ENSURING ROI, TURNING DATA INTO ACTION & STRATEGIC INTEGRATION

Smart Water Metering & Data Utilisation

2025 INTERNATIONAL CONFERENCE

Benchmarking Success: Proven Technologies, Customer Engagement & Consumption Reduction

March 25 & 26 2025, Thistle Marble Arch, London

Learning From UK Water Utilities On Transitioning To AMP8 To Successfully Install More Smart Meters

Global Perspectives On Gaining Actionable Insights From Data, Including Technical Standards For Utilisation

Strategies For Improving The Connectivity Rate For Reading Meters & Utilising Additional Networking Solutions To Improve Coverage

Bringing Together Global Water Utilities To Learn From Practical Experiences

Virtual Attendance Also Available

✓ **Addressing Installation Challenges, Achieving Customer Insights & Improving Customer Engagement**

✓ **Best Practices On Extracting, Interpreting & Transforming Complex Real Time Data Into Meaningful Action**

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Satellite Communications Partner

Smart Business Transformation Partner

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Supporting Association

LoRa Alliance®
Wide Area Networks for IoT

Rick Hants, Head Of EMEA Smart Metering Practice, Accenture

Mohammad Aljazzazi, Water Planning Engineer, Al Ain Distribution Company

Dr Annalisa De Munari, Water Utilities UKI Strategy & Consulting, Accenture

Adam Smith, Head of Asset Management and Water Quality, Yorkshire Water

Dr. Mahmoud Al Hader, Head Of Asset Information Section Al Ain Distribution

Gary Adams, Head of Metering Operations & Smart Transformation, Northumbrian Water

Kye Smith, NHH SMART Metering Deployment & Engagement Lead, United Utilities

Jason Slade, IMDS Smart Metering Development Manager, Anglian Water Services

Will Lewis, Director, Baringa Partners

Rob Spurrett, CEO and Co-Founder, Lacuna Space

Aaron Burton, Head of Water Efficiency Innovation, Ofwat

Michael Bold, Smart Metering Manager, United Utilities

LEAD CONSULTING PARTNER

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Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 733,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability.

IOT DELIVERY PARTNER

netmore

Netmore Group is an IoT network operator, building the leading multinational network to advance sustainable business practices. We offer a reliable network platform and leading connectivity expertise for efficient measuring, monitoring, and optimisation of resource use in the utilities, property management, and track and trace markets. With over 10 years in the industry, we have a solid track record of operating borderless on the European market, and with operations in APAC, LATAM and the US, Netmore has grown to become a leading global network operator. Netmore group's main owner is the Nordic infrastructure investor Polar Structure.

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Lacuna space

Lacuna Space is the established leader in scalable direct-to-satellite IoT technology based on open and interoperable internet standards.

Lacuna's global data platform fetches customer data from ultra-remote assets at low power and seamlessly merge with existing infrastructure to extend terrestrial coverage at a minimal cost.

SUPPORTING ASSOCIATION

LoRa Alliance®
Wide Area Networks for IoT

SMART BUSINESS TRANSFORMATION PARTNER

Baringa

We provide hands-on strategic advice and support to water companies to improve operations and business change processes.

Our understanding of business operations enables us to provide a full consulting offer across water company core functions.

We'll never shy away from immersing ourselves in the client organisation and apply our technical expertise to ensure any business change improvements work in the real world.

up after the conference.

ENSURING ROI, TURNING DATA INTO ACTION & STRATEGIC INTEGRATION

Smart Water Metering & Data Utilisation
2025 INTERNATIONAL CONFERENCE

Benchmarking Success: Proven Technologies, Customer Engagement & Consumption Reduction

THE 2025 AGENDA

While water utilities across the UK, Europe, and globally are at different stages of smart metering adoption, certain priorities remain universal. These include the drive to enhance customer engagement and satisfaction, utilise data more effectively, and address non-revenue water (NRW) caused by leaks, inefficiencies, and metering inaccuracies.

This year's sessions will allow global water utilities to learn from the UK as they prepare for AMP8 readiness, navigating the complexities of meter installations across diverse household types and non-domestic sectors. At the heart of this year's agenda is a critical question for all water utilities: How do we ensure we are not just gathering data from smart meters, but turning it into actionable insights that create real value for utilities and their customers?

Speakers will talk about:

• What types of insights can be generated from meter data?
 For example, identifying unusual or high consumption levels and analysing these insights to improve water efficiency
• How to create value from the data generated by meters Beyond operational efficiencies, how can this data empower customers, reduce costs, and support environmental goals?

Unlocking AI and Machine Learning Opportunities

The agenda places significant emphasis on adopting AI and machine learning tools to:

• Personalise customer engagement by analysing usage patterns (e.g., households with gardens).
• Predict leaks and other anomalies more effectively
• Enhance operational efficiency through real-time insights

Venue - Thistle Marble Arch, London
Call 020 7523 5060

Thistle Marble Arch

Customer Engagement: Overcoming Practical Pain Points

At the heart of smart metering projects lies customer engagement. This year's discussions will focus on how utilities can:

• Extending the smart meter experience to multi-occupancy households
• Addressing privacy and trust issues in data sharing
• Delivering real value to customers through transparent billing and actionable insights

Practical sessions will dive into how utilities are overcoming these challenges, ensuring that customer concerns are addressed while maintaining regulatory compliance.

Networking And Connectivity For Uniform Coverage

One critical area of discussion is ensuring that the communication networks underpinning smart water meters provide reliable coverage in urban and rural environments. Utilities will explore strategies to deliver consistent connectivity, regardless of location density, focusing the discussion area on LoRaWAN, NB-IoT, and hybrid solutions.

Operators further ahead, such as those in the UK, Middle East, and parts of Europe, will share insights on scaling installations, managing costs, and achieving project deliverables. Key technologies for improving communication systems will be highlighted to address ongoing challenges in expanding networks and maintaining performance.

Addressing Installation, Global Supply Chain and Scalability Issues

A recurring theme across discussions is the readiness of the supply chain. With geopolitical pressures and fluctuating supply and demand dynamics, utilities must prepare for potential delays or disruptions that could jeopardise project timelines. Contingency planning is essential for mitigating these risks and ensuring that smart metering rollouts remain on track.

