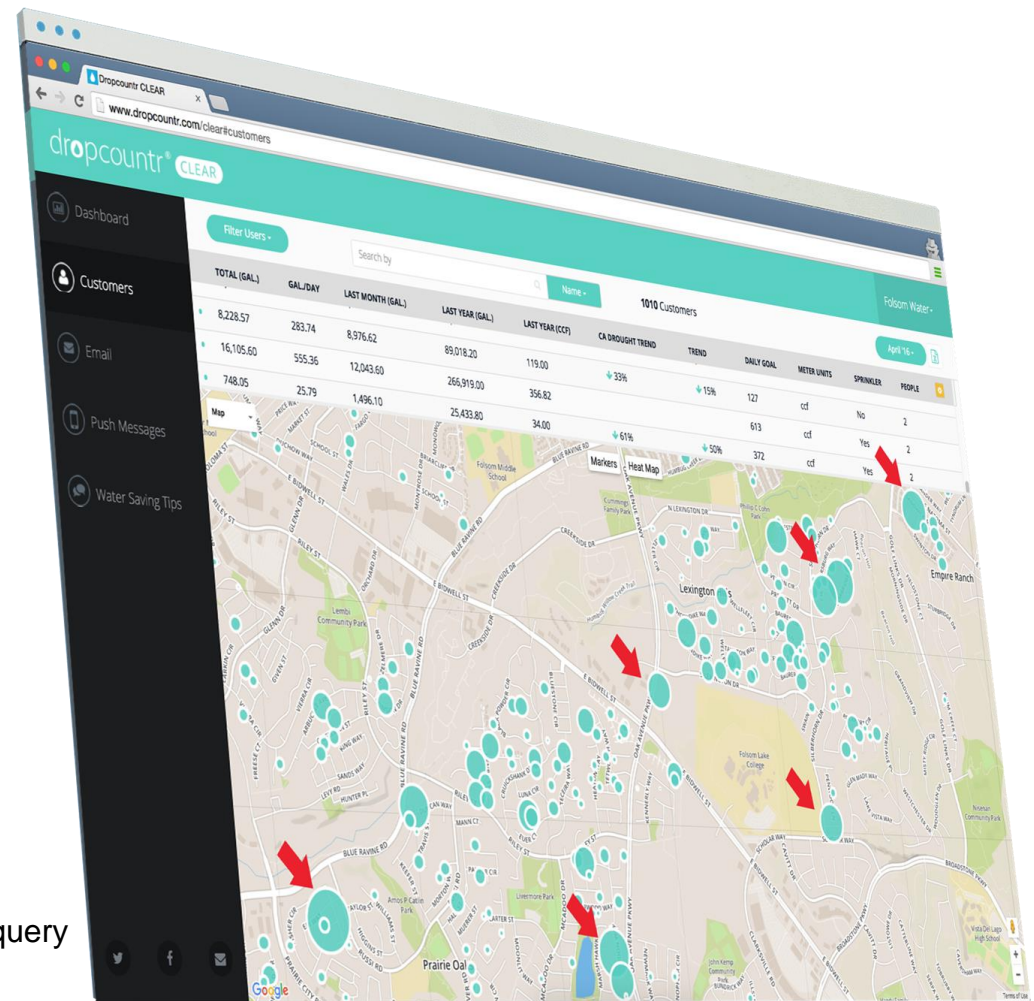


Data → Information

- 1 Improve Utility Water IQ
- 2 Develop Consumer Water IQ
- 3 Recognize Macro Trends in Tech

