

Waternomics

The impact of adopting a Water Information Platform on a utilities business model

Sander smit



Project co-funded by the European Commission within the 7th Framework Program (Grant Agreement No. 619660)



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www.bm-change.eu

www.waternomics.eu



Sander Smit

- Business Designer
- Owner of BM-Change
- Co-creator of "Business Model Generation"



BM-Change

- Strategic Innovation
- Business Model Innovation
- Business Concept Development



- ▶ Timeline: **February 2014 – January 2017**
- ▶ Consortium: **9 partners**
- ▶ Countries: **4**
- ▶ Pilots: **4**
- ▶ Part of the **ICT4Water cluster**
- ▶ Co-funded by the **European Commission**



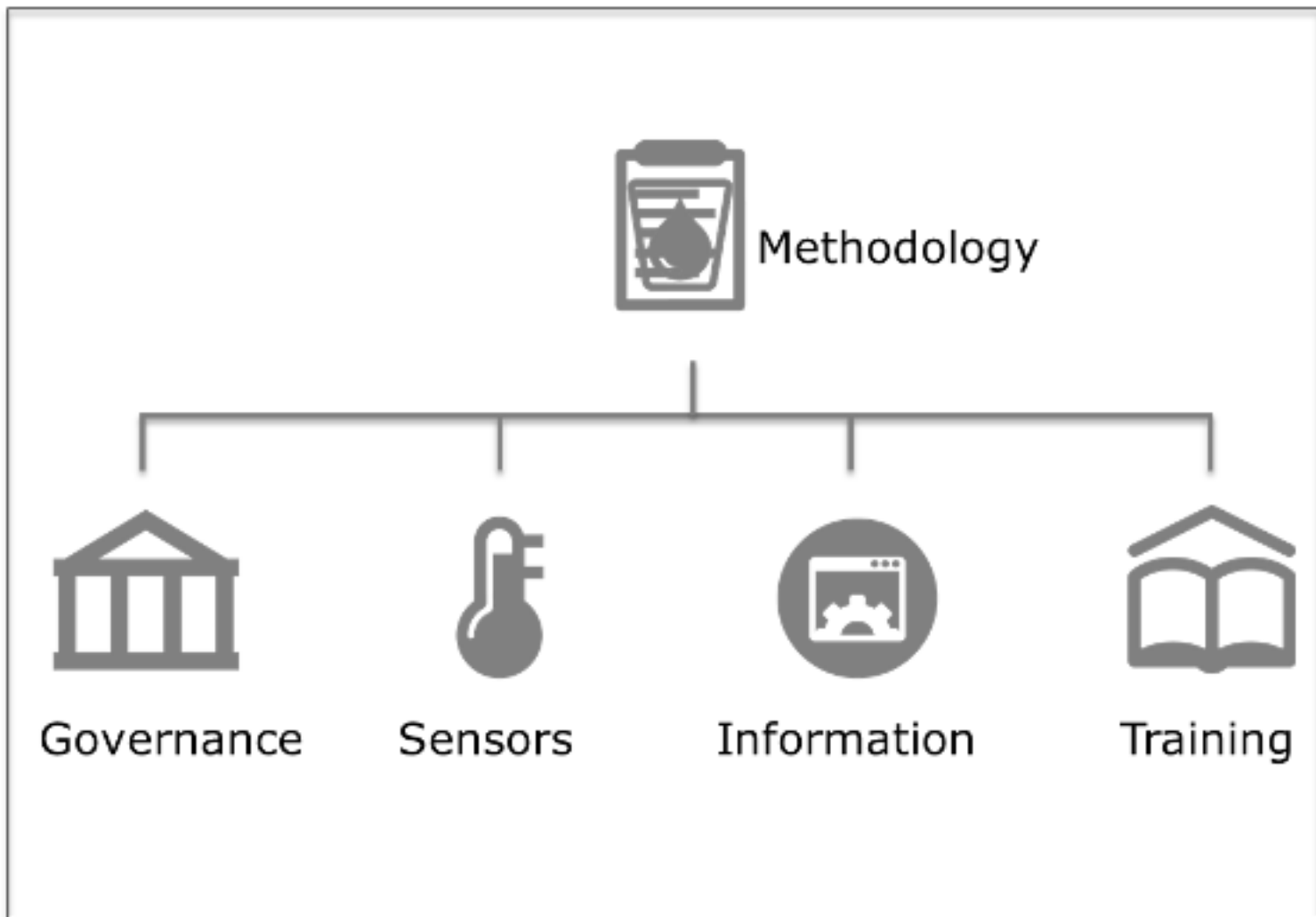
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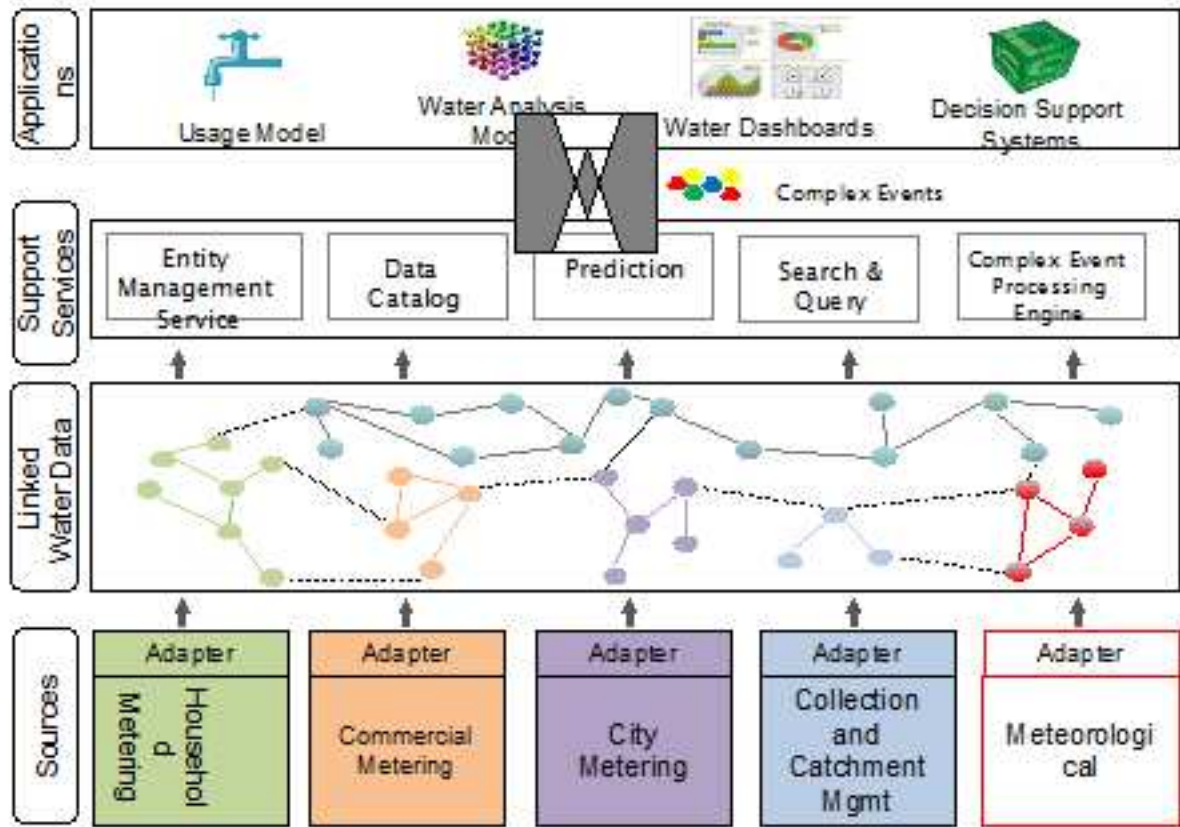


