OMNIWARE

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DDM's journey of growth.

2022

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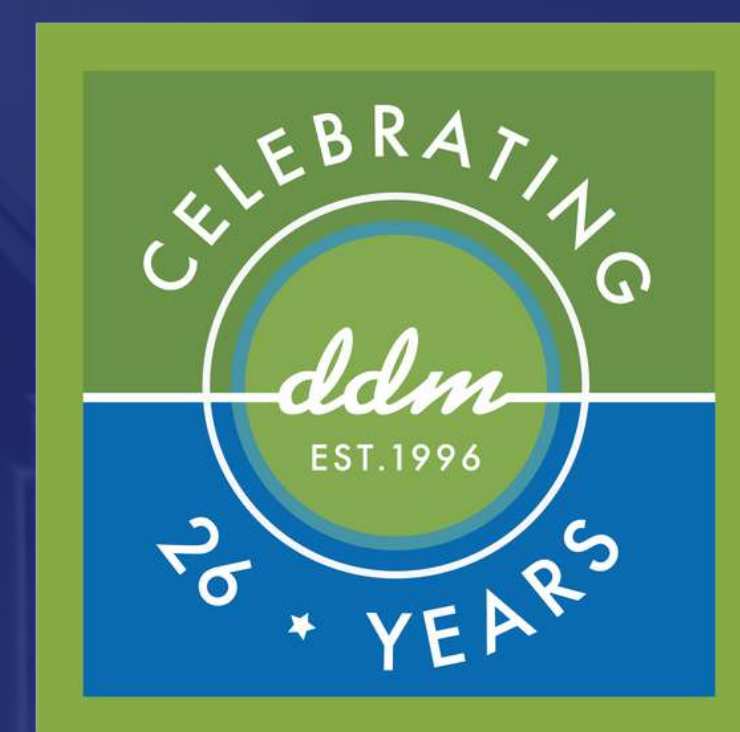
DDM Metering Systems, Inc.

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Introduction

Diane de Mailly, Founder and CEO of DDM Metering Systems, Inc., was not deterred from crafting her own path as a technical industry leader in the male-dominated world of engineering. Although she preferred French Literature to Math in school, Diane discovered an aptitude for logic and algebra, skills essential for a future career path in utility billing. When she founded the company in 1996, change was sweeping through the industry, most importantly in the area of automated meter reading.

With the advancement of radio frequency (RF) technology and the internet, data could be directly transmitted on a continuous basis, accessed via digital technology, and processed remotely using various computer-based systems designed to translate utility consumption into consumer billing allocations. This was a game changer in terms of information rich data for clients. DDM built a niche in the submetering market through customization of Time-of-Use billing, enabling commercial properties to accurately recover after-hours usage.

Diane's accomplishments in engineering and environmental advocacy have been thoroughly recognized. The Pacific Coast Business Times honored her in their "Fifty Top Women in Business" and "Who's Who in Clean Tech & Sustainability" publications. As a member of the National Association of Women Business Owners (NAWBO), Diane served twice as Ventura County Chapter President and, in 2011, was named "Woman Business Owner of the Year." She has also served on the boards of NAWBO California and the Ventura Chamber of Commerce. DDM is a California Green Certified business and Diane led the Ventura Chamber's Green Task Force for several years. She also served on Ventura Water's Cost of Service and Rate Design Citizen Advisory Committee.

Over the years, DDM's core challenge has been to engineer workable solutions to accommodate unique leasing requirements, LEED and EnergyStar certifications, and ever-changing TOU and utility rate schedules. Central to DDM operations is the software program that can handle the evolving complexity of utility billing.

When DDM outgrew an in-house developed Access database, the company migrated its data to a third-party utility billing solution. After a multi-year association, DDM's broad and growing client base required a more robust and customizable solution. In 2019, Diane decided to investigate other billing platforms. She knew the process would involve a significant time requirement from her team, but their old billing solution was causing significant issues, hampering DDM's capability for growth.

Solution

After reviewing several options referred through colleagues and other CEOs, DDM selected Omniware's Dynamics Billing, a billing and invoicing system that operates on a modern Microsoft Dynamics platform. DDM appreciated Omniware's open company culture and the capabilities that Dynamics Billing offered. Optimized to manage and update numerous rates across different jurisdictions, as well as frequent rate changes, the system could adequately handle the demand that comes with a large client base. Diane took note that an Omniware client was QuadLogic, one of DDM's preferred equipment vendors. She had first worked with Quadlogic equipment in 1995 and used their billing software. These were important considerations in helping Diane with her decision to switch billing system providers.

