



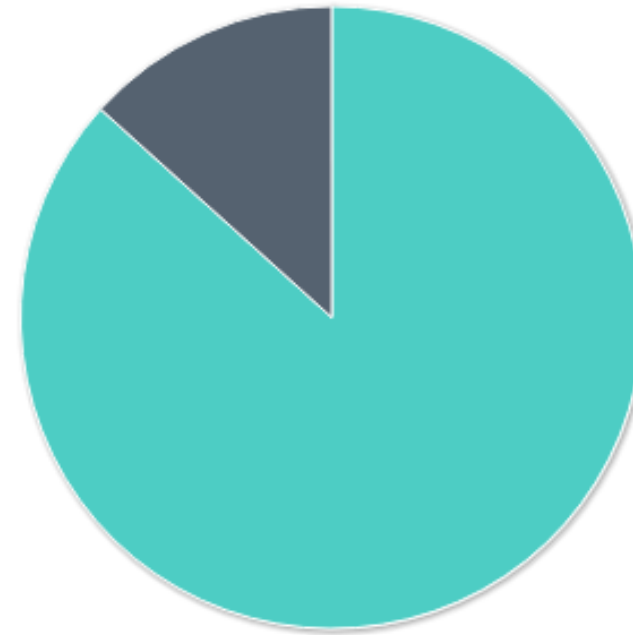
SWAN 2017 Conference Audience Poll Results

May 9th 2017

Adoption of data-driven technologies is not a technological challenge but rather a management challenge within water utilities



View:  

Choices	Results	
Agree	52	87%
Disagree	8	13%

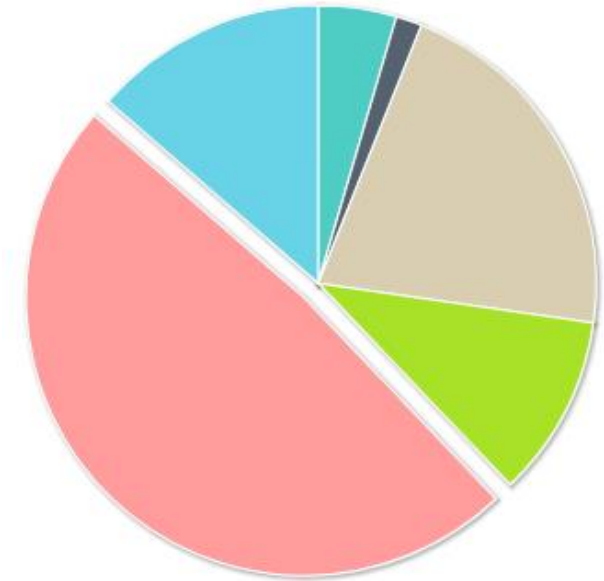


Source: SWAN Conference Mobile App

A smart water technology has a higher likelihood of being adopted quickly if coming from:

View:  

Choices	Results	
A start up or specialised vendor, regardless of its source of funding	3	5%
An innovator backed by an institutional investor or VC	1	2%
A vendor backed by an industry giant or large consultancy	14	21%
An industry giant	7	11%
No preference as long as the technology is solid	32	48%
Smart water technologies cannot be adopted quickly because of the nature of the industry	9	14%



Source: SWAN Conference Mobile App

