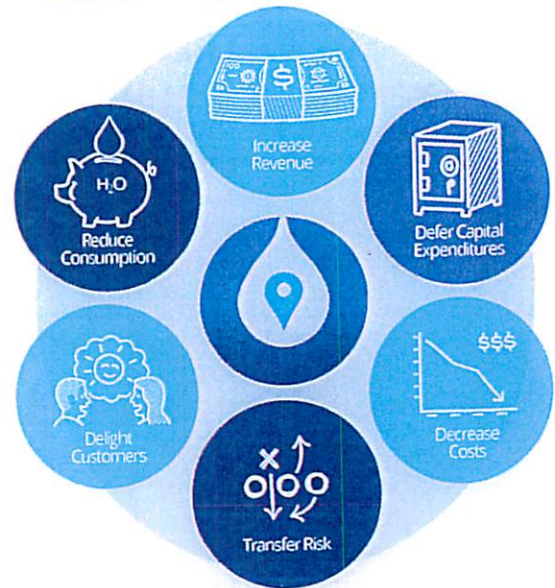
Most water utilities can't afford the risk associated with deploying these solutions with multiple vendors over time. The likelihood of error is significant and a piece meal approach robs the utility of realizing their full revenue potential. Because our singular focus is water utility management, we offer utilities a turn-key solution, expert managed services and SaaS delivery, ensuring your community continues to receive the benefits of the Smart Grid no matter how fast technology changes.

Join the growing list of partners and utilities adopting FATHOM and let's do this together. There is strength in numbers.

CUSTOMER AND REVENUE FOCUS

In this age of web-enabled, mobile devices, utility customers have come to expect more from their service providers. They want more, while you must operate with less. The *FATHOM Smart Grid for Water* solution will help you meet this challenge while increasing your revenue at the same time. FATHOM ensures every meter is accounted for and every customer is billed correctly each month, making it fair for everyone. And with real-time work orders, your field operators are always in sync. The FATHOM solution is designed to pay for itself at each carefully designed step. Now you can meet your customer's expectations and secure your utility's financial future, all while protecting our most valuable resource.

WITH FATHOM, UTILITIES ARE ABLE TO:



LET US HELP, CALL US AT **1-855-FATHOM1** TODAY!
(328-4661)