



itineris

Automate your water conservation programs with artificial intelligence

Are you tired of managing water restrictions and penalties manually? Do you have difficulties engaging with customers on their water consumption data? We have the solution.

In the Southwest United States, where drought conditions have become alarmingly frequent and enduring, water suppliers are faced with the crucial challenge of lowering peak demand and combating wasteful irrigation practices. Traditionally, the tools for this are limited: Utilities can implement drought contingency plans to restrict irrigation to specific days and time windows, but customers may ignore them or may not be aware of them. Detection and follow-up on these restrictions are in many cases very manual and labor-intensive tasks, too, making the process even more challenging to utilities with already busy staff.

Itineris' wrong-day irrigation solution

In partnership with Georgetown Utility Systems (Texas), Itineris developed and implemented an AI-driven water conservation solution designed to thoroughly automate the conservation process. The Itineris wrong-day irrigation solution reduces a utility's water production volume and costs, makes reporting and enforcing regulations easy, automatically educates and engages customers, and helps a utility to reach sustainability targets.

Powered by the Utility Data Hub

The Utility Data Hub, upon which our solution is built, is a data-management platform designed specifically for utilities to improve their operations and provide innovative digital services to their customers.

The platform enables the collection, storage, processing, and secure sharing of data, providing a foundation for utilities to develop time series data-oriented applications to identify patterns, trends, and make predictions about the future.

Utilities use our Data Hub for:

- ✔ Wrong-day irrigation detection
- ✔ Consumption insights
- ✔ Leakage detection and other non-revenue water detection
- ✔ Over-irrigation
- ✔ Neighborhood/city comparison
- ✔ Predictive maintenance

Successful implementation of our AI-driven water conservation solution at Georgetown Utility Systems

Preserving water

A staggering 7.1 million people in Texas are impacted by persistent drought conditions. Georgetown Utility Systems (GUS) recognized the need to optimize their water conservation measures to preserve this precious resource.

Automated detection & communication

Itineris' solution enables the detection of wrong-day irrigation in a fully automated manner.

It manages the entire process, from detecting the violation to communicating with customers via direct communication or portal, and includes a branded customer portal with detailed consumption information, as well as a back-office portal.

With the use of consumer analytics available through a mobile app and portal, GUS can take an end-to-end approach to water conservation. This includes:

- ✔ Automatic detection of wrong-day irrigation violators
- ✔ Delivering appropriate communications to customers
- ✔ Engaging with customers and encouraging them to follow the restriction plans
- ✔ Providing detailed information through self-service portals or comprehensive reports
- ✔ Auditing customer interactions and enforcing penalties if necessary

In our pilot, it was revealed that 40 percent of residential customers were violating restricted watering schedules, consuming 200 million gallons of water in the process—the equivalent of nearly 600 Olympic-sized swimming pools.

Our solution resulted in a 76 percent compliance rate of violators after only one automated communication.

A successful step toward conserving water

As the water shortage crisis continues to impact millions in Texas and throughout the Southwest United States, GUS leads the way in optimizing water conservation measures using our AI-driven solution. This implementation serves as a successful step toward conserving precious water and changing wasteful irrigation practices.



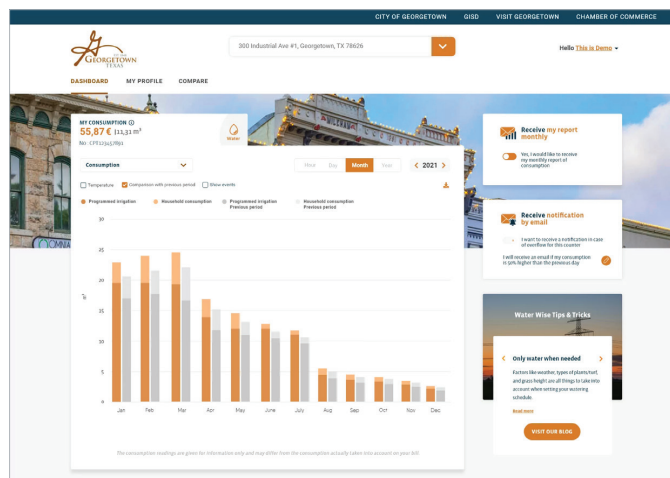
600
OLYMPIC-SIZE
SWIMMING POOLS OF
WATER CAN BE SAVED



+60%
AUTOMATED LETTERS
SENT, SAVING STAFF
TIME



76%
CUSTOMERS BECAME
MANDATE COMPLIANT



"Water scarcity is an existential threat to all of us. We're proud of the work we've done with our partner Itineris to combat wasteful irrigation practices that lead to depleted aquifers and higher water prices for our customers."

Leticia Zavala Jones,
Customer Care Director,
Georgetown Utility Systems