Omniware's Dynamics Billing is designed to handle various billing types and complex pricing models. Omniware implemented a migration approach to move data from legacy systems into their billing solution. Setting up a new site in the DDM's previous system took 2 to 3 hours, but the equivalent process in Dynamics Billing takes 20 minutes, leading to time savings of almost 90%. All billing information is centralized for customer service representatives and billing clerks, and no additional coding is required to make use of the software service. Dynamics Billing integrated with DDM's metering systems and accounting software.

Successfully incorporating a new software solution requires anticipating the future needs of a business. Diane appreciated that Omniware's team was transparent about the fact that they didn't completely understand all the nuances of her business. They valued patience, openness and a willingness to learn and adapt with DDM. Diane also appreciated the insights Omniware gained from her team's feedback and the ongoing commitment to improving the software to ensure future needs will be met as other business issues are uncovered.

There are several benefits that the Omniware Dynamics Billing software solution provides:

- O **Improved branding**

- O **Improved communication**

- O **More efficient and accurate billing**

- O **Customized billing parameters**

- O **Handle multiple services in one platform**

- O **Lower the cost of operations**

- O **Faster onboarding of new sites**

Benefits

Omniware's hands-on software team supports enhanced learning processes and DDM's employees can submit suggestions that are unique to their business to improve the Dynamics Billing product. Suggestions are assessed and reviewed with DDM to then prioritize improvements to the product. Diane noted that DDM "has already received several compliments from our customers regarding the presentation, layout, and appeal of the invoice and messaging." Diane also expects that Dynamics Billing's capability to customize messaging for customers on invoices is expected to reduce customer inquiries. DDM values the receptiveness to their ideas being considered in the product roadmap. Moreover, Omniware's Dynamics Billing product is used by different types of businesses, so suggestions by a specific customer are implemented in a way that multiple types of businesses can benefit from these improvements. Dynamics Billing also reduced transition risk, client disruption time, and cost, greatly improving DDM's operations and branding.

Further, DDM has discovered that Dynamics Billing supports some of DDM's key business functions, such as those listed below. This has allowed DDM to eliminate separate steps or costs to serve their customers.

- **Confidently emailing customers from within the software is included as base functionality for no extra cost**

- **All billing charges are now calculated within the software, whereas previously some charges were too complex and were calculated in spreadsheets**

- **Customizable messages to specific customers on invoices are now possible**

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Conclusion

Billing systems are considered the foundation to every business, as they are the core system to calculate revenue and amounts to be paid by customers. Having accurate information is essential to processing transactions and keeping customers satisfied. It can improve efficiency and ensure a reduction in errors. The importance of a billing system is greater as transactions become increasingly complex. Patience, openness, and a willingness to learn in business partnerships can help significantly when adapting to new industry standards. DDM's decision to partner with Omniware and implement their Dynamics Billing system provided Diane with assurance that her business needs will be handled efficiently and with care.
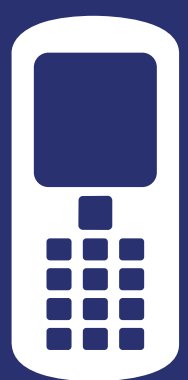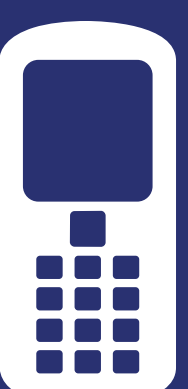
ABOUT

**DDM Metering
Systems, Inc.**

Founded in 1996, DDM Metering Systems Inc. is an award-winning, Green-Certified, woman-owned, full-service submetering firm with a national footprint. DDM is a recognized expert in Time-of-Use, over-standard, and after-hours billing and excels at creating customized and specialty reading and billing solutions for residential, commercial, mixed-use and industrial properties.

Email
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DDM's technical team provides site evaluations, design and engineering of cutting-edge, smart submeter systems, specification and sales of equipment, technical oversight of installation and programming of remote read systems.

Web
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 OMNIWARE

Omniware Solutions Inc. was founded in 2004 as a software and services company focused on meeting the complex billing and invoicing requirements of customers in a simple and intuitive way. By fostering a culture of open minds and new ideas, Omniware created a new type of billing platform to help organizations monetize an exploding number of services.

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