Scalability is another universal challenge:

• How can utilities scale up operations to handle millions of meters generating vast quantities of data?
• How can they maintain uniform data quality and interpretation across a large network?

Cross-Industry Learning: Insights from Electricity and Gas

A unique feature of this year's agenda is cross-industry learning. Water utilities will have the opportunity to learn from electricity and gas sectors, which have already faced similar challenges in scaling smart metering projects. These insights will provide valuable lessons on data utilisation, project management, and customer engagement strategies.

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Day 1 Strategic Topic Themes At A Glance – 25 March 2025
"Learning From Global Water Utilities At Different Deployment Stages"

0900 – 1030 MORNING PANEL
STRATEGIC SESSIONS ON UK METERING INSTALLATION AND INTERNATIONAL DECISION-MAKING AND TECHNOLOGY CHOICES

- ✓ **Learning From UK Water Utilities On Transitioning To AMP8 To Successfully Install More Smart Meters**
- ✓ *Rolling Out Smart Metering Globally:* **Decision-Making On Scalability Frameworks, Technology Choices, Seamless Integration & Financial Risk Management**
- ✓ **Strategic Planning For Simultaneously Deploying Smart Meters In Densely Populated Cities & Rural Areas Requiring Both Advanced Communication Systems & Low Power, Long Range Networking**
- ✓ **Roadmaps For Transitioning From Mechanical To Smart Meters With Remote Monitoring Capabilities**

1100 – 1230 MORNING PANEL
GLOBAL PERSPECTIVES ON GAINING ACTIONABLE INSIGHTS FROM DATA AND TECHNICAL STANDARDS FOR UTILISATION

- ✓ LARGE GLOBAL WATER UTILITY **Real-World Experiences In Using Smart Metering Data & Turning It Into Actionable Intelligence**
- ✓ SMALL TO MEDIUM SIZE WATER UTILITY WITH LIMITED BUDGET **Transforming Smart Metering Data into Actionable Insights:** *Reducing Non-Revenue Water & Improving Customer Satisfaction*
- ✓ LEARNING FROM GAS AND ELECTRICITY – **Using Continuous Real-Time Monitoring Data To Create Value For The Customer & Utility**

130 PM – 330 PM AFTERNOON SESSION
EVALUATING THE LATEST ADVANCED ANALYTICS TECHNIQUES AND AI-DRIVEN TOOLS TO HELP SIFT AND MAKE SENSE OF VAST DATA SETS

- ✓ RESULTS FROM PILOT PROGRAMS ON USING AI TO EXTRACT AND ANALYZE DATA **Selecting AI Tools & Analytics Platforms For Specific Use Cases, Such As Forecasting Demand, Optimizing Network Performance, Or Reducing Leaks**
- ✓ CUSTOMER BEHAVIOUR ANALYSIS **Implementing Advanced Analytics To Segment Customers Based On Water Usage Patterns**
- ✓ AI-POWERED ANOMALY DETECTION **Using AI To Identify Outliers, Such As Unexpected Consumption Spikes, Detecting Leaks Or Unmetered Usage**

4PM – 6PM AFTERNOON SESSION
STRATEGIC-LEVEL APPROACHES TO ENSURING RELIABLE CONNECTIVITY AND COVERAGE FOR SMART METERS

- ✓ ADD-ON COMMUNICATION TECHNOLOGIES TO IMPROVE NETWORK PERFORMANCE **Field Testing "Add-On" Communication Network Solutions To Improve Smart Metering Connectivity, Including LoraWAN, NB IoT, Cellular & Satellite**
- ✓ FLEXIBLE NETWORK INTEGRATION CASE STUDY **Selecting Interoperable Networking Technologies Based On Cost Range & Scalability Needs**
- ✓ LAST MILE CONNECTIVITY **Developing More Efficient Solutions For Smart Meters in Remote Or Obstructed Locations**

VIP NETWORKING DRINKS RECEPTION

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Day 2 Strategic & Technical Themes At A Glance
26 March 2025

0900 – 1030 MORNING PANEL
MORE GLOBAL INSIGHTS ON UTILISING DATA TO ACHIEVE CUSTOMER INSIGHTS
AND IMPROVE ENGAGEMENT WITHIN COMPLEX HOUSEHOLDS AND NON-DOMESTIC

- ✓ EMPOWERING CUSTOMERS THROUGH SMART METER DATA **Tailoring Data Insights To Build Long Term Trust & Engagement With Customers, Reward Efficient Use & Encourage Conservation**

- ✓ HOUSEHOLD COMPLEXITY, DATA SHARING, AND TRUST **Privacy & Trust-Based Data-Sharing In Multi-Occupancy Households Considering Demographic/Regional Variability & Vulnerable Users**

- ✓ NON-DOMESTIC CUSTOMERS **Tailoring Insights To Support Efficiency, Compliance & Cost Control**

1100 – 1230 MORNING PANEL
ADDRESSING OPERATIONAL PAIN POINTS WHEN
DEPLOYING A SMART WATER METER NETWORK

- ✓ OPERATIONAL ROLLOUT BEST PRACTICES **Practical Strategies For Managing Costs & Streamlining Smart Meter Installations In Different Types Of Homes, Some With Shared Water Supplies**

- ✓ DATA VOLUME AND SCALABILITY **Transitioning To Scalable Analytics & Pre-Processing Capabilities To Handle The Sheer Volume Of Real-Time Data Generated By Smart Meters**

- ✓ ADDRESSING GAPS IN WORKFORCE SKILLS AND TRAINING **Hands-On Experiences On Upskilling Employees In Meter Deployment, Data Interpretation & Analytics, In The Field And Office**

130 PM – 330 PM AFTERNOON SESSION
ANALYTICS FOCUS – BEST PRACTICES ON EXTRACTING, INTERPRETING AND
TRANSFORMING REAL-TIME DATA INTO MEANINGFUL ACTION

- ✓ REAL-TIME ANOMALY RESPONSES **Implementing Advanced Analytics To Compare Real-Time Usage Patterns Against Historical Consumption To Monitor Deviations From Expected Usage Patterns**

- ✓ CONSUMPTION PATTERN ANALYSIS **Transforming Analytics Into User-Friendly Dashboards For Engaging Customers On Consumption Patterns And Spikes**

