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

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BM-Change
- Strategic Innovation
- Business Model Innovation
- Business Concept Development

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WATERNOMICS PROJECT

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

- Methodology
  - Governance
  - Sensors
  - Information
  - Training

Pilots
- Linate Airport
- Municipality of Thermi
- City of Galway

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WATER information platform

- Applications
- Information Services
- Data linkage and analysis
- Sensor networks
Water Utility business model

- Government (local, national, EU)
- Technology providers
- Network management
- Metering & billing

Region
- Domestic business

Fixed costs:
- Network, staffing

Variable costs:
- Energy, non-revenue water

Pay per m³ or flat fee
Impact of water information platform

ICT providers

- Data collection
  - Data analysis
  - Network -> Smart network
  - (smart meters, smart pipes, sensors, databases)
  - Staff: + data analysts

+ Costs for sensors and meters
+ Costs for staffing
- Decrease non-revenue water & energy
- Lower investment in capacity expansion

PAY PER M3 or FLAT FEE
Impact of water information platform

INCREASED OPERATIONAL EFFICIENCY

WATER BILL

REGION

DOMESTIC

BUSINESS

PAY PER M³ or FLAT FEE

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Impact of water information platform

**INCREASED OPERATIONAL EFFICIENCY**

- New services: Consultancy, Water Data Analysis, Recommendation
  - Customer dialogue
  - More customer touch points

  No changes, except for new value added services

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

For more information:
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