

# David Lynch

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What is the best recipe to bake a carrot cake?

Google has 78.5 million answers to this question. That's a start!

But which one's really the best? How would you know without trying?



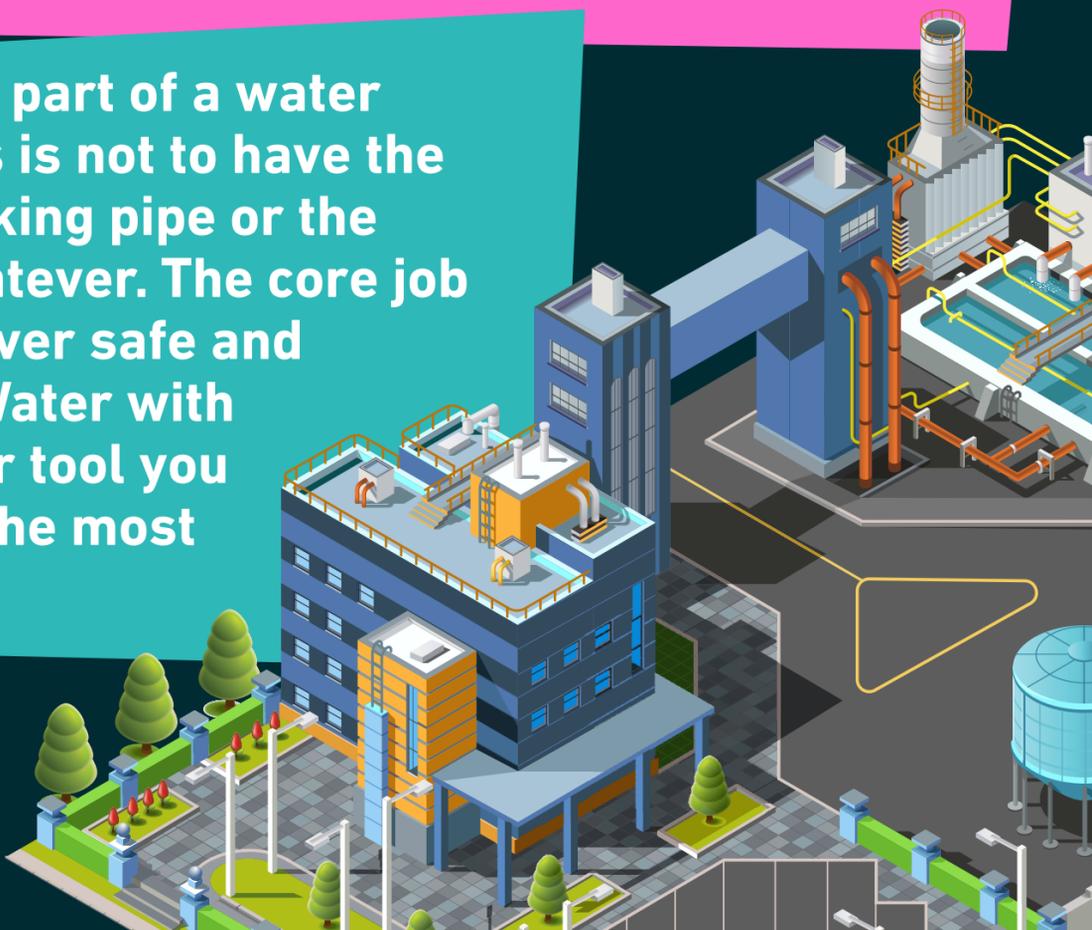
Now here's the good thing: in the worst case, you'll waste some carrots, flour, and baking soda. And in all other cases, you'll have a more or less delicious dessert!

(DON'T!)  
**WASTE  
WATER**



Let's raise the stakes.  
Let's make it water-related:

The core part of a water business is not to have the best-looking pipe or the best whatever. The core job is to deliver safe and secure Water with whatever tool you think is the most suited!

