



Conference Agenda & Live Online Guide

Melbourne and Live Online webcast

Sept 8 & 9 2015

New – Roadmap to IWN, Introductory Class Sept 7



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Registrations open July 14

www.towardsthe digitalwaterutility.org

Questions? Please contact
admin@towardsthe digitalwaterutility.org

Towards the Digital Water Utility

The convergence of mass connectivity, big data, information systems, digital metering, devices and technologies enabling efficiency and Customer excellence.

Hybrid 2 day conference
8 & 9 September 2015

Melbourne & Live Online

Roadmap to IWN – An
Introductory Class
7 September 2015

- ✓ Stay up to date with rapidly evolving technology and implications for water utilities.
- ✓ Learn from national and international case studies – practical insights and lessons learned.
- ✓ Hybrid conference. Attend in person or participate in just the session you want, live online from your office.

Business efficiency and Customer excellence

The Conference purpose is to share and learn what is going on in a rapidly evolving space, the convergence of big data, cloud shared solutions, digital metering and technologies to enable operations efficiency and Customer excellence. Importantly, it will clarify the Customer benefits and utility efficiencies that are being achieved.

Whole of utility focus

Digital metering and AMI creates little value unless it is part of a broader organisation digital strategy. Significant financial savings, efficiency and Customer value is being achieved by utilities that pursue digitising operations right across a utility organisational structure, significantly changing the way we design and deliver Customer service, asset management, planning, billing, revenue collection, IT, operations and metering.

Brought to you by WSAA

An initiative of WSAA, supporting Members in their engagement with other Members, and their pursuit of innovation and always seeking smarter ways of doing things.

**Numbers are strictly limited and
registrations open 14 July at
www.towardsthe digitalwaterutility.org**

Questions? Please contact
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Unlike other conferences, the

WSAA Conference Committee cap attendee numbers to enhance intimate, table based networking and Q&A.

Who is the audience? Water utility executives exploring, planning or implementing any of Customer engagement apps and portals; pursuing network optimisation including leakage, energy, and pressure; non revenue water; digital metering and AMI communications; enterprise systems architecture; big data and analytics; digital and corporate strategy.

The 2014 Towards the Digital Water Utility Conference brought together 120 participants in room including 67 managers from 38 Australasian water utilities servicing more than 9 million water properties, covering New Zealand and all the states of Australia. A further 210 people participated in the live webcast including more than 170 utility representatives from around Australia and NZ.

Here is some unprompted feedback from some 2014 live online participants:

Excellent conference. The on-line experience was great. An excellent way of being involved remotely.

Thanks for facilitating a great conference, it was very well-run and the feedback internally about Live Online has been very positive.

Very cost effective and my team who participated thought it was great..! We could

discuss issues that directly related to our work program.

It's a very economical way of having exposure to such an event, thank you for making it possible.

I actually viewed most of the event on-line. Well done, it was an excellent conference and you hosted it expertly.

And some unprompted feedback from in room participants:

Best conference I've ever attended! Lots of short sharp presentations and attendee participation – beats death by PowerPoint.

Thanks for organizing and facilitating such a great conference. I've been to a few over the years and this one was one of the best.

Many thanks, and I tip my hat to the fantastic format, and to your stewardship. One of the best conferences that I have ever been to (and as a 20+ year ... I've been to a few !!). Well done!

The format employed created a great balance between hearing presentations and interacting with others. Combined with the musical chairs routine, the table discussions to come up with questions for the panels helped to introduce me to people I might not otherwise have met.

2015 improvements you suggested; Improved in room audio and more table microphones; Easier online registration; In-Room blog of Live Online comments; Participant input to session subjects and agenda.

Hybrid Conference? Live Online?

Wikipedia defines hybrid conference as *“a conference that combines a ‘live’ in-person event with a ‘virtual’ online component enabling increased participation in traditional events at a relatively low cost, and also enabling participation by people who might be unable to attend physically due to financial or travel constraints or through a wish to reduce the carbon footprint of the event.”*

Live Online participation works best when you are [in a room with a diverse group of other people](#), people based in your city. Colleagues, Customers, or suppliers. This is in response to conference participant feedback highlighting that intelligent water network and AMI strategies create more benefit, for the Customer and the organisation, when they work across the organisation and connect with people and processes from Customer service, asset management, planning, billing, revenue collection, IT, operations and metering.

