

How to make your metering programme reduce PCC by up to 37% & change consumer behaviour.

Some Water Companies are starting to see that there's more to metering programmes than just smart meters.

Want a
programme
that doubles
PCC and bill
reduction?

And one that
makes real
improvements
to customer
engagement?

How about a
metering programme
**THAT DOES
BOTH?**

This is where Waterfall and Water Event Metering comes in!

Waterfall is not just a smart meter, it's a complete solution. We've thought about Water Companies' biggest challenges as a whole and thanks to Water Event Metering, Waterfall addresses them all.

How does Water Event Metering work?

Waterfall works on the principle of 'water event metering'. The device acts as a mini-data logger, transmitting data from every household with a meter installed, on:



PRESSURE



FLOW



TEMPERATURE

Recording every time...



a tap is turned on



a toilet is flushed



a plumbed appliance is used

How does Water Event Metering work?

Waterfall can accurately detect every water event in every property where it is installed. It records not only how much water is used down to the millilitre, but also - using a powerful combination of machine learning and AI - identifies how that water was used through water signature profiling. Furthermore, it can remotely stop the flow as soon as a leak is detected.



WATERFALL...

more than just a smart meter

Water Event Metering empowers Water Companies and consumers to truly understand water usage, embed behavioural change, and **ultimately improve the resilience of our water supply.**



Consider Water Event Metering as part of your strategy.

Water Event Metering is going to become increasingly important over this coming AMP period.

We believe the future of our water metering is above ground and while Waterfall is an above ground solution, it is completely compatible with Water Companies' existing below ground water metering estates.

This means that Waterfall can be installed on your unmetered estates and live perfectly happily alongside your below ground legacy.

Oh, and did we mention, the TCO works out less over a 5 year period than traditional smart meter programmes!



Waterfall goes way beyond your metering objectives

Water metering programmes require a significant investment, so to ensure you get the most out of it, it's time to consider a solution that will not only have a massive impact on your Metering goals, but your Procurement, Innovation, Network Management and Customer Service objectives too.

KEY ● METERING ● INNOVATION ● PROCUREMENT ● CUSTOMER SERVICE ● NETWORK MANAGEMENT



SMARTER METERING

- ✓ **Smarter Service:** Enhanced customer service and relationships
- ✓ **Smarter Business:** Better connectivity and fixed fees.
- ✓ **Smarter Data:** Every water event is captured.



SMARTER PCC REDUCTION

- ✓ **Smarter Engagement:** Educate customers on their water consumption.
- ✓ **Smarter Saving:** Measure and track consumption from household to household.
- ✓ **Smarter Service:** Reducing customers' water consumption means reduced bills!

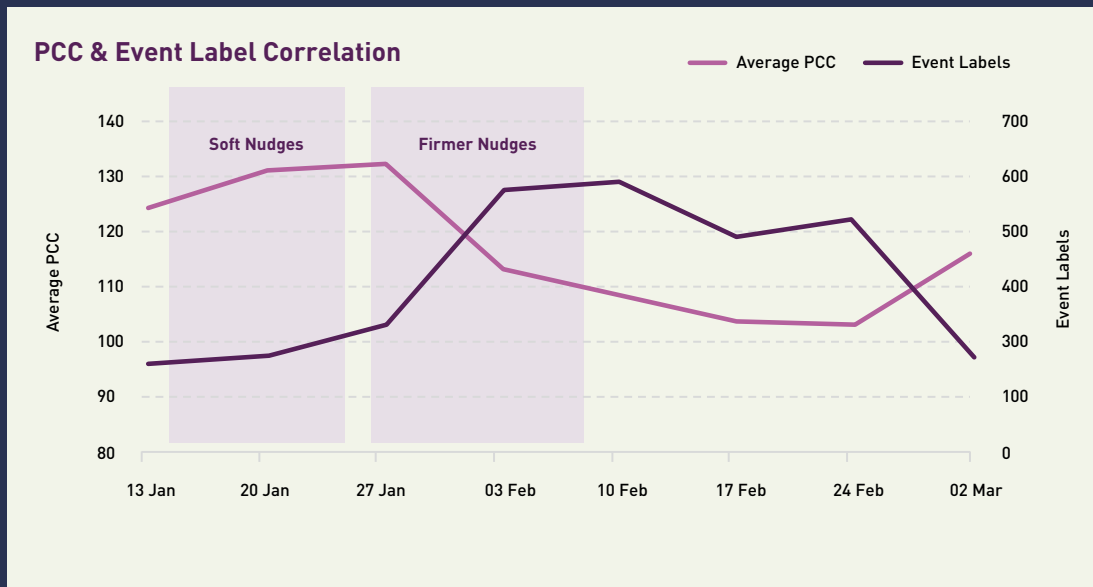


SMARTER NETWORK MANAGEMENT

- ✓ **Smarter Modelling:** supplies more accurate data to your network modelling system.
- ✓ **Smarter Maintenance:** Easily Identify areas in need of maintenance.
- ✓ **Smarter Service:** Proactively inform customers of your strategy and actions.



Considering Waterfall for RFPs



Waterfall has been shown to reduce PCC by up to 37%

Let's break that down...

- 17% From metering of any stripe
- 5% Identifying in-home leaks and fixing them
- 15% Educating consumers on water usage

If you're starting a new metering programme...

- ✓ Just think what that **extra 20% PCC** reduction (beyond smart metering of any stripe) from Waterfall could be worth to:



YOUR COMPANY



YOUR OBJECTIVES



YOUR TARGETS



YOUR CUSTOMERS



YOUR SHAREHOLDERS



THE ENVIRONMENT

- ✓ Consider the TCO for Waterfall and how much you'd ultimately save by installing an above ground solution, instead of digging all those holes in the road!
- ✓ Remember to involve other departments as well as the water metering department, because Waterfall is a complete solution that addresses network, customer and innovation challenges as well.
- ✓ Don't forget that Waterfall is completely compatible with your below ground and mixed estates.

Interested in finding out more?

Contact us today to find out how Waterfall aligns to the goals of Water Companies and how it clearly demonstrated its ability to significantly reduce PCC during a trial with a UK Water Company.

Email us at **enquiries@creative-ec.com** or call + 44 (0) 20 7682 2820.