

Scaling Enterprise Transformation with a Unified Operating Model

See how Etihad Water and Electricity orchestrated 50+ initiatives with Conductor to unify strategy, governance, and execution.

50+

INITIATIVES UNIFIED

Live

RAG STATUS VISIBILITY

One

SOURCE OF TRUTH

OVERVIEW

Etihad Water and Electricity (EtihadWE), the Water and Electricity Company of the Northern Emirates, is undergoing a transformation program aligned with the broader UAE strategies of water security and climate neutrality, aiming to enhance resource conservation and sustainable development. By adopting advanced technology, the company reduces water waste, invests in clean energy for desalination, and contributes to the UAE's net-zero and water-conservation goals.

THE TRANSFORMATION CHALLENGE

EtihadWE aimed to enhance customer and employee experiences, increase operational efficiency, and promote environmental sustainability through digital technologies including cloud migration and AI. With 50+ distinct initiatives running in parallel, the organization identified key opportunities:

- Enhance coordination across business units to ensure alignment and synergy
- Improve real-time visibility into initiative progress and status
- Standardize governance for consistent execution across all initiatives
- Streamline interdependent activities, reducing complexity and improving efficiency
- Automate reporting and strengthen collaboration for transparency and agility

Recognizing these opportunities, EtihadWE sought a centralized platform to unify transformation efforts and reinforce disciplined execution.

THE IMPACT

Conductor brought clarity, discipline, and transparency to EtihadWE's transformation:

- Unified Platform** Initiatives consolidated into a single, integrated system.
- Execution Consistency** Standardized framework supports governance and reporting across all departments.
- Improved Decision-Making** Real-time insights help leadership act swiftly and strategically.
- Scalability** Strong digital foundation supports future growth and transformation.
- Governance Strength** Enhanced governance with built-in compliance and escalation mechanisms.

HOW CONDUCTOR SUPPORTED ETIHADWE'S MISSION

EtihadWE partnered with Sensei Labs to use Conductor, our collaborative work-orchestration platform, as a supporting enabler for EtihadWE's transformation program.

- 1 Centralize and Align**
 All transformation initiatives in a single digital platform, aligning 50+ programs and cascading action plans under one roof.
- 2 Standardize Execution**
 Consistent workflows, stage-gate governance, task management, and approval paths tailored to EtihadWE's operational needs.
- 3 Increase Visibility and Traceability**
 Live dashboards, RAG-status tracking, KPI updates, and automated reporting for consolidated oversight of progress, bottlenecks, and risks.
- 4 Strengthen Collaboration**
 Shared workspaces, role-based permissions, and stakeholder-engagement features.
- 5 Accelerate Onboarding and Adoption**
 Best-in-class enablement tools and structured change-management approach, aligned with the PMO methodology phases in EtihadWE's RFP.

THE POWER OF PARTNERSHIP

EtihadWE's journey reflects the power of partnership and shared commitment to excellence. Together, EtihadWE and Sensei Labs implemented a foundation that unites strategy, governance, and execution, ensuring that every initiative contributes to the organization's broader transformation goals.

Through Conductor, EtihadWE established a repeatable, scalable model that supports its ongoing transformation and can enable future programs across the enterprise.

Is your program as visible as it should be?

If any of these questions do not have a confident answer, it is worth a conversation.

- ✓ Can your leadership see the status of every initiative in real time?
- ✓ Do you have standardized governance running across all business units?
- ✓ Can your PMO identify at-risk initiatives before they miss, not after?

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