- ✓ DATA GRANULARITY FOR LEAK DETECTION **Enhancing Analytics Models & Validate Thresholds Using Real-Time & Historical Data To Improve Customer Side Leak Detection Reliably**

4PM – 6PM AFTERNOON SESSION
ENSURING SMART METERING PROJECTS ACHIEVE GOALS AND DELIVERABLES
INCLUDING TACKLING SUPPLY CHAIN CHALLENGES

- ✓ **Strategies For Ensuring Supply Readiness For Scalable Smart Metering Deployment**

- ✓ INTEROPERABILITY OF SYSTEMS **Ensuring Compatability Across Multiple Vendor Ecosystems**

- ✓ **Highlighting DMA Profiling Innovations & Advancements In Locating Leaks In Hard To Profile Locations**

- ✓ ADVANCEMENTS IN ENERGY EFFICIENT METERS **Showcasing Advancements In Energy-Efficient Smart Metering For Extended Device Life**

ONE DAY WORKSHOP – 27 March 2025

Preparing UK Water Utilities for AMP8

Practical Strategies and Workflow Planning for Smart Water Metering Success

PURPOSE OF THE WORKSHOP

This full-day workshop is designed to equip UK water utility professionals with actionable strategies and workflow adjustments needed to meet AMP8's regulatory requirements. Participants will gain a comprehensive understanding of smart metering deployment challenges, practical solutions for data integration, customer engagement strategies, and steps to optimise operations. Through interactive discussions and case study analyses, attendees will leave with a tailored roadmap to achieve operational efficiency and compliance.

Learning Objectives:

Understand key regulatory and operational goals for AMP8 smart metering deployments.

Develop phased rollout strategies tailored to diverse housing types and shared water supplies.

Identify and overcome supply chain and installation bottlenecks.

Build workflows for effective data integration, analytics, and customer engagement.

Takeaways:

✓ A roadmap for scalable and compliant smart meter rollouts

✓ Frameworks for integrating real-time data into operational workflows.

✓ Best practices for customer engagement and trust-building.

✓ Solutions for supply chain challenges and future-proofing deployments

Designed For:

- Smart Metering Program Managers
- Water Utility Operations Leads
- Regulatory Compliance Officers
- IT and Data Integration Specialists
- Customer Engagement Managers

Workshop Leader:

> accenture

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HALF DAY WORKSHOP – 24 March 2025
Unlocking the Potential of AI for Data Utilization in Smart Metering

This half-day workshop is designed for utility water professionals embarking on integrating AI and advanced analytics into their smart metering operations. The session will comprehensively introduce emerging AI tools and techniques, highlighting their practical applications in improving data utilisation, detecting anomalies, and enhancing customer insights. Through real-world examples, interactive discussions, and actionable frameworks, participants will leave with a clear understanding of how to start leveraging AI to create operational efficiencies and improve decision-making.

Learning Objectives:

Understand the fundamentals of AI and its relevance to smart metering.

Learn emerging analytics techniques and their application to data from smart meters.

Explore how AI can be used to detect anomalies, optimize operations, and drive customer engagement.

Develop an actionable plan for integrating AI into smart metering workflows.

Takeaways:

✓ A clear understanding of AI tools and their practical applications in smart metering.

✓ Frameworks for starting an AI integration journey tailored to utility-specific challenges.

✓ Insights into cost-effective analytics techniques for improving data utilisation.

✓ Practical examples of AI-driven use cases like leakage detection and customer segmentation.

Designed For:

- Smart Metering Program Managers
- Data Analysts and IT Specialists
- Utility Operations Leads
- Customer Engagement Officers
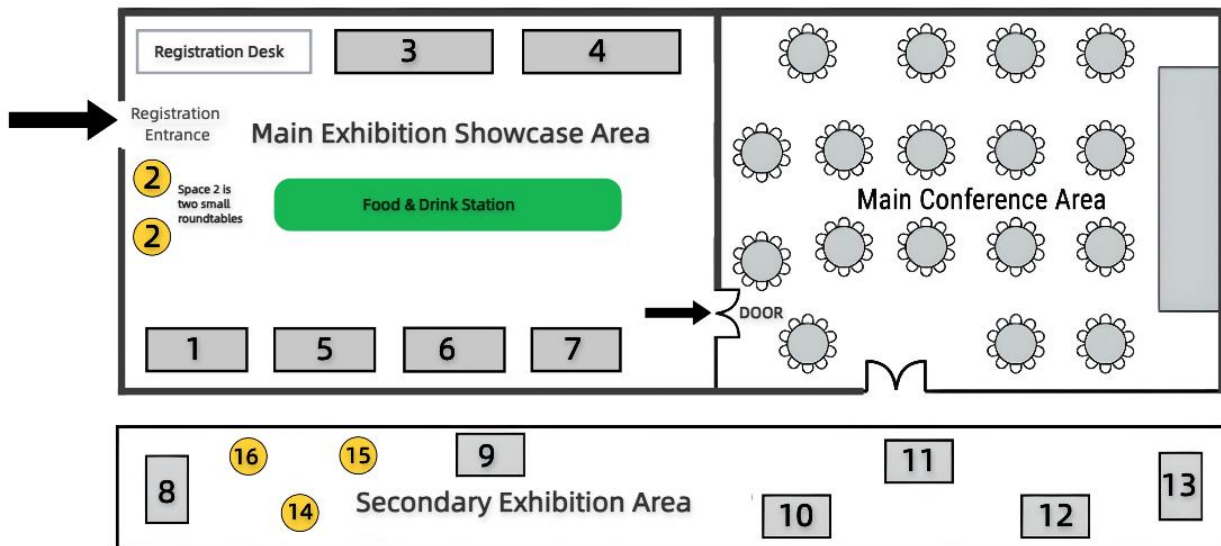- Regulatory and Compliance Officers

Workshop Leader:

An industry practitioner with experience deploying AI solutions for utilities. The leader will bring real-world case studies, guide interactive problem-solving, and provide practical advice on overcoming barriers to AI adoption.

