

CUSTOMER CASE STUDIES

How EtihadWE Used Conductor to Unify 50+ Transformation Initiatives

How Etihad Water and Electricity (EtihadWE) unified 50+ transformation initiatives on one platform — standardizing governance, giving leadership live RAG-status visibility, and creating a single source of truth across the enterprise.

Sensei Labs September 14, 2026



THE PROGRAM AT A GLANCE

50+

distinct transformation initiatives unified on one platform.

Live

RAG-status visibility into every initiative's progress.

One

source of truth across governance and execution.

Background

Etihad Water and Electricity (EtihadWE), the water and electricity company of the Northern Emirates, is undergoing a transformation program aligned with the UAE's water security and climate neutrality

strategy — reducing water waste, investing in clean energy for desalination, and advancing the country's net-zero goals.

Delivering on that ambition meant running more than 50 distinct initiatives in parallel, spanning customer and employee experience, operational efficiency, cloud migration, and AI. Coordinating that scale of change would need more than isolated project trackers.

THE CHALLENGE

Fifty initiatives, no single operating model

With 50+ initiatives running at once, EtihadWE identified the same gaps showing up regardless of which department was involved.

Coordination and complexity Aligning synergy across business units while streamlining interdependent activities that added complexity as the program scaled.	Real-time visibility Leadership lacked a live view into initiative progress and status as programs scaled.
Standardized governance Execution standards varied by department, with no consistent framework for delivery.	Reporting and collaboration Reporting was manual, and collaboration tools weren't built for cross-functional transparency.

THE SOLUTION

Centralizing governance, execution, and visibility

EtihadWE partnered with Sensei Labs to deploy **Conductor**, our collaborative work-orchestration platform, as the supporting enabler for its transformation program.

CENTRALIZE AND ALIGN	All 50+ transformation initiatives and their cascading action plans came together in a single digital platform.
STANDARDIZE EXECUTION	Consistent workflows, stage-gate governance, task management, and approval paths were tailored to EtihadWE's operational needs.
INCREASE VISIBILITY AND TRACEABILITY	Live dashboards, RAG-status tracking, and KPI updates gave consolidated oversight of progress, bottlenecks, and risk.
STRENGTHEN COLLABORATION	Shared workspaces, role-based permissions, and stakeholder-engagement features connected teams across the organization.
ACCELERATE ONBOARDING AND ADOPTION	Enablement tools and a structured change-management approach were aligned to the PMO methodology phases in EtihadWE's RFP.

THE IMPACT

From fragmented efforts to one source of truth

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

BEFORE CONDUCTOR

50+ initiatives, no shared operating model

- Transformation efforts running separately across business units
- Limited real-time visibility into progress and risk
- Governance and execution standards that varied by department
- Interdependent activities that were hard to track and coordinate
- Manual reporting with limited cross-team collaboration

WITH CONDUCTOR

One integrated operating model

- Every initiative consolidated into a single, integrated system
- Live dashboards and RAG-status tracking for real-time oversight
- A standardized framework for governance and reporting across departments
- Shared workspaces and stakeholder-engagement features built for collaboration
- Automated reporting with built-in compliance and escalation mechanisms

THE TAKEAWAY

A repeatable model for future programs

EtihadWE's journey reflects what's possible when strategy, governance, and execution sit on the same platform. Through Conductor, the organization built a repeatable, scalable operating model — one that supports its current transformation and can extend to future programs across the enterprise.

For a PMO managing 50 initiatives at once, visibility isn't a nice-to-have. It's the difference between reacting to risk and getting ahead of it.

Frequently asked questions

How do you keep 50+ transformation initiatives aligned without losing visibility?

By centralizing them on one platform instead of tracking each in isolation. EtihadWE brought 50+ initiatives and their cascading action plans into a single digital platform in Conductor, with live dashboards and RAG-status tracking giving leadership consolidated oversight of progress, bottlenecks, and risk across every initiative at once.

What does standardized governance look like across departments with different operating needs?

Consistent workflows, stage-gate governance, task management, and approval paths — tailored to the organization's operational needs but applied the same way everywhere. EtihadWE used this approach to bring a shared execution standard to 50+ initiatives that previously ran under inconsistent, department-by-department governance.

How does RAG-status tracking help a PMO catch risk earlier?

Live dashboards and RAG-status tracking surface bottlenecks and risk as they emerge, rather than after they show up in a manual status report. For EtihadWE, this replaced a model where leadership lacked real-time visibility into initiative progress, giving them a live view instead of a lagging one.

What's the difference between a project tracker and a transformation operating model?

A tracker records status; an operating model governs how work gets approved, executed, and reported across an entire organization. EtihadWE's 50+ initiatives needed the latter — standardized workflows, stage-gate governance, and automated reporting built into one platform, rather than each business unit reporting progress manually in its own way.

How does a national utility align a transformation program with sustainability goals?

By running the operational transformation and the sustainability strategy on the same governed platform. EtihadWE's transformation program is aligned with the UAE's water security and climate neutrality strategy, and Conductor gave it the centralized execution model needed to coordinate cloud migration, AI, and efficiency initiatives toward those same goals.

READ ONLINE

Read this article on our website

getconductor.com/resources/how-etihadwe-used-conductor-to-unify-50-transformation-initiatives



GET STARTED

Talk to sales

Walk through an example with our team and see Conductor on your own programs.

Talk to Sales →



Scan to book