



December 17, 2013

Itron Receives New Designation to Leaders Quadrant of Gartner's Meter Data Management Magic Quadrant Report

Industry-leading solution recognized for completeness of vision and ability to execute

LIBERTY LAKE, Wash.--(BUSINESS WIRE)-- Itron, Inc. (NASDAQ: ITRI) announced today that its meter data management (MDM) solution has been positioned by Gartner, Inc. in the "Leaders" quadrant of the Magic Quadrant for Meter Data Management Products¹, achieving a new position from its previous one in the "Challengers" quadrant. Itron's combined ability to execute and completeness of vision garnered placement in the coveted Leaders quadrant.

"Itron is proud to be recognized by Gartner in the Leaders quadrant," said Jeff Carkhuff, vice president of global product management for electricity at Itron. "As one of the original MDM vendors, Itron has a great depth of experience and understanding of utilities' needs for meter data management. We view MDM as an expanding set of capabilities, rather than a specific system or database architecture, that help utilities make faster, more informed decisions. We believe our position in the Leaders quadrant affirms our leadership and vision for helping utilities leverage data to improve operations and be more resourceful."

Gartner's research, authored by Zarko Sumic and released on Dec. 11, 2013, was centered on the evaluation of 12 "top of mind" vendors that met the report's inclusion criteria, including offering an MDM product that supports all key components of energy consumption data lifecycles and scalability to support interval meter reading. The research focused on vendor capability assessments as well as product positioning in the rapidly maturing MDM market.

In production at over 60 energy companies and managing more than 33 million meters, Itron Enterprise Edition (IEE) Meter Data Management (MDM) is an industry-leading MDM solution that creates value from smart metering data and helps utilities realize the full benefits of their smart metering deployments. The highly scalable enterprise application centralizes the collection, processing, storage and complex analysis of meter and other utility-related data.

Beyond typical meter data management, Itron's MDM solution utilizes Itron Analytics to help utilities turn metering data into actionable intelligence: improving operations, distribution system efficiency, reliability and asset management. In addition, Itron has designed its analytics platform and applications so they, along with MDM services, can be delivered efficiently and securely through a cloud-based managed services model, greatly expanding the flexibility of adoption depending on business models, IT resources and organizational skill sets.

According to the Gartner report, "leaders in this market must pair advanced technology with broad offerings, rich functionality and the capability to configure their solution to different needs as well as to offer their solution both on premises and in the cloud." They demonstrate both an ability to execute and completeness of vision. For utilities seeking MDM software, a vendor's ability to execute is primarily a combination of factors driven by product functionality, architecture and performance, and the ability to meet customer expectations during product delivery and operation. For an emerging market such as MDM, completeness of vision is determined through the combination of a good market understanding and the right go-to-market strategy, innovation and level of R&D investment to meet the emerging needs in diverse energy markets.

About Itron

Itron is a global technology company. We build solutions that help utilities measure, manage and analyze energy and water. Our broad product portfolio includes electricity, gas, water and thermal energy measurement and control technology; communications systems; software; and professional services. With thousands of employees supporting nearly 8,000 utilities in more than 100 countries, Itron empowers utilities to responsibly and efficiently manage energy and water resources. Join us in creating a more resourceful world; start here: www.itron.com.

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ⁱ Gartner "Magic Quadrant for Meter Data Management Products" Zarko Sumic, December 11, 2013.

Itron, Inc.

Sharelynn Moore, 509-891-3524

Vice President, Corporate Marketing and Public Affairs

sharelynn.moore@itron.com

Source: Itron, Inc.

News Provided by Acquire Media