2-person household data query

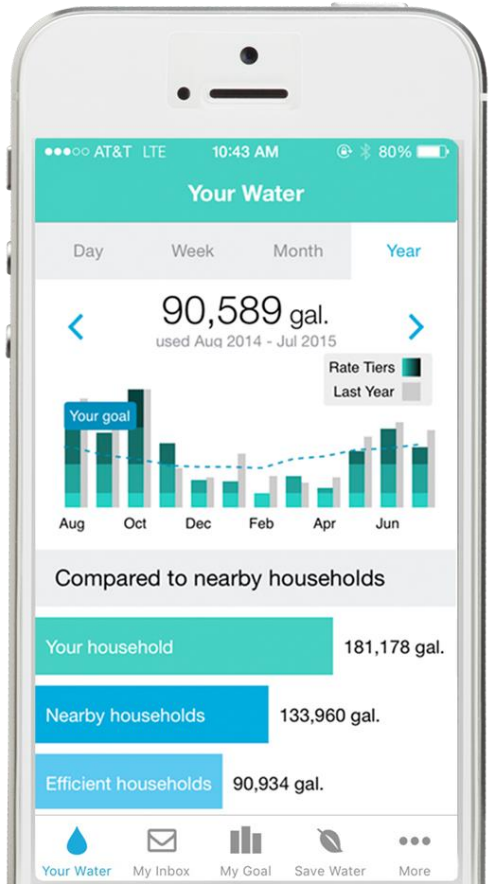
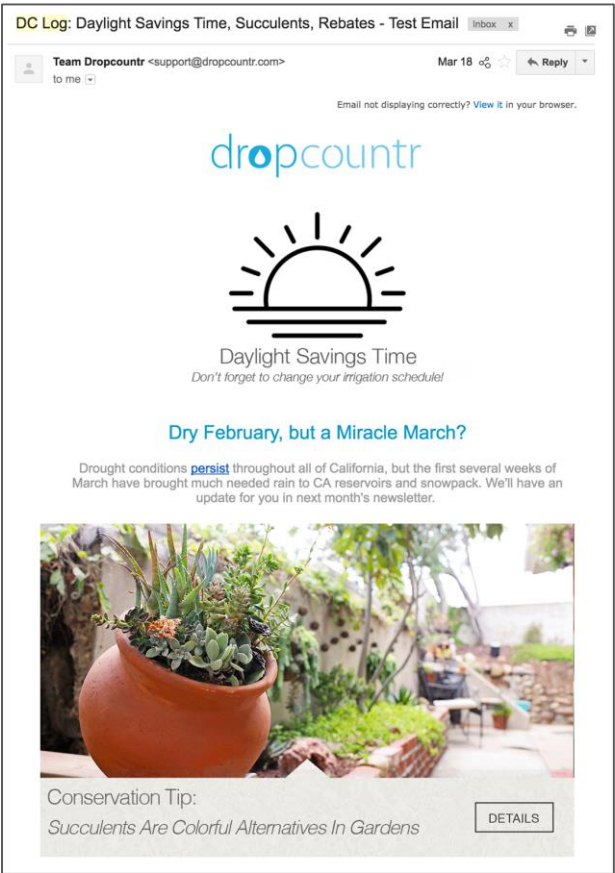


“I use how much water?”

1 Improve Utility Water IQ

2 Develop Consumer Water IQ

3 Recognize Macro Trends in Tech



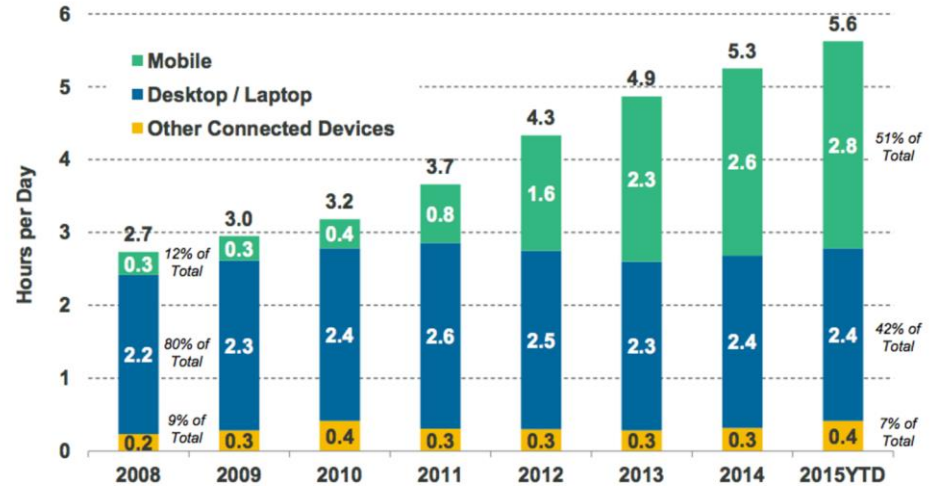
Mobile Everything

1 Improve Utility Water IQ

2 Develop Consumer Water IQ

3 Recognize Macro Trends in Tech

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD



Mobile focus increasing, while web is flat

Americans look at their smartphones **8 billion times/day**

Consumer expectations, and B2C relationships are changing