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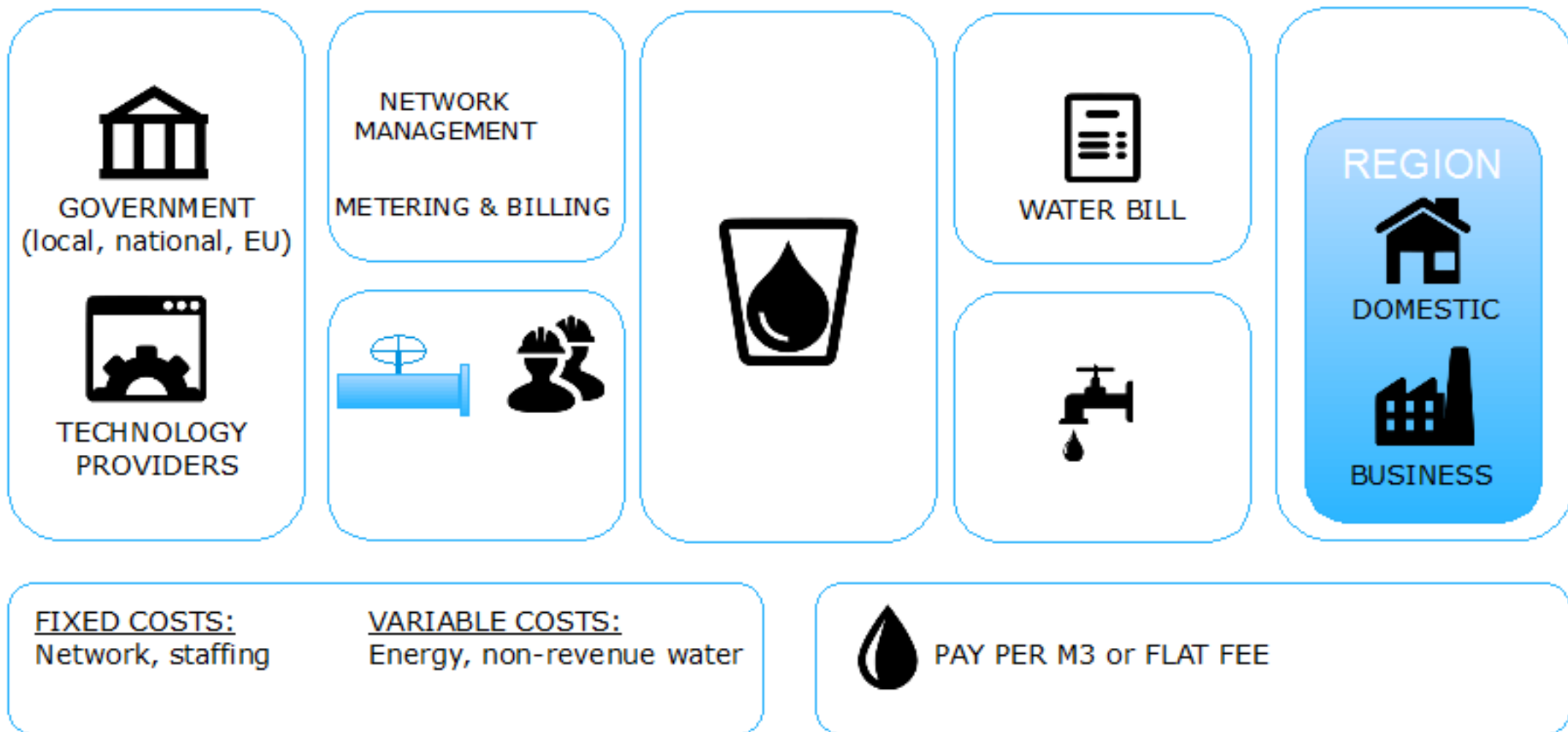


