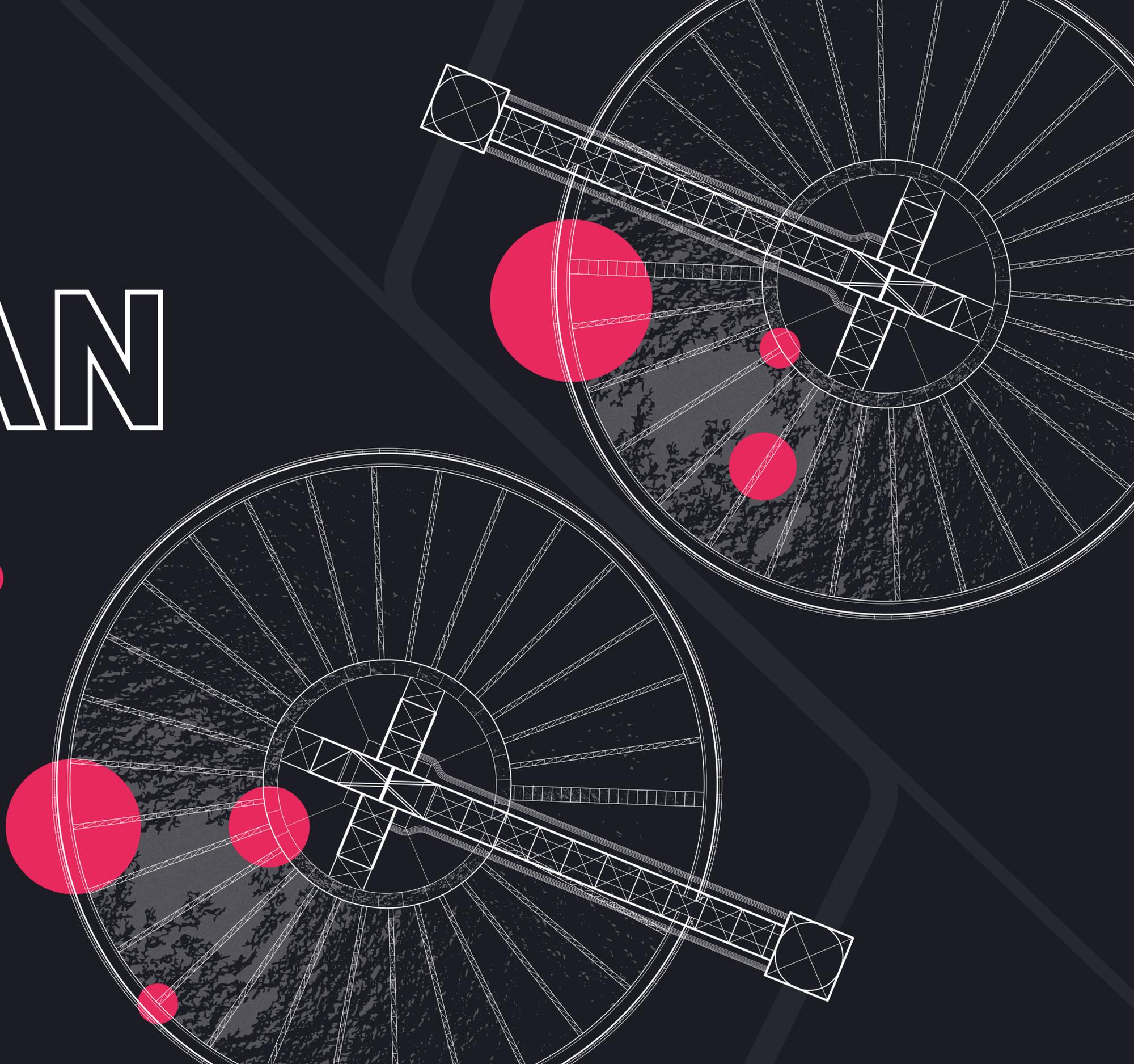


# AIIMI & ANGLIAN WATER.

OUR PARTNERSHIP

**aiimi**

love every drop  
anglianwater





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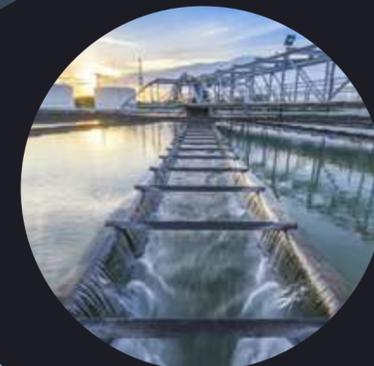




# The Bottom Line.

**Water is the most vital commodity on the planet, and its long-term sustainability and effective resourcing pose huge environmental and commercial challenges.**

With UK water companies heavily regulated and under increasing pressure to do more with less, the stakes have never been higher in ensuring universal access to this finite resource, across all geographies and vulnerabilities.