Components of WSAA 2015 ‘Towards the Digital Water Utility’ include :

- [Webcast access to live video streaming of speakers, panels and exhibitors alongside their presentation material.](#)
- [Live online participants contribute to live Q&A during the conference.](#)
- [All video footage and presentations recorded, archived and made available online](#) to foster further discussions after the conference has ended.
- [Knowledge portal](#) including expert reports, case studies, industry reviews, business case templates, links to solution providers and suppliers, and more.
- [LinkedIn group ‘Intelligent Water Networks & Smart Metering’](#) to stay connected and have questions answered.

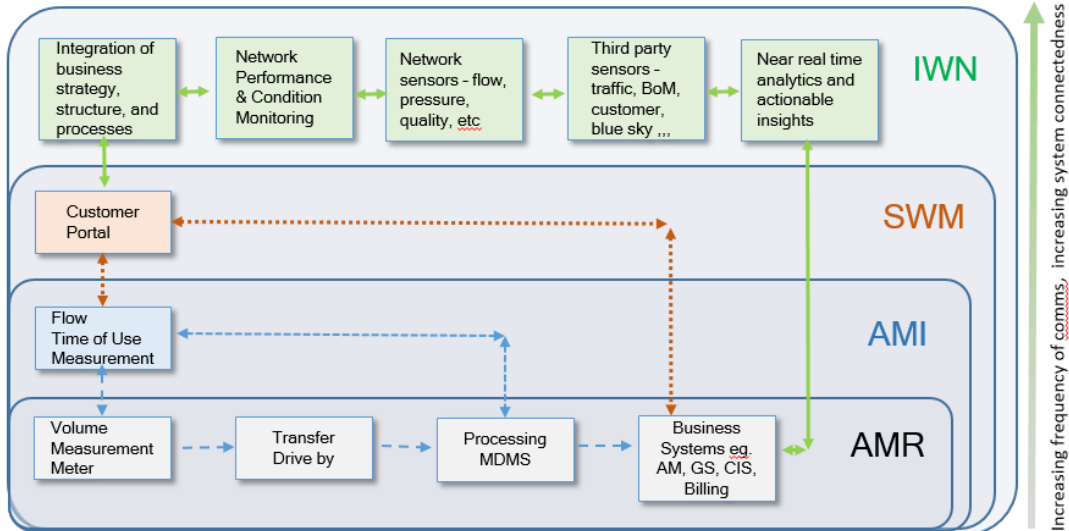
[Live Online is very different to a webinar.](#)

Live video from the three cameras means you see and hear the audience, the Speaker or Panel, and their PowerPoint screen. It also is about groups sitting in meeting rooms, not alone at a computer, discussing among themselves and with Speakers and Panels, sharing insights and questions in Q&A. A dedicated online master of ceremonies, sitting in the conference room, is dedicated to your needs and participation

Roadmap to IWN - Introductory Class		11.00
Presented by the Smart Water Research Centre	An introductory class for water utility executives involved in exploring, planning or implementing a project or strategy moving their organisation towards an Intelligent Water Network initiative for their organisation. Practical with hands on tools and templates to takeaway and apply back at work. The agenda will be based on 'The Digital Water Utility - Roadmap to IWN'.	
Lunch		12.30
Close		5.00

The Digital Water Utility - Roadmap to IWN

Increasing customer and utility value from data



The Digital Water Utility - Roadmap to IWN by Joe Flynn is licensed under a Creative Commons Attribution 4.0 International License. Based on a work at <http://www.mdpi.com/2073-4441/5/3/1052>.

Who should Attend?

Water utility executives exploring or formally involved in developing strategy, planning or business case justification of any of the following:

- Customer engagement apps and portals
- Network optimisation – energy, pressure, leakage
- Digital metering and AMI communications
- Enterprise systems architecture – CIS, AM and Billing
- Smart city and environmental sensors
- Big data and analytics
- Digital strategy
- Corporate strategy

Deliverables

You will leave with:

- IWN Roadmap and Framework – enabling you to get a lot more out of the conference.
- Strategic clarity – able to describe more fully what comprises a digital water utility.
- Knowledge – be a more effective influencer and use the Roadmap to communicate and connect the disparate Customer, network, business and technical opportunities that will exist in your utility.