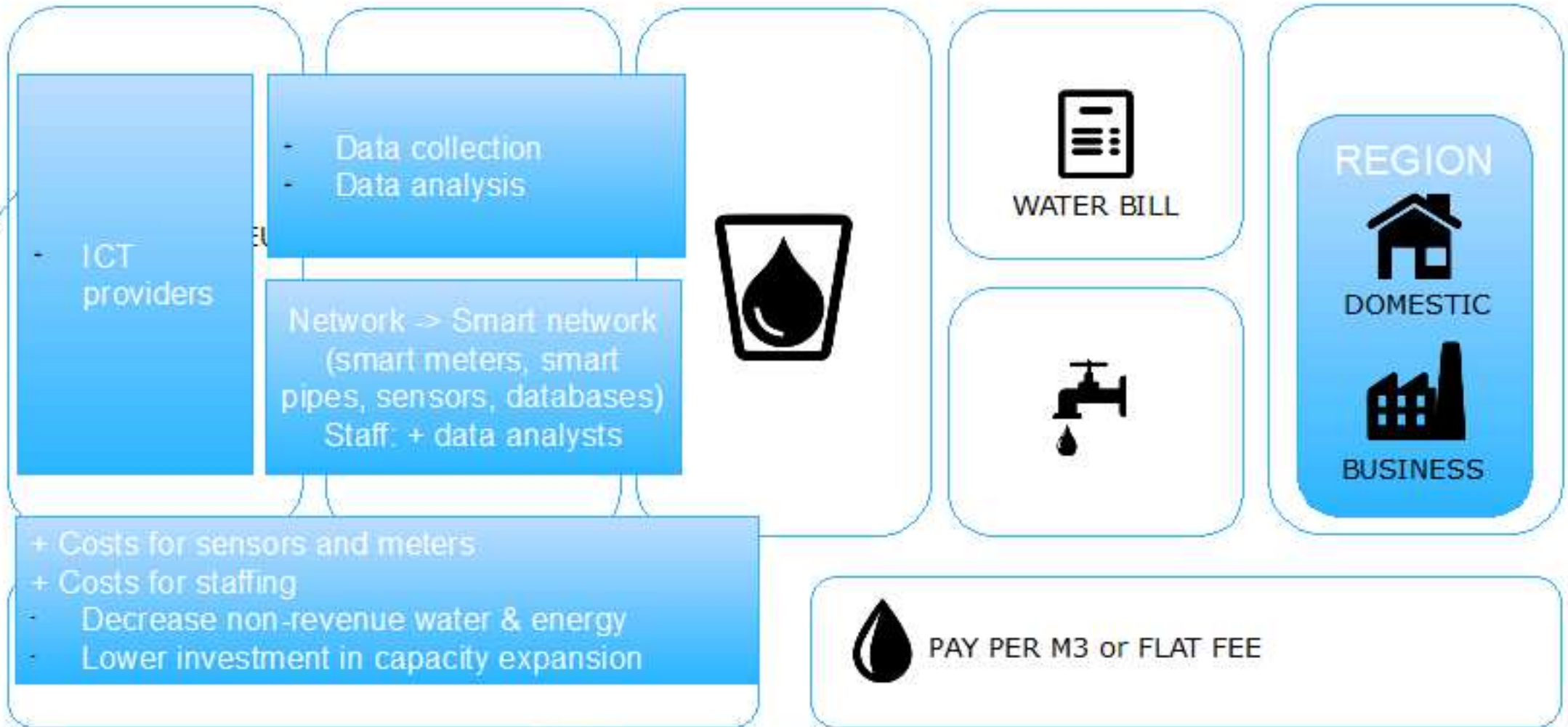




- ▶ Applications
- ▶ Information Services
- ▶ Data linkage and analysis
- ▶ Sensor networks







INCREASED
OPERATIONAL
EFFICIENCY



WATER BILL



REGION



DOMESTIC



BUSINESS

...e water



PAY PER M3 or FLAT FEE



INCREASED
OPERATIONAL
EFFICIENCY

New services:

- Consultancy
- Water Data Analysis
- Recommendation

- Customer dialogue
- More customer touch points

No changes, except for new value added services

No changes

- + Enables flexible pricing schemes
- + Revenues from new services
- + Reputational gains
- Increased awareness = less direct sales