# The Spark.

**In 2014, Aiimi's CEO Steve Salvin gave a presentation 'Falling in Love with Information'.**

This piqued Anglian Water's interest in the power of data and would later become a catalyst for its transformational Enterprise Information Management change.





# The Situation.

**In 2015, Anglian Water had already made investments in data, but because these weren't knitted together across the business, it was unable to leverage its data's full potential.**

There was a need to meet regulatory ODIs by doing more with less in AMP6, and GDPR was on the horizon. The only way to achieve these goals and solve these issues was to unlock the full potential of its data as a valuable asset and problem-solver.

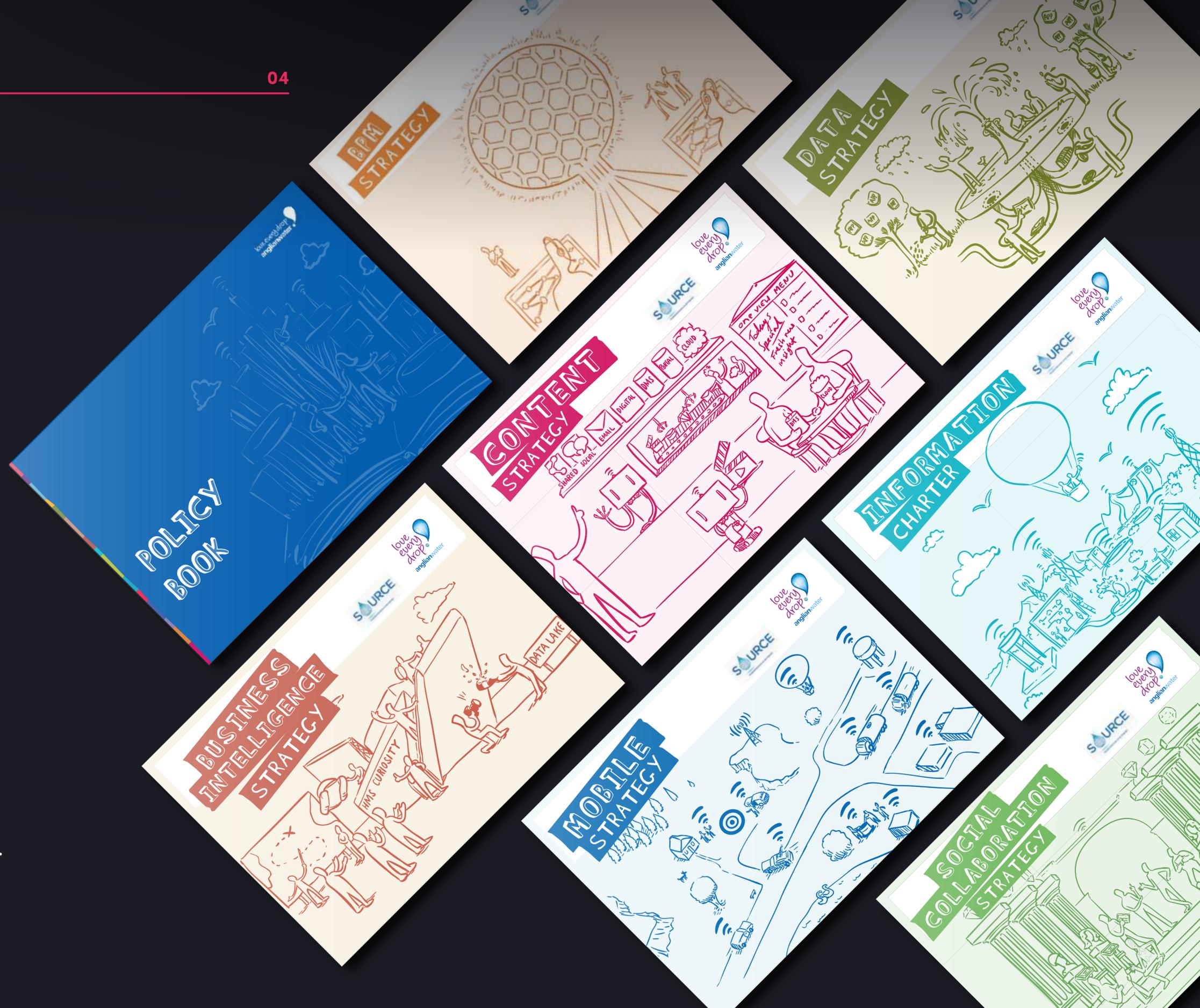




## The Strategy.

**Aiimi began working with Anglian Water in 2016. We helped the business take a step back and establish the overall vision, laying the foundations for a successful partnership.**

Working in consultation right across the business, we developed a Technology and Capability Roadmap with Anglian Water to successfully implement a new Information Charter – signed and committed to by the Anglian Water management board. We also created a Policy Book, plus six core strategies addressing the 12 strategic goals set out in the AMP6 Business Plan. These actions ensured that all investments in information would be laser-focused on making the entire Business Plan deliverable.