	Registrations & Coffee Open	7:30
	Welcome & Introduction	8:30
	Conference Opening & Welcome	8:33
Kevin Young, WSAA AM Committee Chair & CEO Sydney Water TBC	WSAA Welcome - why exploring moving towards a digital water utility is important.	8:33
	Session 1 - Global Snap Shot	8:40
	<i>A snapshot of water utilities and suppliers at the forefront of digital innovation, extracting actionable insights, driving efficiency and creating value from data.</i>	8:40
Trevor Hill, President FATHOM (USA)	International Case Study USA - Big Data Software as a Service providing MDMS, GIS, CIS, Billing, Works Management, increasing customer satisfaction and network optimisation.	8:41
Irish Water & IBM (Europe)	International Case Study: Irish Water & IBM. Digital metering rollout and customer engagement	9:07
Brenton Spear Freestyle Technology and Korean Water (Asia)	International Case Study South Korea: Intelligent Water Network and the Internet of Things - improving service and reducing costs.	9:18
TBC	Insights and lessons from other industries pursuing digitisation of networks, assets and customer transformation programs.	9:29
	Workshop - audience tables generate questions for Panel	9:40
Session 1 Speakers joined by TBC	Panel 1 Q&A with audience	9:50
	Session 1 Close	10:19
	Morning Tea	10:20
	Session 2: Business Case Learnings	10:40
	<i>Lessons learnt while developing a Intelligent Water Network business case including utility and customer benefits, surprises and work around during implementation.</i>	10:40
Vivienne MacCarthy, GM Business Services, Busselton Water	Australian Case Study: IWN business case and roadmap. End-to-end benefits of IWN including network management, data analytics, systems integration and best practice customer service and engagement.	10:42
Tim Hunt Smith, Managing Director SBS and Anton Petersen, Chairman, Strib Water Company, Denmark	International Case Study: The good the bad and the ugly of implementation of a new smart water meter solution, European water utility case Study and lessons from electricity experience	10:53
Virginia Collins Innovation Delivery Program Manager, Yarra Valley Water	Australian Case Study: Quantifying the costs and benefits of digital metering: The impact of key costs and benefits, and the roll out scenarios and sensitivities assessed	11:04
	Workshop - audience tables generate questions for Panel	11:15
Session 2 Speakers joined by WSAA Smart Metering Business Case Project Manager	Panel 2 Q&A with audience	11:25
	Session 2 Close	11:59
	Lunch	12:00
	Session 3: Customer Experience	13:00
	How is the customer experience measurably improving and what is the Customer service value proposition? Trends in consumption, hardship claims, bad debts, and call volumes.	13:00
Pamela Malone, Director Malone & Associates (USA)	International Case Study - How AMI has measurably improved the customer experience in San Diego & Cleveland.	13:02
Hamish Reid, GM Customer & Business Futures, South West Water	Digital water utility opportunities to transform the customer relationship - expected changes in billing, customer bill management, customer self-service and faults and emergency alerts.	13:28
Anika Johnstone, Manager Digital Strategy, SA Water	Practical guide to designing your digital transformation program to support the customer experience and project delivery	13:39
	Workshop - audience tables generate questions for Panel	13:50
Session 3 Speakers joined by Ariana Liu, Institute for Sustainable Futures, UTS	Panel 3 Q&A with audience	14:00
	Session 3 Close	14:29
	Afternoon Tea	14:30
	Session 4: Internet of Everything	14:50
	Machine to Machine communications, the Internet of Everything and what it means for Water Utilities & Suppliers	14:50
TBA	TBA	14:51
	Workshop - audience tables generate questions for Panel	15:02
Session 4 Speaker joined by Vodafone (TBC) and Don Reeves Exec VP, Silverspring	Panel 4 Q&A with audience	15:12
	Session 4 Close	15:29
	Session 5: Communication Choices & Risks	15:30
	The choices, varying costs and benefits, and risk of future redundancy, all in an area outside the core competency of a water utility, make AMI communication networks a critical and complex choice.	15:31
ACMA (TBC)	Constraints and regulatory requirements impacting water utility communication network choices	15:32
	Workshop - audience tables generate questions for Panel	15:43
Session 5 Speaker joined by David Brooke-Smith Director Sales Itron, Chris Andrews CEO Taggle Systems, Kieran Coupe Outpost Central and Telstra (TBC)	Panel 5 Q&A with audience	15:53
	Session 5 Close	16:25
	Drinks & Trade Exhibition	16:30
	Cocktails Sponsor	16:26
	Close Day 1	16:30
	Drinks & Trade Exhibition	16:31
	End of Day 1	17:16
	Conference Dinner	18:30

