Ramzi Bouzerda
is the CEO and Founder of
Droople

Today all the Water Industry is focused on the water grid and providing utilities with AI, Smart Water, or IOT.

And I'm honestly guilty, too, having addressed the digitization of treatment plants **(S1E3)**, industrial water loops **(S1E5)**, wastewater networks **(S1E6, S2E1)**, hydraulic modeling **(S1E9, S4E7)**, process design **(S1E13, S1E17)**, stormwater management **(S2E11)**, Water Quality **(S3E1, S3E7)** and even showers **(S2E8)**.

Yet in all of that, there's a dead angle:

We decided to focus on the last mile, between the main meter and the point of use. Today it's a desert!

Yet, this desert is very populated, with at least 36 billion water assets...

... it's actually even more than that.

Digitizing these points of use would actually help solve a paradox.

Indeed, Utilities spend huge amounts of effort, money, and infrastructure on providing everyone with water. But if the end-user doesn't care, it can lead to dramatic wastes.

In turn, digitizing this last-mile opens new opportunities:

1. Predictive maintenance

Unplanned maintenance represents almost 30% of the total upkeep cost

... something you could almost cut with the right insights at the right time

2. Resource efficiency

We produce hot water for instance, without really knowing when someone will use it.

... and for the hot water alone, this represents another 20% energy reduction potential

Meanwhile, all of that might still be missing the biggest of all added values, last-mile digitization may bring.

The added value lies in correlating what is happening on all the water assets and cross-matching this data to actually extract additional insights

This "orchestration," as Ramzi calls it, can take many shapes, from knowing if someone washed his hands after visiting the toilets to leveraging water usage as a proxy for human activity and business processes.

Because regardless of which section of the water cycle you aim to digitize, insights are what really matter!

We also covered:

- How most digitization efforts address a very conservative portion of the market and hence can only be incremental

- How water takes suddenly much more value around its point of use, and how utilities shall take a share of that benefit

- How the increased urbanization rate creates new water challenges

- How water and energy savings only are the tip of the benefits iceberg of last-mile digitization

- How digital tools have to be able to cross-leverage each other and how Droople's sensor agnostic approach helps to that extent

- How Droople fully knows where their maximum added value is (creating insights) and is not (building sensors)

- How they build an IOT device that you can leave self-powered for ten years (and what that unfolds)

- Switzerland as a start-up nation, the purpose of working in the Water Sector, building a monster, innovation, risk-taking… and so much more!

Don't miss a single bite: head over to dww.show!