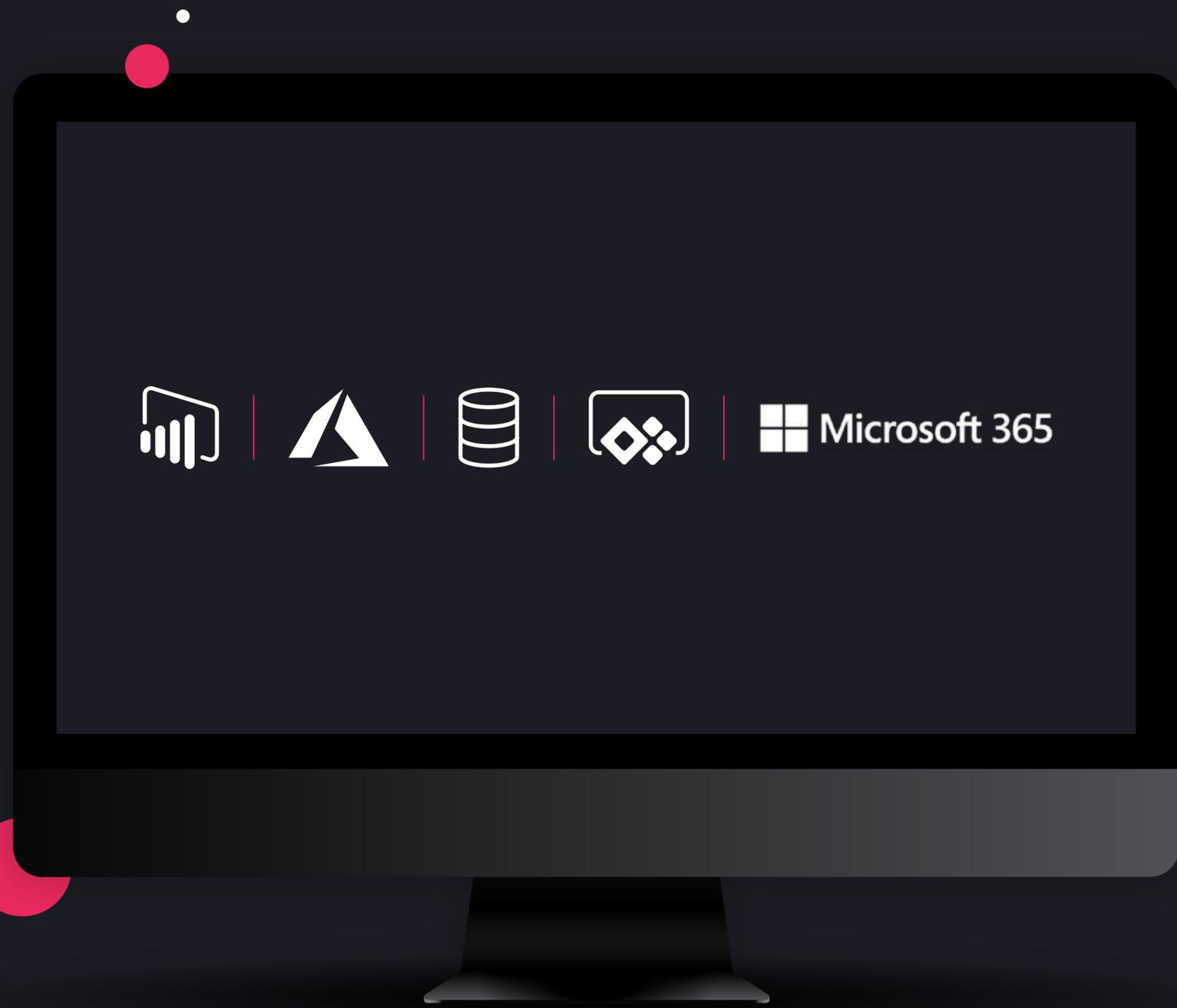




## The Technology.

**Guided by these six strategies, Anglian Water invested heavily in new capabilities to get match fit for AMP7, including data science, data analytics, and content management.**

This sector-leading and independently assessed technology implementation marked a commitment to knit together siloed business units and systems, forming a connected enterprise and enabling insight and next-generation analytics. Investment in new technical platforms and tools included **Power BI, Azure Data Services, Data Lake, Power Apps,** and **Microsoft 365.**





