



SMART WATER WATCH

Tracking Takadu's tactical journey

Following Takadu's latest addition to its growing portfolio of partners in the form of a collaboration with Asystem, GWI speaks with founder & CEO Amir Peleg about its strategy for optimising utility network management. Utility benchmarking is a key focus.

Takadu's partnership with smart monitoring specialist Asystem, signed last month, will enable the Israeli software firm to embed early maintenance alerts within the heart of its utility network management offering. Asystem's expertise from other industries combined with its novel approach of using ultrasound, heat and vibration, will enable Takadu to add another facet to its central event management (CEM) solution, and the deal is the latest in a string of collaborations with external solution providers.

Since its inception 11 years ago, Takadu's CEM software has become a bedrock for many utilities with its ability to provide a centralised, automated cloud-based service to detect, analyse and manage network events and incidents. Its solution goes beyond just detecting leaks to provide recommendations on how to improve operational performance by prioritising events which have the most impact on a network. This includes events such as leaks, pressure reducing valve failures, water quality issues, data quality problems, meter faults and lack of data. "It is not enough just to manually set up an alarm, or alert. This is just a 'snapshot' view. You have to provide a management system that will encompass the entire life cycle of those events and enable better communication about those incidents between different silos," Amir Peleg, founder & CEO of Takadu, told GWI.

Takadu's CEM software is an open platform enabling new data sources to be continually added, which is why collaboration with external solution providers is an important part of its strategy. For Takadu, this collaboration with such providers began a long time ago with other partners including Syrinix (pressure loggers), Gutermann (acoustic loggers) and ABB (SCADA and DCS). As predictive maintenance becomes an increasingly hot topic for the water sector, a collaboration with Asystem puts Takadu in a strong position. The expertise Asystem has gained from not only its work in the water sector, but also other industries such as pharmaceuticals, oil & gas, and food & beverage, provides a knowledge advantage.

Uniquely, Asystem's sensors not only rely on monitoring heat and vibration but

also ultrasound, which provides customers with the earliest possible alert of issues before any damage has occurred. Looking to the future, further collaborations are very much on the strategic horizon for Takadu's CEM with it being a central component for network management. Peleg indicated there will be more to come, stating "we have proven that we are open to collaborate with everyone."

Benchmarking and business models

Takadu is also working hard on a utility benchmarking project in which data from operational utility key performance indicators (KPIs) is normalised and compared, enabling utility-specific recommendations to be generated. For example, providing comparison on a KPI like leak event response time resulted in recommendations which had a big impact on customer operational efficiency. This project, which Takadu started in 2021, is already proving highly beneficial for its customers. Peleg commented "it was a mind-blower for them, because usually water utilities just know what they do. Maybe, if they share it within their country, they might know how they are compared to others in their country, but this is all based on their own manual measures and reporting. This is not usually on an objective scale, because you're dependent on reports that other people are generating and influencing."

Using objective 'machine generated' benchmarking, which Takadu has created using data from over 15 utilities across the globe, it works with its customers to help them improve their processes. The company is also creating mechanisms to share best practices. The next steps for Takadu's benchmarking project will be to enlarge the pool of participating utilities, make it a routine quarterly/annual process and add more KPIs.

Takadu is also firmly setting its sights on conquering new regions and territories over the next year. Peleg explained that "since the water market is so fragmented, geographical expansion is an important component of our strategy. That's why we are so proud of the fact that we have expanded, over the years, to fifteen countries. We hope to add a couple more this year." In particular, focus will be on expan-

GROWTH MINDSET

CEO Amir Peleg talks digital collaborations and utility benchmarking projects.



Source: Takadu

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Amir Peleg, Takadu

sion across Latin America and North America. The company has recently signed its first customer in Canada.

Going forward, Takadu is starting to investigate and test the prospect of offering additional business models to enable a wider range of utilities to access its offerings, especially small municipalities. "The industry, not just vendors but the industry, needs to make some change of paradigm, switching their mind about how to create new business or financing models, so that those vast amounts of small municipalities will be able to jump on the digital journey wagon. Higher efficiency and improved customer service is not simply a nice thing to have. It is a must," explained Peleg. ■