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2025 INTERNATIONAL CONFERENCE

2025 Exhibition Showcase Plan

Registration Desk

3 4

→ Registration Entrance

Main Exhibition Showcase Area

2 Space 2 is two small roundtables

2

Food & Drink Station

1 5 6 7

→ DOOR

Main Conference Area

16 15 9 11
8 14 **Secondary Exhibition Area** 10 12 13

This event provides a sophisticated platform for thought leadership, technology showcase, and strategic dialogue in the rapidly evolving smart metering landscape for water utilities.

As regulatory pressures intensify, the smart water metering and data utilisation ecosystem has become a pivotal area of focus for achieving compliance and operational efficiency. In the UK, AMP7 has set ambitious objectives for utilities, with the impending transition to AMP8 driving the need for innovative business plans and investment strategies. Similar regulatory imperatives are shaping priorities across Europe and globally, underscoring the importance of forward-thinking solutions.

Designed as a high-level business and networking conference rather than a traditional expo, this event ensures meaningful engagement among senior decision-makers.

With an exclusive group of 150 to 250 senior attendees, the conference emphasises quality over quantity, creating an intimate environment for in-depth discussions and targeted networking. Exhibition spaces are highly curated to align with key areas of market focus, including smart metering implementation, installation, and data utilisation, as well as the interests of global companies seeking competitive and innovative solutions.

Exhibitor Categories Include:

Smart Metering Manufacturers
Connectivity Solutions: LoRaWAN, NB-IoT, satellite, and cellular
Data Analytics and Management Platforms
System Integrators
IoT Device Manufacturers, Metering Hardware Makers, Edge Devices, and Gateways for global companies
Meter Installation and Maintenance Services

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Benchmarking Success: Proven Technologies, Customer Engagement & Consumption Reduction

The Full
Two-Day Agenda

Achieving Smart Metering Project Deliverables With Frameworks For Scalable Customer Engagement, Consumption Reduction And ROI

0845 Chairs Opening Remarks

"Achieving smart metering success requires overcoming critical challenges—AMP8 readiness and its global regulatory counterparts, seamless integration of advanced systems, and transitioning from mechanical to smart meters with remote capabilities. Today, we delve into the strategic frameworks, cutting-edge technologies, and scalable solutions needed to maximise ROI and deliver transformative results."

Dr Annalisa De Munari, *Water Utilities UKI Strategy & Consulting,* **Accenture**

KEYNOTE PANEL: STRATEGIC PERSPECTIVES ON ACHIEVING PROJECT DELIVERABLES

The panel format consists of 4 consecutive strategic case studies and an extended curated Q&A.

UK FOCUS

0850 SCALING SMART METERING PROJECTS AND MANAGING COSTS
Learning from UK Water Utilities on AMP8 Readiness To Successfully Install More Smart Meters

Over the next 5 years, water companies will install over 10 million smart meters across household and non-household properties UK-wide. With it, companies will consume billions of meter readings annually, unlocking tremendous opportunities in demand management, consumer behaviour change and leakage detection. To succeed and drive optimum value from this data and, indeed, to survive the scale and complexity of the engagement and installation challenge, water companies will need to transform the way they operate to a Smarter Operating Model. However, target operating models aren't just about structure; they encompass much more, and true success will depend on pivoting organisation-wide to deliver actual value on investment. In this presentation, Gary will share:

- The approach taken by Northumbrian Water Group to a Metering Operating Model Transformation –
- Progress to date
- Challenges, opportunities and lessons learned

Gary Adams, *Head of Metering Operations / Smart Transformation,* **Northumbrian Water**

EUROPEAN CASE STUDY

0915 SMART METERING DEPLOYMENT AND RESULTS AT CANAL DE ISABEL II
Selection Of Smart Metering Technologies That Support Large-Scale Rollouts Across Diverse Geographies And Customer Types

The session will address key aspects of the Canal de Isabel II smart metering project, including the project's strategy, technological innovations, deployment processes, implementation, and the measurable improvements achieved in Canal de Isabel II management and customer engagement.

- Practical approaches for phased rollouts, optimising installation processes, and managing budget constraints to maximise ROI
- Evaluating and choosing the smart meter and communication technologies (e.g., LoRaWAN, NB-IoT) and hardware for urban and rural applications.

Humbelina Vallejo, *Deputy Director of Commercial Services*, **Canal de Isabel II**

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DUAL AUSTRALIAN FOCUS

0935 LESSONS FROM AUSTRALIA: CHALLENGES AND CONSIDERATIONS FOR IMPLEMENTATION
An Australian Perspective: **Water Demand Management and Smart Metering**

Exploring the **current landscape of smart water metering in Australia**, highlighting **key challenges, opportunities, and best practices.**.

- Policy and Regulatory Landscape in Australia
- Technical and Operational Considerations for Smart Metering
- Consumer Behaviour and Engagement Strategies
- Infrastructure Challenges and Solutions

David Wiskar, *Program Director, Queensland Regional Water Alliance Program (QWRAP),* **Queensland Water Directorate**

0950 EVALUATE TARIFF DESIGN EFFECTIVENESS AND PLANNING FOR ROLLOUTS
Strategic Rollout Planning and Evaluating Tariff Design Effectiveness Across Urban and Rural Networks

Strategies for deploying smart meters at scale and aligning tariff design to ensure long-term customer engagement, water conservation and ROI. *How do you actually get household and non-household users to use less water?*

- Aligning advanced metering infrastructure (AMI) and low-power networks with policy objectives like water efficiency and affordability
- Tariff structures for diverse urban and rural customer bases
- Practical frameworks for phased rollouts that minimise costs and ensure network compatibility across diverse regions

CUSTOMER LED SMART WATER METER ROLLOUT

1005 LESSONS FROM AN 18 MONTH JOURNEY ON DELIVERING CUSTOMER VALUE
An 18 Month Journey From AMR To Fully Smart Analytics & Customer Centric Benefits Realisation

- *From AMR to fully smart analytics*: technical, operational, and engagement considerations.
- Aligning smart meter deployment with customer needs
- Overcoming operational and integration challenges
- Extracting maximum value from smart meter analytics
- Demonstrating measurable customer and business benefits

Adam Smith, *Head Of Asset Management & Water Quali*ty, **Yorkshire Water**

OPTIMISING AMP PROGRAMME DELIVERY

1025 UNLOCKING MAXIMUM VALUE FROM YOUR AMP PROGRAMME
Aligning Strategy, Governance, and Execution for AMP Success

Demonstrating how water utilities can set up and establish a strong programme framework that grows into a mature, scalable model, allowing the AMP programme to deliver maximum benefits, efficiently.