# The Approach.

Along with transformational business tools and applications, Aiimi embraced an agile, user-centered approach at Anglian Water.

We used our UX expertise to put Anglian Water's end-users at the heart of this collaborative journey. The shift to an agile way of working has included working in Design Sprints and using Data Hacks, enabling Anglian Water to fast-forward to solutions that are tested and validated by real users, and created through a collaborative effort by cross-functional teams.





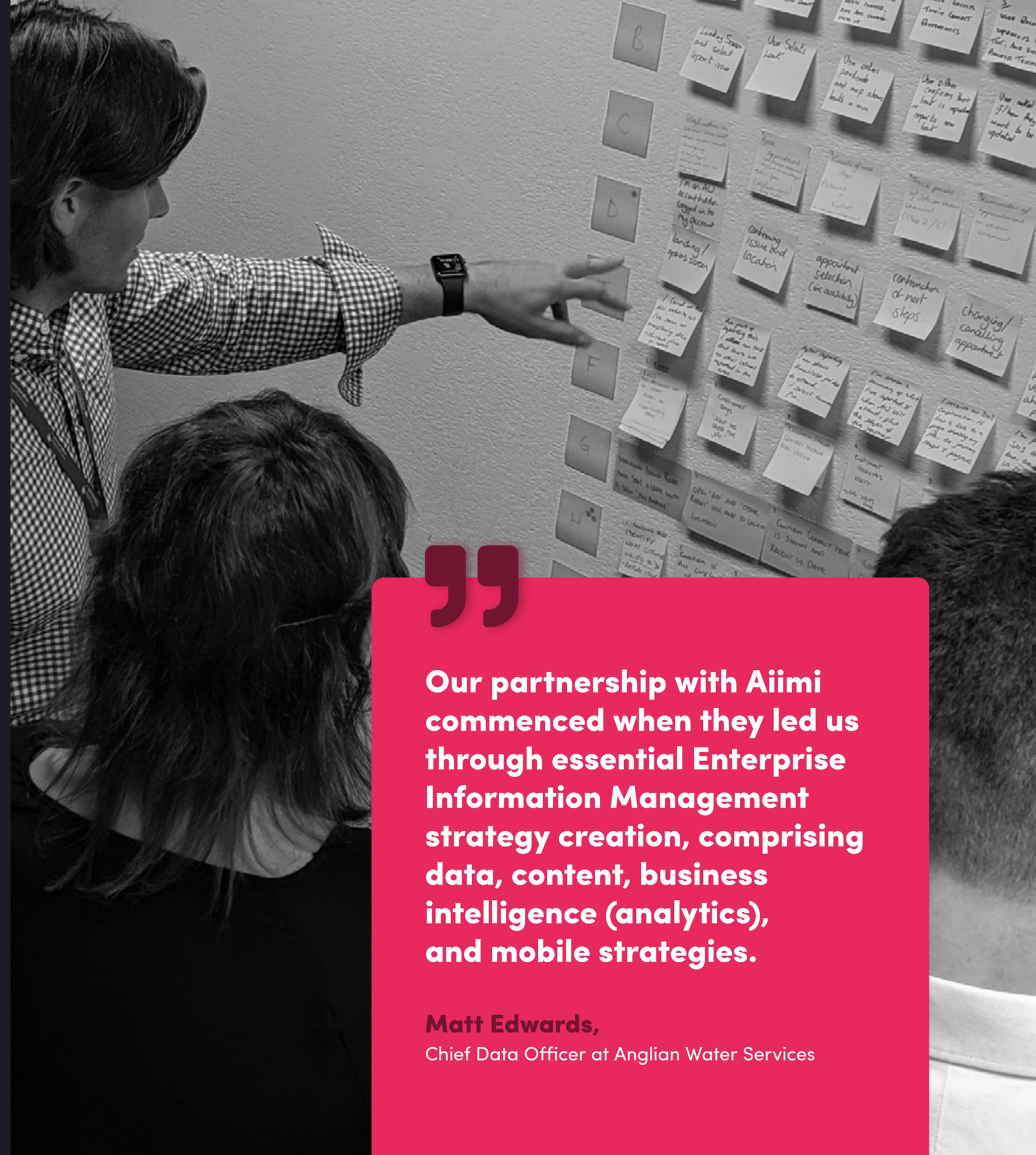
# The Opportunities.

