

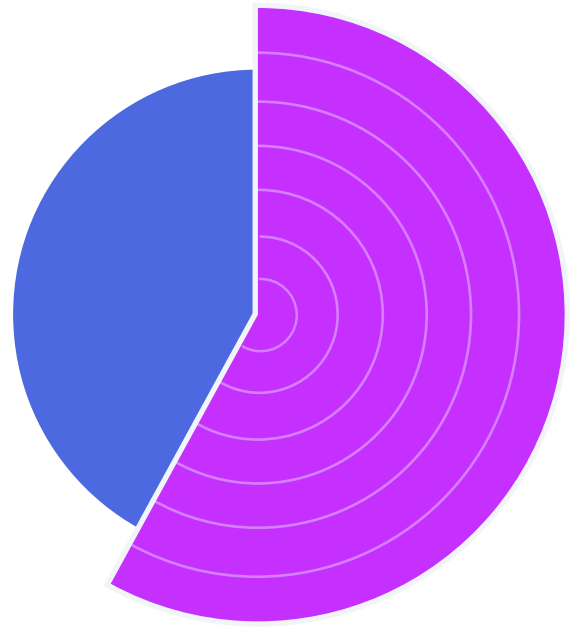
# Will you lead the flow?

The journey to resilient, sustainable water operations isn't just paved with new technologies—it's driven by bold, data-led decisions.

By 2030, the world faces a shortfall in freshwater of

40%

If current consumption and management practices continue unchecked.\*



Leaders are turning pressure into progress

With data-driven strategies, leading utilities are shifting from reactive to proactive management of precious water supplies.



69%

69% of leaders to prioritize investments in industrial intelligence.\*



2x

Utilities are doubling green infrastructure investment.\*

Intentional innovation is critical to success

69%

69% of leaders acknowledge their organizations are making key decisions without access to reliable real-time data most of the time.\*



Early adopters are reaping the savings

Integrated data, digital twins and AI-driven analytics are enabling improved operational efficiency, increased resilience, and safer water.



+20-40%

cost improvements from energy savings, process optimizations.\*



\$20 million

deferred capital project expenditure via better pressure management.\*



Get ahead of the flow with our executive guide to realizing intelligent water.

[Read the e-book](#)

\*All sources are included in the accompanying e-book.