- Programme Strategy (Mobilise, Pathfinder, Ramp-Up, BAU)
- Stakeholders Alignment and Engagement
- Programme Structure & Governance
- Transitioning Between Programme Delivery and Operational Delivery
- Identifying efficiencies and opportunities to do more with less

Emily Fenton, *Senior Programme Manage*r, **Netmore IOT Solutions**

1040 – 1110 Morning Refreshment Break & Networking In The Exhibition Showcase Arena

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Strategies For Unlocking The Value Of Smart Meter Data For Automating Decisions - *Learning From Water Utilities & Different Industries*

PANEL – TRANSFORMING SMART METER DATA INTO ACTIONABLE INTELLIGENCE

This panel explores the vital challenge of harnessing smart metering data to create actionable insights that deliver value to both utilities and customers. Participants will gain insights not only from water utilities but also from other industries where data-driven strategies and customer engagement are integral to the business model.

UK CASE STUDY

1110 HOLISTIC STRATEGIES AND TECHNIQUES FOR IMPROVING DATA UTILISATION

Methods For Unlocking More Customer Insights From Smart Metering Data

- Explaining the full spectrum of potential insights and the latest tools and management systems that make them possible
- How to leverage smart meter data to personalise interactions, provide usage transparency, and promote conservation behaviours
- Ensuring seamless integration of analytics tools and scaling data processing capabilities as meter networks grow
- Implementing user-friendly tools that provide customers with real-time insights into their water usage

Michael Bold, *Smart Metering Manager,* **United Utilities**

USA CASE STUDY

1130 BEYOND INSTALLATION: ENSURING LONG-TERM VALUE FROM AMI

Walla Walla's Journey to AMI and Maximizing Our Investment.

- Planning & Justification for AMI – Why Walla Walla made the switch and how they built the business case
- Deployment Strategy & Overcoming Challenges – Ensuring a smooth transition from AMR to AMI
- Maximizing AMI Benefits – Leveraging data analytics for efficiency and customer engagement
- Future-Proofing the Investment – Long-term strategies for sustainable smart water management

Adrian Sutor, *Water Distribution Supervisor*, **City of Walla Walla, Washington**

1200 CROSS-INDUSTRY PERSPECTIVES ON DATA UTILISATION FOR AUTOMATED DECISION-MAKING
Automating Customer Data Insights: **What Water Utilities Can Learn from Finance and Retail On Approaches For Turning Data Into Actionable Intelligence**

Discover practical methodologies to automate decision-making, personalise customer engagement, and drive operational efficiency.

- Insights into how finance and retail have implemented automated data utilisation processes at scale and how specific processes could be adapted for water utilities
- Leveraging data to categorise customers by usage or buying patterns, payment behaviours, and engagement levels for tailored solutions
- How to turn raw customer data into actionable intelligence
- Implementing AI and machine learning to automate key tasks

1230 to 1pm TWO-PART CURATED EXTENDED PANEL Q&A

PART A – **Questions Relating To The Individual Panel Presentations,** *Example Questions Include:*

"How can water utilities adapt cross-industry approaches to automate decision-making while ensuring measurable ROI from their data utilisation efforts?"

"What techniques from finance and retail have proven most effective in driving behavioural change among customers, and how can water utilities apply these for conservation and efficiency?"

"What specific tools or methodologies from finance and retail can water utilities adopt to turn raw data into actionable intelligence and improve operational efficiency?"

PART B – **A Curated Panel & Pan-Audience Discussion On:**

Defining Standards for Data Utilisation in the Water Industry: *Collaboration, Privacy, and Compliance*

The water industry faces a critical challenge: unlocking the full value of data through collaboration while ensuring compliance with data privacy regulations. Without agreed-upon technical standards for data utilisation, the potential to leverage insights across different market operators and sectors, such as hospitals and other non-household users, remains limited. Sharing data between utilities can amplify the value of diverse datasets, enhancing decision-making and resource allocation. However, this raises crucial questions about privacy, legitimate interest, and GDPR compliance. **This discussion will explore the need for unified data utilisation standards, the barriers to achieving them, and the solutions for balancing collaboration with regulatory requirements.**

1 pm – 2pm Networking Lunch In The Exhibition Showcase Arena

Harnessing Advanced Analytics and AI to Transform Data into Actionable Insights for Improved Customer Engagement & Network Performance

PANEL –AI, MACHINE LEARNING AND ADVANCED ANALYTICS IN ACTION

UAE AI CASE STUDY

1400 AI-DRIVEN ANALYTICS IMPLEMENTATION

Implementing an AI-Driven Data Analytics Process To Maximise The Benefits Of AI

- How to design and deploy big data AI models that can process large datasets and provide real-time insights at scale
- Unlocking the potential of AI to extract actionable customer insights from smart meter data
- Using AI to identify unexpected consumption patterns, leaks, or unmetered usage and respond in real-time while minimizing false alarms
- Using AI insights to deliver tailored messages, billing transparency, and actionable conservation tips to individual customers

Dr Mahmoud Al-Hader, *Head of Asset Information*, **Al Ain Distribution Company, UAE**

Mohamad Lami, *Water Planning Engineer*, **Al Ain Distribution Company, UAE**

AI FOR LEAK DETECTION

1420 MAXIMISING AI'S POTENTIAL FOR ADVANCED LEAK DETECTION MODELS AT SCALE

Refining Algorithms To Distinguish Between Legitimate High Usage, Actual Leaks & Respond Proactively To Infrastructure Issues

This session addresses optimising AI models for precision, scalability, and efficiency, delivering operational benefits and ensuring a more substantial ROI for water utilities investing in AI-powered analytics. Learn how to refine AI models to enhance leak detection accuracy, reduce false positives, and improve scalability across utility networks

- How to adjust AI models to distinguish between normal high-usage patterns and true leaks with minimal errors
- Strategies for deploying advanced analytics across large networks without compromising accuracy or performance
- Techniques for reducing false alerts that waste resources

BUILDING SCALABLE DATA ECOSYSTEMS

1440 BUILDING SCALABLE DATA ECOSYSTEMS FOR RESPONSIVE DECISION-MAKING

Tools And Strategies To Process And Analyse Large Datasets While Maintaining Efficiency

Without scalable systems, data overload can lead to "data soup" inefficiencies, operational bottlenecks, and missed opportunities for actionable insights. This session explores the tools, frameworks, and strategies utilities need to harness big data effectively while ensuring cost efficiency and operational ROI.