INCREASED
OPERATIONAL
EFFICIENCY



IMPROVED SERVICE
LEVELS

and/or

NEW VALUE ADDED
SERVICES

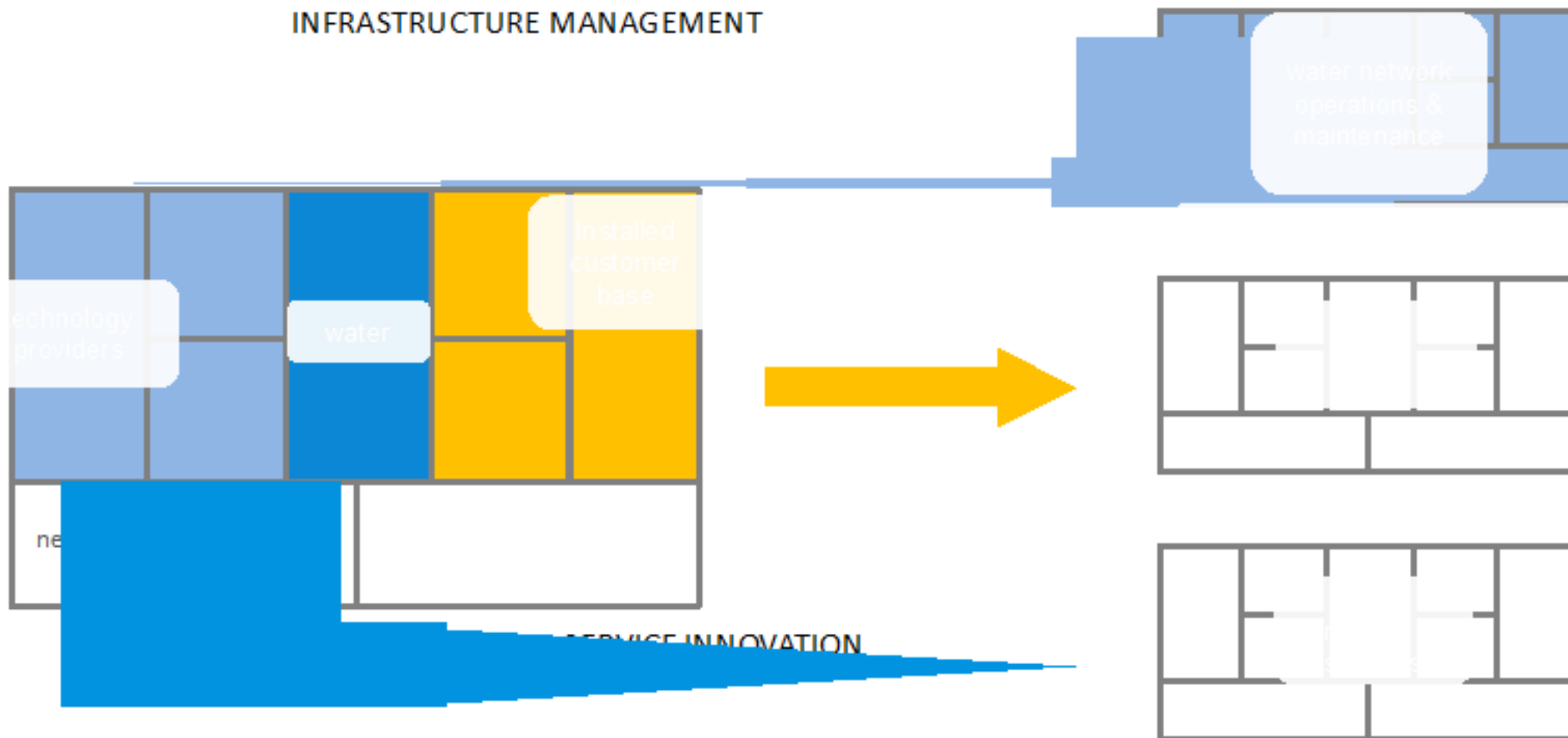
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UNBUNDLING STRATEGY

INFRASTRUCTURE MANAGEMENT

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Thank you

For more information:

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