**Aiimi worked with Anglian Water to identify the best opportunities for Enterprise Information Management (EIM) across the business.**

Anglian Water's data was siloed and spread across different repositories, making it difficult for the business to get a real-time overview of performance. Aiimi ran a number of workshops across Anglian Water, scouting its complex data landscape for opportunities and identifying 30 areas where data could add the most value. For each opportunity, we carried out an analysis of what we could do, what it would cost, and the value it would deliver. Together, we then selected a shortlist that would be taken forward as the pilot EIM projects at Anglian Water.



**Anglian Water reached the finals of the 2018 Utility Week Awards in three categories that Aiimi played a part in – for our Safe and Well app, IT initiative, and Team of the Year (EIM).**



**Our partnership with Aiimi commenced when they led us through essential Enterprise Information Management strategy creation, comprising data, content, business intelligence (analytics), and mobile strategies.**

**Matt Edwards,**  
Chief Data Officer at Anglian Water Services



## The Transformation.

### BUSINESS TOOLS

To establish and drive best practices in managing information and analytics, we introduced a number of transformational business tools and applications at Anglian Water, supporting areas such as Health & Safety, Predictive Maintenance, Incident Management, and Pollutions. Built using agile methodologies and with a focus on UX, these tools are designed to ensure efficient use of data and drive better business outcomes.



### THE VALUE

Through better evidence capture, the Pollutions app has helped Anglian Water to outperform on the serviceability component of the ODI assessment. The timeline of actions and communications increases the visibility of what's happening during a pollution event, enabling the operational teams to quickly identify potential problems and risks, to achieve faster resolutions.

Our Partnership | The Transformation - Business Tools



Standardising how data is collected and making it available in one place in a structured way has enabled faster querying of the data from a back office perspective and has allowed us to successfully challenge the categorisation of Category 3 events (which affect our stats) down to Category 4 (no impact).