DATA GOVERNANCE BEST PRACTICES

1500 ESTABLISHING DATA GOVERNANCE FRAMEWORKS AND BUILDING TRUST IN ANALYTICS
Strategies for Ensuring High-Quality Data and Robust Governance in Water Utilities

Unlocking the full potential of data assets by solving trust and governance challenges, driving impactful decisions and operational success.

- o Guaranteeing compliance with data privacy and regulatory requirements
- o Establishing clear policies for data ownership, accountability, and security
- o Ensuring all stakeholders are aligned on data usage standards and quality benchmarks
- o Educating teams on the importance of data integrity and fostering a culture of trust in analytics

1520 Curated Extended Q&A For The Panel – Example questions include

"How can utilities implement cost-effective data governance frameworks to ensure data accuracy while maintaining operational budgets?"

"What are the most impactful customer insights water utilities have derived from AI applications, and how do these insights drive revenue growth?"

"What practical steps can utilities take to integrate AI platforms into their existing data ecosystems without significant disruption?"

"What are the most cost-effective tools for processing large datasets, and how do they compare regarding scalability?"

1540 – 1610 Afternoon Refreshment Break & Networking In The Exhibition Showcase Arena

Exploring Strategic and Practical Solutions for Reliable Smart Meter Connectivity Across Diverse Environments

PANEL – STRATEGIES FOR ENSURING CONSISTENT NETWORKING AND COMMS COVERAGE

Gain insights into selecting and integrating cost-effective communication technologies like LoRaWAN, NB-IoT, and satellite.

LoRaWAN & NB IoT

1610 OPTIMISING SMART METER CONNECTIVITY

Field Testing Network Solutions like LoRaWAN and NB-IoT For Consistent Coverage Across Diverse Geographies

- Addressing common challenges like last-mile connectivity, data packet loss, and network reliability in obstructed or remote areas
- Understand how LoRaWAN, NB-IoT, and satellite technologies perform in different operational environments, including urban and rural areas
- Explore strategies for integrating add-on communication solutions with existing metering infrastructure
- Insights into tailoring network configurations to specific environments and use cases

SHARING NETWORKS - CASE STUDY

1630 REDUCING COSTS WITH SHARED CONNECTIVITY MODELS

Shared Network Solutions for Smarter Deployments & Cost-Effective Connectivity at Scale

Shared networks enable utilities to pool resources, reduce capital expenditures, and improve connectivity reliability for smart metering and IoT applications.

- Best practices for partnering with other utilities or third-party providers to implement shared networks
- How utilities can reduce deployment and operational costs by adopting shared connectivity solutions
- Strategies for ensuring that shared network models remain scalable and adaptable to future technologies
- Techniques for maintaining high-quality, reliable network coverage across diverse geographies

LAST MILE CONNECTIVITY

1650 SATELLITE IOT SOLUTIONS FOR UNREACHABLE WATER METERS
Solving the Difficult Last 15% of Unconnected Water Meters

- Explore recent advances in satellite communications that have simplified direct connectivity to water meters making it more accessible, cost-effective and easy to integrate
- Learn how Lacuna's satellite IoT service has developed an economic solution to connect the difficult last 15% of unconnected water meters, providing a practical alternative where terrestrial options fall short
- Discover how existing terrestrial IoT technologies can seamlessly extend to satellite networks enabling utilities to achieve better visibility and optimise water infrastructure management

Rob Spurrett, *CEO & Co-Founder*, **Lacuna Space**

1710 CURATED Q&A INCLUDES THE FOLLOWING EXAMPLE QUESTIONS

"What are the key performance metrics from field tests of LoRaWAN and NB-IoT, and how do these technologies compare for consistent coverage?"

"What are the key considerations for partnering with other utilities or third-party providers to implement shared connectivity solutions?"

"How do shared network models impact long-term scalability and adaptability for future technology advancements?"

"How can utilities balance cost and performance when scaling last-mile connectivity solutions for remote or obstructed locations?"

"What role do hybrid communication models play in overcoming last-mile connectivity challenges, and how do they integrate with existing systems?"

1745 Chair's Closing Remarks & Close Of Day 1

1745 – 1845 VIP Drinks Reception

Tools, Techniques & Communication Strategies For Sustained Behavioural Change And Customer Engagement

0845 Chairs Opening Remarks

Dr Annalisa De Munari, *Water Utilities UKI Strategy & Consulting,* **Accenture**

KEYNOTE PANEL: ADDRESSING COMPLEX HOUSEHOLD DYNAMICS & NON-DOMESTIC COMPLIANCE

The panel format consists of 4 consecutive strategic case studies and an extended curated Q&A.

LESSONS FROM AFFINITY WATER'

0850 PROACTIVE CUSTOMER ENGAGEMENT AND CONSERVATION
Transforming Customer Engagement with Smart Metering at Affinity Water

- Overview of affinity water's smart metering programme: goals, implementation, and impact
  - Customer-centric strategies: how smart metering empowers
- customers and drives water conservation
  - Operational efficiencies and lessons learned: scaling the programme and enhancing customer experience

Stuart Moody – *CX Smart Metering Delivery Manager,* Affinity Water
and Rebekah East – *Smart Metering Customer Communication Manager,* **Affinity Water**

MULTI-OCCUPANCY & VULNERABLE GROUPS

0910 CUSTOMISING SOLUTIONS FOR DIVERSE HOUSEHOLDS
Building Trust Through Privacy-Focused Data Sharing in Multi-Occupancy Households and Vulnerable Communities

"'Trust and privacy are the cornerstones of data sharing in multi-occupancy households, and tackling these challenges is key to customer engagement,' said a Customer Data Governance Director at a UK water utility.