Conference Agenda - Day 2, Sept 9

	Registrations & Coffee Open	7:30
	Session 6: Intelligent Water Networks	8:30
	The integration of intelligent sensors including energy optimisation, leak reduction, water quality, pressure, digital meters, into all relevant business processes and systems and using analytics to drive operating efficiency, defer investment and drive strategy.	8:30
Mary Messec Smith, Research Manager, WRF	International Case Studies: Ten year IWN journey of Halifax Water Commission and Boston Water & Sewer Commission. Customer service, pressure and leak management, non revenue water reduction and IWN challenges and opportunities from a whole of utility planning perspective.	8:31
Paul Belz, GM Planning QUU Sydney Water (TBC)	TBC	8:57 9:08
Ashley Vincent, GM Planning & Capability, Water Corporation (TBC)	Australian Case Study: Leveraging digital metering to enable targeted peak demand management to defer capital investment in new assets.	9:19
Session 6 Speakers	Workshop - audience tables generate questions for Panel	9:30
	Panel 6 Q&A with audience	9:40
	Session 6 Close	10:09
	Morning Tea	10:10
	Session 7: Big Data & Shared Cloud Services	10:30
	High volume data from a variety of sources being analysed in near real time to provide valuable, actionable insights. Utilising software as a service, cloud solutions that achieve scale.	
Bit Stew Systems	Big Data Case Study learnings from smart grid electrical utilities in the US and Australia. Real time processing, analytics in meter deployment and action oriented decision making	10:31
Thames Water & Gregory Poussardin, Accenture Australia/NZ Water Practice	International Case Study: Thames Water & Accenture aggregating real time data and analytics across old operational and IT systems to see, manage and optimise network business performance.	10:42
Session 7 Speakers joined by Keith Johnson Group Manager Network Planning, South East Water and IBM	Workshop - audience tables generate questions for Panel	10:53
	Panel 7 Q&A with audience	11:03
	Session 7 Close	11:49
	Lunch	11:50
	Session 8: Water Utilities in 2030	12:50
	How may water utilities have changed by 2030? What are leaders thinking about when it comes to the future of Intelligent Water Networks?	12:51
Oakley Greenwood	Aligning the development of an IWN with long-term regulatory, institutional and policy settings	12:52
Donna Jeremiah, Director Corporate Communications FROST	Market Research: FROST - IWN Vision & Strategy findings from interviews with key smart water network equipment and solution providers	13:18
Piers Clark Chair Isle Utilities	Where data and technology could take water utilities over the next 15 years	13:29
Session 8 Speakers joined by Mary Messec Smith, Research Manager, WRF	Workshop - audience tables generate questions for Panel	13:40
	Panel 8 Q&A with audience	13:50
	Session 8 Close	14:19
	Afternoon Tea	14:20
	Session 9: How silos and processes need to change	14:40
	How does the way utilities work, and the way utilities organise work, need to change to support a digital water utility strategy? Partnering? Shared service models? People & Culture?	14:40
Prof Rodney Stewart, Griffith University	Re-engineering the Water Utility structure, roles, processes and technologies to enable Lean Digital Water Utility Transformation	14:41
David Brooker, COO Mackay Regional Neil Brennan, Chair Victorian Intelligent Water Network	Organisation change - governance, management, processes and financial drivers for successful IWN	14:52 15:03
Session 9 Speakers joined by Trevor Hill, President FATHOM (USA)	Governance, structural and commercial considerations for IWN in supporting our digital water utilities of the future.	15:14
	Workshop - audience tables generate questions for Panel	15:14
	Panel 9 Q&A with audience	15:24
	Session 9 Close	15:54
	Session 10: Accelerating IWN Development	15:55
	What's next for suppliers and water utilities to accelerate the development of Intelligent Water Networks? What industry level barriers need to be addressed?	15:56
	Workshop - audience tables generate questions for Panel	15:57
Paul Belz, GM Planning QUU, Greg Ryan, Manager Utility Excellence WSAA, Oakley Greenwood, Neil Brennan, Chair Victorian Intelligent Water Network, Piers Clark Chair	Panel 10 Q&A with audience	16:03
	Session 10 Close	16:26
	Conference Close	16:27
	End of Day 2	16:29

Meet our Sponsors

Towards the Digital Water Utility 2015 would not be possible without the valued support of our Sponsors. The Water Services Association of Australia would like to thank and acknowledge the support of the following organisations.



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