

# IDModeling's Rebranding to Sedaru.

## Introduction & FAQ

### *Welcome to Sedaru!*

We sell, deploy, and operate the world's leading utility management software as the single interface for utilities to access information, automation, and control of the business and assets they run. We do this by creating, automating, and consolidating the digital utility, one workflow, one sensor, one system at a time. We bring together utility data, systems, and the people they serve with Sedaru software and services.

Sedaru creates the automated utility, delivering value throughout our customer's digital transformation. Sedaru creates and applies the digital enterprise with real-time GIS, CMMS, Field Mobility, Network Monitoring and Modeling, offering today's only turnkey utility management system.

### *Sedaru is What's Next for IDModeling, Naturally.*

Since our beginnings as IDModeling in 2004, we've been on a mission to own the hydraulic and network modeling space for wet infrastructure, driving utility planning and operations, managing and maximizing enterprise data.

In 2011, Sedaru began organically as See Data Run, an internal mantra held close by IDModeling. We used GIS maps to "See Data", and hydraulic models to "Run" analyses – seemed like a good fit. We developed the Sedaru software to meet the needs of our utility customers to readily access meaningful data to implement critical decisions.

Today, we integrate both brands under Sedaru. We carry forward IDModeling's history while empowering a new vision to meet the historic needs of our utility industry.

We are Sedaru. Sedaru software and services. We are more, together.



PAUL HAUFFEN  
President & CEO

## Sedaru Rebrand FAQ

### **Why are you rebranding?**

Sedaru's mission aligns our Company with the state of today's utility customers and their most pressing needs.

### **What does Sedaru represent?**

Sedaru began organically as **See Data Run**. As IDModeling, we used GIS maps to "See Data", and hydraulic models to "Run" analyses. Sedaru represents who we are as a whole, inclusive of our Sedaru Software and Technical Services.

### **Are you still delivering hydraulic model and model related services?**

Absolutely. Our Technical Services team has expertise in building and calibrating models, and delivering model related studies such as master planning, asset management programs, operational analysis for quality, energy and loss, enterprise integrations, workflow automation, Sedaru implementation/support, and more.

### **Was there a change in ownership? Were you purchased?**

No.

### **Are you moving? Is your phone number changing?**

No. Our headquarters is still at 55 E Huntington Dr, Suite 130, Arcadia, CA 91006, and our phone number is still 626-244-0700

### **Will this change any existing contracts in place as IDModeling?**

No.

### **Is the legal name of the company changing?**

No. For legal/contract purposes, we will remain IDModeling, Inc. Going forward, we will go to market as Sedaru.

**Will this change any contact information?**

Yes. Emails will now be @sedaru.com instead of @idmodeling.com. idmodeling.com emails will forward messages for a period of no less than 3-6 months.

**Are any of the brand elements, like the logo, changing?**

Yes. We are making a minor adjustment to the Sedaru logo. For any logo or branding needs, please reach out to Dave Twichell at [davetwichell@sedaru.com](mailto:davetwichell@sedaru.com).

**When is this happening?**

The new branding is effective as of Monday, June 11.

**Have your Tax IDs changed?**

No; our tax information remains the same.

**I just sent a payment for Sedaru renewal. Do I need to re-issue the check?**

No; our legal name is not changing.

**How can I learn more?**

Sedaru Customers - call or email your representative.

Non-Sedaru Customers - Visit [Sedaru.com/contact-us](https://www.sedaru.com/contact-us) and submit a request to talk.