- Strategies for fostering trust through transparent communication, consent-based data sharing, and customer engagement initiatives
- Practical steps to ensure equitable data access and trust-building measures for vulnerable or underserved communities
- Best practices for ensuring GDPR compliance and staying within legal boundaries while sharing data
- Effective communication methods to educate customers on how their data is used and the benefits of sharing it

Please turn the page as the panel continues

CAMPAIGN EFFECTIVENESS

0930 ASSESSING THE SUCCESS OF BEHAVIORAL CAMPAIGNS TO DRIVE LASTING CHANGE
Measuring the Effectiveness of Targeted Behavioural Campaigns in Water Conservation

Behavioural campaigns are a critical tool for water utilities to encourage sustainable water usage and engage customers in conservation efforts. However, their long-term success hinges on how well they drive lasting changes in customer habits. This session will explore methods for evaluating the effectiveness of targeted campaigns, from hosepipe bans to personalised conservation messages. And assess the impact on metering data utilisation strategies.

NON-DOMESTIC CUSTOMERS

0955 GETTING THE MOST OUT OF NON-HOUSEHOLD METER DATA
Smart Water Meters in the English Non-household Market

This session addresses how utilities can leverage industry-specific insights and data-driven strategies to better serve these customers through advanced water management systems for large operations or cost-effective tools for smaller businesses.

Kye Smith, *NHH SMART Metering Deployment & Engagement Lead,* **United Utilities**

LEARNING FROM OFWATS APPROACH FOR THE UK

1015 SUPPORTING SMART WATER METERING IN THE UK & LESSONS FOR INTERNATIONAL UTILITIES
Supporting The Delivery Of Smart Water Metering And Water Efficiency Innovation

• Ofwat's approach to supporting water smart metering and the Final Determination
• Need for a coordinated approach and collaboration on standards and reporting
• The Smart Water Metering Delivery Group (SWMDG) and Water Efficiency Lab competition (part of the £100m Water Efficiency Fund)

Aaron Burton, *Head of Water Efficiency Innovation,* **Ofwat**

1030 Curated Extended Q&A For The Panel – Example questions include

"How can utilities balance scalability with the need for personalised engagement strategies for different industries?"

"What specific challenges do SMEs face compared to larger corporations, and how can tailored solutions address these effectively?"

"What metrics have proven most effective in evaluating the long-term impact of behavioural campaigns on water conservation?"

"How can utilities incentivise water-saving behaviours among customers with high consumption patterns without alienating them?"

"How can data-sharing frameworks be customised to address the specific needs of vulnerable users while maintaining compliance with privacy regulations?

1040 – 1110 Morning Refreshment Break & Networking In The Exhibition Showcase Arena

Addressing The Key Operational Pain Points
When Deploying Smart Water Meters At Scale

The panel format consists of 4 consecutive strategic case studies and an extended curated Q&A.

OPERATIONAL PAIN POINT SOLUTIONS

1110 ROADMAPS TO ADDRESS OPERATIONAL BOTTLENECKS
Real-World Solutions to Operational Pain Points in Smart Meter Rollouts

Deploying intelligent meter networks involves significant operational challenges, from logistical complexities and technical integration to cost management and customer engagement. This session draws on real-world examples from a water utility currently navigating these challenges.

- Gain insights into the most frequent operational pain points, from installation delays to customer engagement gaps
- Learn how to allocate resources efficiently for large-scale rollouts, balancing costs and operational priorities
- Understand best practices for integrating smart meters with existing IT and data management systems
- Techniques to streamline installation workflows and reduce time and workforce costs

ENSURING SMOOTH INSTALLATION

1135 OPTIMAL INSTALLATION FOR COMPLEX HOUSING TYPES
Tailoring Installation Solutions for Diverse Housing Types, Shared Water Supplies & Infrastructure Complexities

Solving installation challenges in complex housing types is key to scaling smart metering programs effectively. Gain a clear understanding of the technical, logistical, and financial challenges unique to diverse housing types. Hear about pragmatic solutions that work.

- Using DMA data to prioritise meter installation
- Exploring the distinct challenges of multi-occupancy buildings, complex ownership and housing with shared water supplies
- How to adapt installation frameworks to specific housing scenarios, ensuring streamlined operations and customer satisfaction
- Techniques for installing and managing smart metering systems in shared supply infrastructures

WORKFORCE DEVELOPMENT

1200 WORKFORCE STRATEGIES FOR SMART METERING SUCCESS
Building a Smart Meter Workforce: **Lessons from Electricity and Gas for Training and Competence Development**

The electricity and gas industries have effectively addressed the smart metering workforce by establishing training academies, developing standardised competencies, and ensuring workforce readiness at scale. Water utilities can learn from these proven models to create a pipeline of skilled installers and technicians, enabling cost-effective, timely rollouts while maintaining quality and compliance.

- Understand how training academies in electricity and gas have standardised smart meter installation skills
- Learn about creating industry-recognized certifications to ensure quality and compliance
- Explore strategies for scaling workforce capacity to meet the demands of large-scale rollout.
- Practical steps for establishing training facilities and curricula tailored to water utilities

HANDLING INCREASED DATA VOLUMES

1220 STRATEGIES FOR HANDLING INCREASED DATA VOLUMES
Addressing The Operational, Technical, And Strategic Considerations That Water Utilities Must Manage As They Prepare For The Significant Increase In Data Volumes

Implementing more smart meters unquestionably leads to a surge in data generation, requiring robust systems and workflows to handle it. This strategic session asks essential questions, considers potential roadmaps and evaluates cost-effective solutions.

- What gaps exist in current data management capabilities, and what investments are necessary?
- Adjusting workflows and decision-making processes to handle the increased data volume effectively
- What training and workflows are required to ensure teams can handle increased data availability efficiently?
- What are the economic implications of scaling data infrastructure, and how can utilities ensure ROI?

1245 to 115pm EXTENDED CURATED PANEL Q&A – Example questions include

"How can utilities prioritise investments in cloud-based solutions, edge computing, or analytics platforms to handle large-scale data?"

"How do utilities ensure workforce readiness for large-scale rollouts while keeping costs manageable?"

"How can utilities streamline installation workflows to reduce labour costs and deployment delays?"

"What lessons have been learned from successful case studies in addressing customer engagement challenges during rollouts?"

