

From Fragmented Data to Predictive Power

AMBITION

A **prominent community energy provider**, serving nearly **one million customers**, faced growing challenges as it transitioned communities to clean energy. Fragmented data systems slowed program enrollment and led to recurring billing inaccuracies — directly impacting customer trust and operational efficiency.

The ambition was clear: **replace reactive reporting with an intelligent, predictive analytics foundation that could improve accuracy, accelerate customer engagement, and anticipate future energy demand.**

To achieve this, the utility needed to:

- **Unify customer data:** Eliminate billing errors by consolidating fragmented customer information.
- **Accelerate clean-energy engagement:** Identify and enroll eligible customers more quickly into energy-saving programs.
- **Enable predictive insight:** Move beyond historical reporting to forecast energy load using advanced analytics.

ACTION

The utility partnered with **Wipro Engineering – Connected Services**, deploying a global team of **60+ data specialists** over a two-year engagement to modernize its analytics landscape.

Wipro rebuilt the data foundation and embedded intelligence across the analytics stack:

- **Customer 360 Platform:** Created a unified enterprise data model by cleansing and merging fragmented customer records.
- **Automated Data Pipelines:** Implemented ingestion pipelines refreshing data from **15+ external vendors** at tailored intervals.
- **AI-Driven Load Forecasting:** Integrated machine-learning models to predict energy demand using weather patterns, market rates, and external variables.
- **Accelerated DataOps:** Applied migration and deployment accelerators to compress timelines across cloud and visualization platforms.

AMBITIONS REALIZED

The shift to an AI-powered analytics platform transformed both operational efficiency and community engagement.

The Business impact:

- **Up to 20% reduction in billing errors**, restoring customer trust through a unified data foundation.
- **Up to 50% faster campaign execution**, enabling quicker rollout of targeted clean-energy initiatives.
- **Predictive grid management**, equipping the utility to proactively balance energy loads and support supply reliability.

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading AI-powered technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our consulting-led approach and the Wipro Intelligence™ unified suite of AI powered platforms, solutions, and transformative offerings, we help clients realize their boldest ambitions to build intelligent and sustainable businesses. The Wipro Innovation Network – part of the Wipro Intelligence™ suite – underpins our commitment to client-centric co-innovation and co-creation by bringing together capabilities from the innovation labs and partner labs, academia, and global tech communities. With over 240,000 employees and business partners across 65 countries, we deliver on the promise of helping our customers, colleagues, and communities thrive in an ever-changing world. For additional information, visit us at www.wipro.com.