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## **StrategyDriven Enterprises Partners with Xen Wireless to Form StrategyDriven Analytics, a Utility Industry Asset Management Blind Benchmarking Service**

*StrategyDriven Enterprises LLC and Xen Wireless form StrategyDriven Analytics to provide utility industry executives and managers with asset management program benchmarking data supporting operational and investment decisions and fleet and individual plant performance assessments.*

Atlanta, Georgia (December 10, 2013) – StrategyDriven Enterprises LLC ([www.StrategyDriven.com](http://www.StrategyDriven.com)) and Xen Wireless ([www.XenWireless.com](http://www.XenWireless.com)) announced the formation of StrategyDriven Analytics LLC to provide utility industry executives and managers with fleet and plant level asset management program benchmarking data. StrategyDriven Analytics combines StrategyDriven's industry leading asset management and data analytics experience with Xen Wireless's information technology and delivery expertise.

"Utility industry executives and managers face unprecedented challenges associated with aging assets, evolving regulations, and increasing budget pressures," explains Nathan Ives, StrategyDriven's Chief Executive Officer. "By providing these leaders with fleet and plant level asset management benchmarking data, we give them an additional perspective on which to make operational, investment, and performance improvement decisions."

"We are excited about the opportunity to combine StrategyDriven's utility industry experience with Xen Wireless's technology expertise," asserts Rob Reed, Xen Wireless's Chief Operations Officer. "StrategyDriven Analytics will provide blind benchmarking data across a wide range of asset programs at the fleet and plant levels. Our system's comparison capabilities will allow leaders to assess asset performance against similar utilities, peers within a geographic or interconnection grid region, and across the industry as a whole."

StrategyDriven Analytics will provide utility industry leaders with an array of asset management program benchmarking data in the areas of:

- Asset Health and Equipment Reliability
- Online and Outage Work Management
- Engineering Work Management
- Plant Maintenance and Operations

### **About StrategyDriven**

StrategyDriven provides executives and managers with the planning and execution advice, tools, and practices needed to create greater organizational alignment and accountability for the achievement of superior results. We believe a clear, forward-looking strategy, translatable to the day-to-day activities of all organization members, is critical to realizing success in today's fast

paced market environment. Not only does a compelling, well-executed strategy align individuals to common goals, it ensures those goals best serve the company's mission.

At StrategyDriven, our seasoned business leaders deliver real-world strategic business planning and tactical execution best practice advice – a blending of workplace experience with sound research and academic principles – to business leaders who may not otherwise have access to these resources.

StrategyDriven refers to the family of organizations comprising StrategyDriven Enterprises, LLC. For more information, please visit [www.StrategyDriven.com](http://www.StrategyDriven.com).

### **About Xen Wireless**

Xen Wireless delivers high value, high impact, technology services and solutions to help our customers solve real world business problems.

Since 2000, Xen Wireless has provided services and solutions to many of the biggest names in Telecommunications market, including National Wireless Voice and Data Providers, Internet Service Providers, and Satellite Telecommunications providers.

Xen Wireless professional project managers, business analysts, systems analysts, and software engineers, are experts in Telecommunications Business Support Systems (BSS), Operations Support Systems (OSS), Network Management Systems (NMS), and Multi-Family WiFi Network Design, Implementation, and Operations. We have lead and participated in projects through all phases of the systems lifecycle from design to development to implementation and operations.

For more information about Xen Wireless, please visit [www.XenWireless.com](http://www.XenWireless.com).

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