"How can utilities manage and mitigate risks associated with technical integration during deployments?"

115 – 215pm Networking Lunch Break

A Deeper Dive Into Big Data And Analytics
Extracting, Interpreting And Transforming Real-Time Data Into Meaningful Action

PANEL: DETAILED DISCUSSIONS ON APPLYING BIG DATA FOR SPECIFIC USE CASES

The panel format consists of 4 consecutive strategic case studies and an extended curated Q&A.

FOUNDATIONAL ANALYTICS

215 pm COST EFFECTIVE, SCALABLE SOLUTIONS FOR HIGH IMPACT USE CASES

Implementing Affordable Tools & Processes To Get Started With Data Interpretation For High Impact Use Cases Like NRW Reduction, Leak, & Customer Anomaly Detection

- Discover cost-effective tools to unlock the value of smart meter data for high-impact applications.
- Insights into entry-level tools that allow utilities to begin transforming raw data into actionable insights.
- Step-by-step frameworks for implementing efficient data workflows without high overheads.
- Practical approaches to scale low-cost solutions across a utility's entire network, ensuring consistent performance and impact

DMA DATA INTEGRATION

240 pm INTEGRATING DMA DATA FOR OPERATIONAL EFFICIENCY

Maximising the Value of DMA Data & Enhancing With Smart Meter Real-Time Information

- Tackling Persistent Issues in Stubborn DMAs - *How simulation tools address discrepancies*
- Integrating Smart Meter Data - *Combining flow, pressure, and meter data for precise NRW reduction*
- Operational Optimization - *Using DMA insights to prioritise maintenance and allocate resources efficiently*

DATA UTILISATION USE CASE EXPANSION

305 pm STRATEGIC EXPANSION OF SMART DATA UTILISATION

High-Impact Expansion of Smart Meter Data Utilisation_ **Predictive Maintenance, Resource Efficiency, and Beyond**

Expanding smart meter data utilisation unlocks high-value applications beyond leakage and customer engagement, including predictive maintenance, resource efficiency, and demand forecasting. Discover strategies to scale data use for impactful maintenance, forecasting, and resource optimisation outcomes.

- Identify and prioritise high-impact applications, including predictive maintenance and demand forecasting
- How to measure ROI for expanded data use cases and justify investments in analytics infrastructure
- Practical steps to implement AI and analytics tools for accurate consumption forecasting and resource planning
- Best practices for seamless integration of smart meter data with existing operational and management systems

Please turn the page as the panel continues

325 pm EXTENDED Q&A – Example questions include

"What measurable ROI can utilities expect from implementing anomaly detection tools at scale?"

"How do you ensure the accuracy and reliability of low-cost analytics platforms for critical use cases?"

"What challenges arise when integrating DMA and smart meter data, and how can they be overcome?"

"What role does AI play in maximising the value of DMA data for operational decision-making?"

"What key considerations should utilities address when scaling smart meter data for predictive maintenance?"

"What operational workflows need to be updated to leverage predictive maintenance insights fully?"

345 pm Afternoon Refreshment Break & Networking

Overcoming Barriers to Smart Meter Success: **Tackling Supply Chain Risks and Ensuring Deliverables Are Achieved Cost Effectively**

PANEL **ENSURING PROJECT DELIVERABLES ARE ACHIEVED TO TIME AND BUDGET**

SUPPLY CHAIN
READINESS

415 pm SUPPLY CHAIN READINESS FOR SCALABLE SMART METERING DEPLOYMENT
Securing the Smart Meter Supply Chain: **Strategies for Risk Mitigation and Scalable Deployment**

Smart meters rely on essential components like chips, communication modules (e.g., LoRaWAN, NB-IoT), and sensors. Global shortages or delays in these components can derail the entire project timeline. *How should a water utility plan to workaround potential bottlenecks?*

- Understand which parts of the supply chain (e.g., components, logistics, workforce) are most prone to disruption
- Learn proactive measures to address challenges like chip shortages, geopolitical risks, and transportation delays
- How to reduce dependency on single suppliers and build redundancy into the component supply chain.
- Frameworks for upskilling installation teams and ensuring equipment availability for seamless deployments

INTEROPERABILITY & FUTURE - PROOFING

440 pm ENSURING INTEROPERABILITY AND FUTURE-PROOFING SMART METER TECHNOLOGIES
Challenges & Solutions Of Ensuring Compatibility In Smart Meter Technologies And Integration With Operational Platforms—*All While Safeguarding Against Future Obsolescence*

Gain insights into strategies for achieving interoperability across smart meter technologies and safeguarding systems against obsolescence.

- Identify key barriers to compatibility across multiple smart meter vendors and technologies
- Explore strategies to ensure that smart metering solutions remain adaptable to emerging technologies and standards
- Discover approaches to mitigate the risks of deploying technologies that may become outdated or unsupported

EXTENDED DEVICE LIFE

505 pm SMART METER DEVICE LIFE EXTENSION
Opportunities and Challenges in Upgrading to Battery-Optimized/Energy Harvesting, Low-Power Smart Metering Solutions For Extended Device Life

This session addresses one of the most critical aspects of smart metering deployment: ensuring long-term device performance and cost-efficiency. Explore cutting-edge battery chemistries and their implications for device life, reliability, and environmental sustainability.

- Address operational challenges for integrating low-power meters in urban, rural, and remote areas.
- Practical approaches to selecting and deploying smart meters with advanced battery technology for maximum efficiency.
- Step-by-step guides for integrating low-power technologies into existing metering systems, ensuring smooth transitions and scalability

530 PM Curated Q&A And End Of Conference Round-Up – Example questions include:

What are the financial risks of vendor lock-in, and how can utilities structure contracts to maintain flexibility in technology adoption?

Which environmental conditions most significantly impact device life, and how can utilities mitigate these effects during deployment?

How can utilities safeguard against obsolescence in rapidly evolving smart metering technologies without significantly increasing costs?

What are the cost implications of adopting energy-harvesting technologies compared to traditional battery-powered meters?

550 Chair's End Of Conference Remarks & Summary Of The Key Takeaways

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Mr / Dr / Miss / Ms / Mrs (please circle)

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Position:
....

Organization:
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Email:
....

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....

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