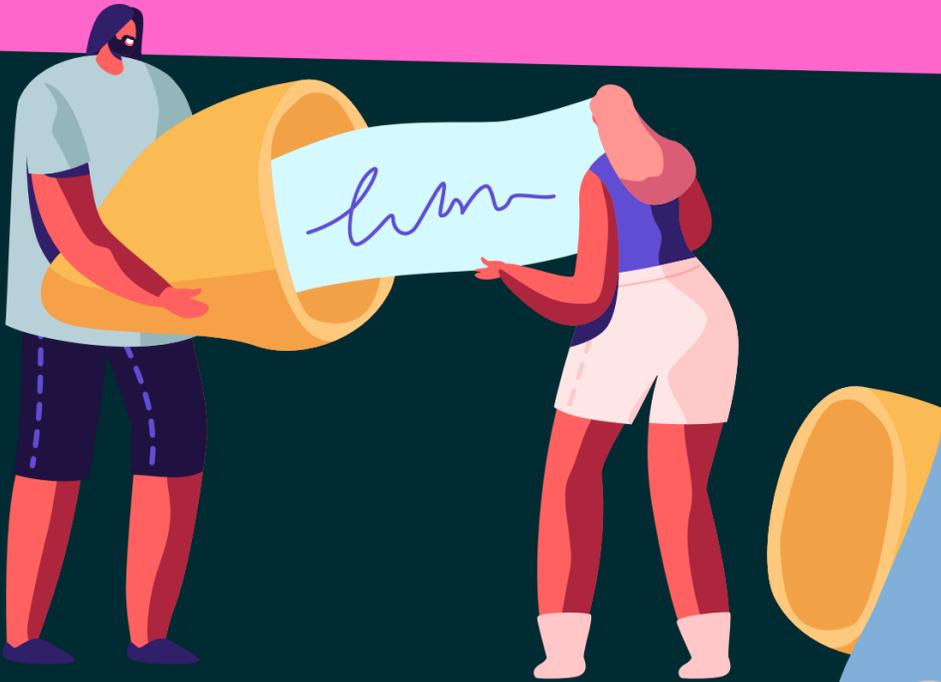


(DON'T!)

**WASTE  
WATER**

Whenever you face a water challenge, the worst-case scenario beats all others, and you better have the best recipe.

Still, the question remains: how do you know?



Start by taking all the prescriptive tasks listed in documents all-around your organization. So everyone knows what everyone should do!

**That's step 1:**



picking a "recipe," broken down by tasks.

But we still have to turn it into **the best** recipe.

At the end of the process, you can validate if each task actually achieved your desired objective. Did that job reduce the levels of phosphate in your Water? Which of these jobs had the desired effect and made Water better?



(DON'T!)

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WATER**

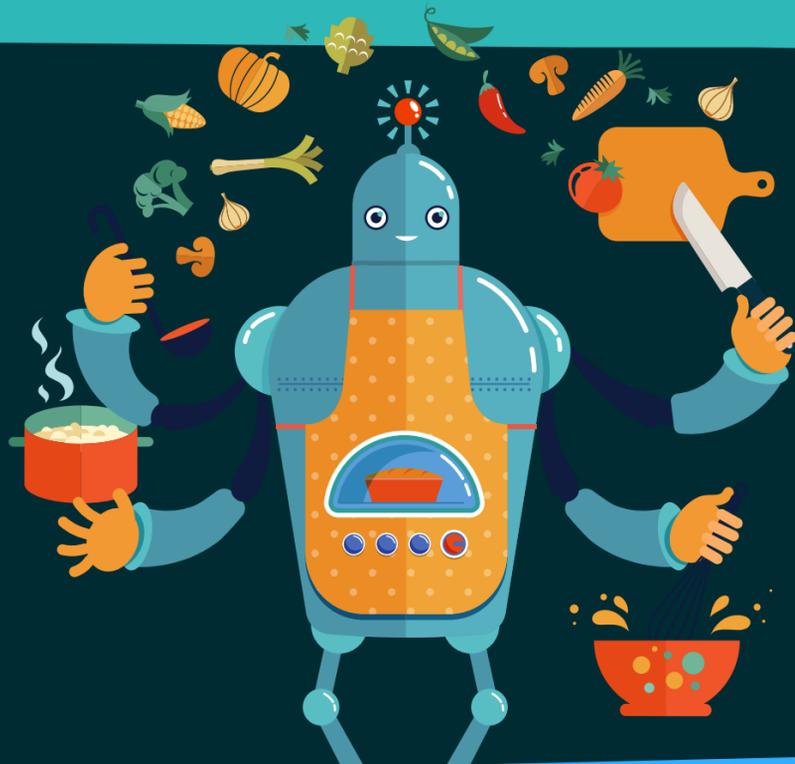
... which is step 2:

knowing exactly  
what works and  
what doesn't!



Experience helps to build that sense of which task really moves the needle. Yet there's someone that's much better than any human at doing all of that: **a computer.**

It's not about replacing people; it's about enhancing people!



This is where Klir has the Water Industry's back: centralizing all tasks, alerts, and reminders in one single dashboard, simplifies the path to action.

.. And, it constantly improves all your processes by only keeping what works.



Like Monday.com, Asana, or Rippling, we pull all these dispersed processes, systems, and tasks into one place. What's different is that we tailor it to the Water Sector's challenges!

(DON'T!)  
**WASTE WATER**



**This means no need to bend another tool to work in our specific sector - and no need to explain to a consultant the difference between a pipe and a parameter.**

**Simply put: more time and brain space to do what we're best at!**

### **We also covered:**

- What are the core differences between the Water Sector and any other vertical
- How the low-value many users still give to Water is a challenge across the entire value chain.
- How water professionals are still the unsung local community heroes (and why)
- How the software landscape has changed quite a lot over the past decade
- Who the power users of Klir are, and what the two largest use cases are
- How water utilities shall communicate with their end-users (and what to avoid)
- How Klir intends to become a Water Unicorn and how they align themselves towards that goal
- Klir being a "saxophone," being laser-focused on your customer, two Potties helping to solve Water, the proof being in the pudding... and much more!

**Don't miss a single bite:  
head over to [dww.show](http://dww.show)!**

