

# Case Study: Leading European Public Utility

Using MDM to unify fragmented data across billing, maintenance and service systems.



This major European public utility delivers water and wastewater services to more than 16 million residents. Managing tens of thousands of kilometers of pipeline and billions of liters of water each day, the organization ensures essential service reliability, environmental stewardship and public health across its regions of operation.



ONE OF EUROPE'S LEADING WATER AND WASTEWATER SERVICE PROVIDERS, WITH OPERATIONS SPANNING MULTIPLE REGIONS



SERVES APPROXIMATELY 16 MILLION CUSTOMERS THROUGH AN EXTENSIVE NETWORK OF PIPELINES AND TREATMENT FACILITIES



DELIVERS BILLIONS OF LITERS OF CLEAN WATER AND TREATS AN EQUIVALENT VOLUME OF WASTEWATER EACH DAY



## CHALLENGES:

### *Fragmented Systems and Inconsistent Data*

- More than 150 disconnected systems created inconsistent, unreliable data across billing, maintenance and infrastructure operations.
- Legacy applications and manual data processes limited visibility, slowed emergency response and complicated modernization efforts.
- Inconsistent location and asset data prevented accurate reporting, planning and analytics across service and operational domains.



## STRATEGY:

### *Data-Driven Foundation*

- Established a data foundation strategy centered on trusted, standardized master data to improve operational efficiency and resilience.
- Selected Profisee as the MDM platform to automate matching, survivorship and governance across location and asset domains.
- Collaborated across IT, operations and finance teams to align data modernization with broader service reliability and customer experience goals.



## OUTCOMES:

### *Reliable, Unified Data*

- Unified, validated billing and service data reduced errors and improved revenue cycle accuracy.
- Consolidated asset and geospatial data streamlined maintenance dispatch and accelerated emergency response.
- Enhanced data consistency strengthened decision-making and set the stage for continued digital transformation and infrastructure modernization.