



INTERNET OF THINGS

FIRST UTILITY HELPS CUSTOMERS OPTIMIZE THEIR ENERGY CONSUMPTION USING DATASTAX ENTERPRISE

First Utility is the largest independent energy supplier in the UK, servicing more than one million households. A trailblazer in its industry, the company has a number of “firsts” to its name. First Utility was the first supplier to offer dual-fuel Smart Meters to UK households, the first to offer a consumer energy analytics platform and the first to offer fully automated video meter reads in its mobile application. Through the use of innovative technology, First Utility is committed to helping customers manage their energy consumption and reduce their energy bills.

Business Objectives – Drive Better Customer Experiences

With innovative technologies like My Energy and Smart Meters, it is no question these require First Utility to store and process large amounts of data. My Energy is a simple online tool that gives First Utility customers the information they need to control their energy usage. Smart Meters are an advanced type of meter that sends customer energy readings directly to First Utility. With each meter producing up to 17,000 readings per year and most households having two meters - gas and electricity, First Utility delivers total transparency to help customers understand and manage their energy consumption.

Focused on disrupting the legacy, slow-changing utilities industry, First Utility wanted to develop a modern platform to support a disruptive energy startup through innovation and evolve a highly efficient business model that allows them to offer consistently market leading prices to their customers.

DataStax Enterprise

First Utility turned to DataStax Enterprise (DSE) when it realized it needed a new platform that could store and manipulate large amounts of data for their My Energy and other applications. Built on open source Apache Cassandra™, DSE provides the distributed, responsive and intelligent foundation to build and power the modern platform that First Utility required. The DSE masterless architecture ensures very high availability and linear scalability to support the uptime and performance requirements of cloud applications.

First Utility was initially drawn to using open source Apache Cassandra™, but realized that integrated analytics capabilities of DSE based on Apache Spark provided functionality not readily available elsewhere. The company also quickly realized that DataStax could help them adopt a “digital shift” mindset and adopt the skills needed to create next-generation applications.

When first undertaking their digital transformation, First Utility considered utilizing prepackaged software solutions that did not address their broader data management ecosystem. However for the long run, the company wanted its own framework for creating new applications and pursued a database platform that could accomplish innovative application delivery.



Use Case: Internet of Things

Industry

Utility

Challenges

- Disrupt the legacy, slow-changing utilities industry
- Evolve business model to offer consistently market leading prices to customers
- Needed a new platform to store and manipulate large amounts of data

Solution

- Selected DataStax Enterprise as its distributed, responsive and intelligent foundation
- Masterless architecture of DSE ensures high availability and linear scalability
- Integrated analytics capabilities based on Apache Spark provide functionality not available elsewhere

Results

- First company to offer an energy data analytics platform
- Increased customer retention
- Customers use 5-6% less energy and further reduce their energy bills

“Investing in digital engagements creates higher customer lifetime value, and First Utility is focused on delivering applications that build trust and create long-term profitable relationships with our customers. DataStax Enterprise offers the data scale and analytics capabilities we need to bring these new innovations to market.”

*Bill Wilkins
CIO/CTO
First Utility*

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Results – Drive Customer Retention

Since rolling out the data platform with DataStax Enterprise, First Utility has grown its footprint in DSE. It started as a strategy to support a modern innovative new platform. However success there has spawned the desire to bring the benefits to more traditional areas of Energy I.T. and have deployed the framework in other mission-critical, business facing systems like its Customer Care and Billing platform. With DSE, First Utility was the first company to offer an energy data analytics platform that shows how much energy customers are using and spending to help them optimize their usage. Many households now use the Smart Meter service on a monthly and even weekly basis, and First Utility seeks to bring more of these value-added applications to its customers via DataStax Enterprise.

First Utility can now see that customers who use the platform regularly use 5-6% less energy and save, on an average, £45 a year based on an annual spend of £900. Customers are also happier, and stay with them 60% longer than before.

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About DataStax

DataStax, the leading provider of database software for cloud applications, accelerates the ability of enterprises, government agencies, and systems integrators to power the exploding number of cloud applications that require data distribution across datacenters and clouds, by using our secure, operationally simple platform built on Apache Cassandra™. With more than 500 customers in over 50 countries, DataStax is the database technology of choice for the world’s most innovative companies, such as Netflix, Safeway, ING, Adobe, Intuit, Target and eBay. Based in Santa Clara, Calif., DataStax is backed by industry-leading investors including Comcast Ventures, Crosslink Capital, Lightspeed Venture Partners, Kleiner Perkins Caufield & Byers, Meritech Capital, Premji Invest and Scale Venture Partners. For more information, visit DataStax.com or follow us [@DataStax](https://twitter.com/DataStax).