Waste Water Duty Manager at Anglian Water



# The Transformation.

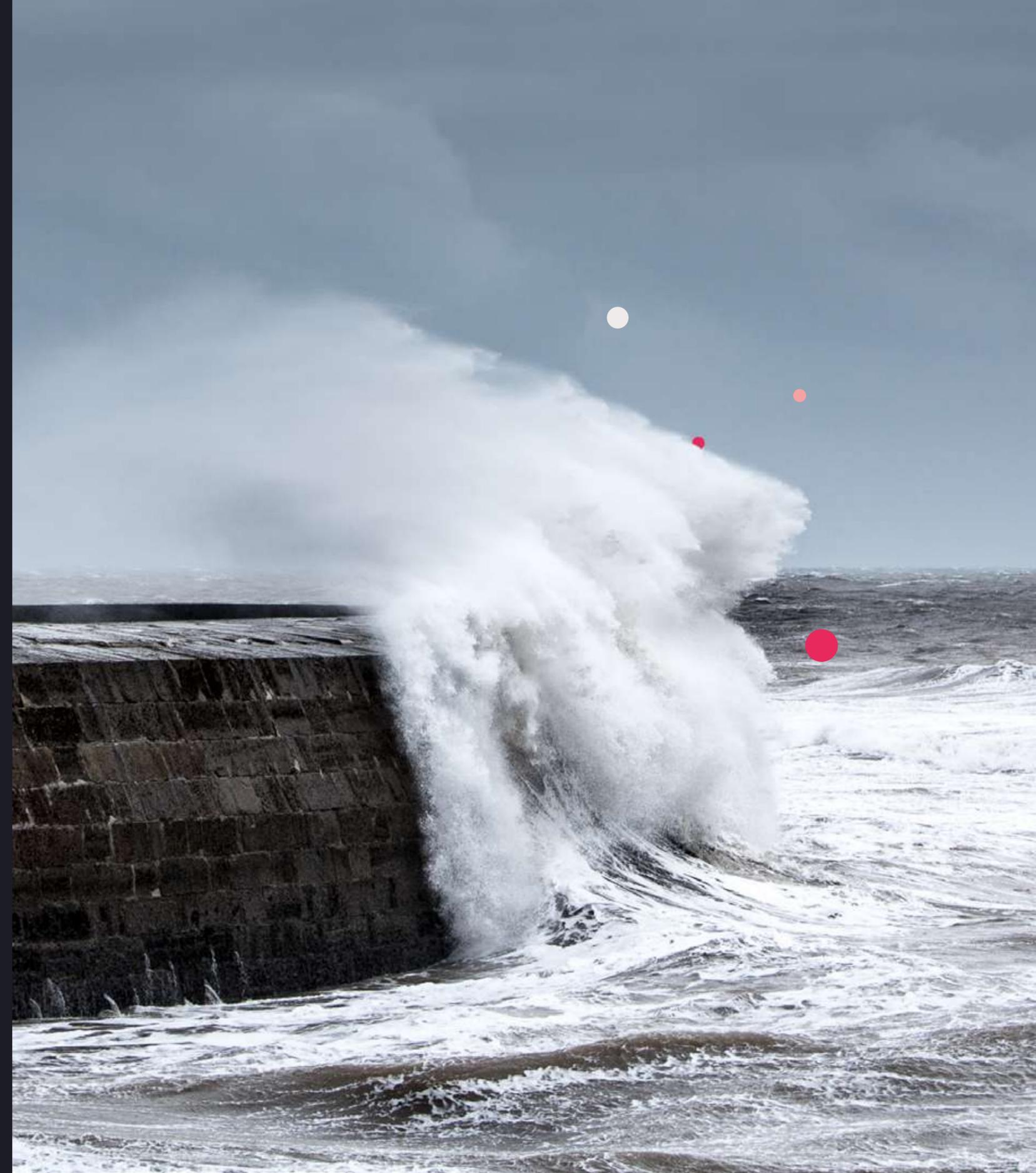
## DATA EXPLORATION

Through discovering and exploring Anglian Water's data, we've created insights that can be used to rapidly respond to challenges. In March 2018, the UK water industry battled the Beast from the East, which wreaked havoc along the East coast of the UK. Temperature fluctuations caused pipes to freeze and leak, leading to a disruption in supply and wasted water. In the run-up to the storm, Anglian Water turned to Aiimi's data science team. Using all the data available, we quickly designed and implemented a tactical solution that enabled Anglian Water to maintain a good level of service throughout the storm, with no interruptions to supply. Summer 2018 was also England's warmest on record. Aiimi readily provided high-quality data, enabling Anglian Water to take action and ensure a continual water supply.



### THE VALUE

**Thanks to Aiimi's data-led solution, Anglian Water was able to dramatically outperform all other water companies in dealing with the storm, according to an OFWAT survey, and the results were cited in Parliament as an example of best practice. The solution was also re-used during a hot weather drought in the summer.**





# The Transformation.

## ORGANISATIONAL CAPABILITIES

Anglian Water understood that this wasn't just a data and information gig – it was also a transformational change in terms of roles and teams within the business. A data-specific review of its operating model ensured it had the right people capabilities in place to action the six core strategies and make use of new technologies, including the creation of a new CDO role. Through defining the organisational capabilities required to maximise the investment in technology, we developed a Governance strategy, established Communities of Practice for the people responsible for information, and created a Policy Book to ensure change was truly accepted and became the norm throughout the business.



### THE VALUE

**With the right roles, people, and mechanisms in place, together we ensured the new Vision and Information Charter could and would be followed through across Anglian Water. Aiimi successfully challenged the status quo, brought in thought leadership at all levels, and pushed for wide-reaching transformation and change.**

Our Partnership | The Transformation - Organisational Capabilities



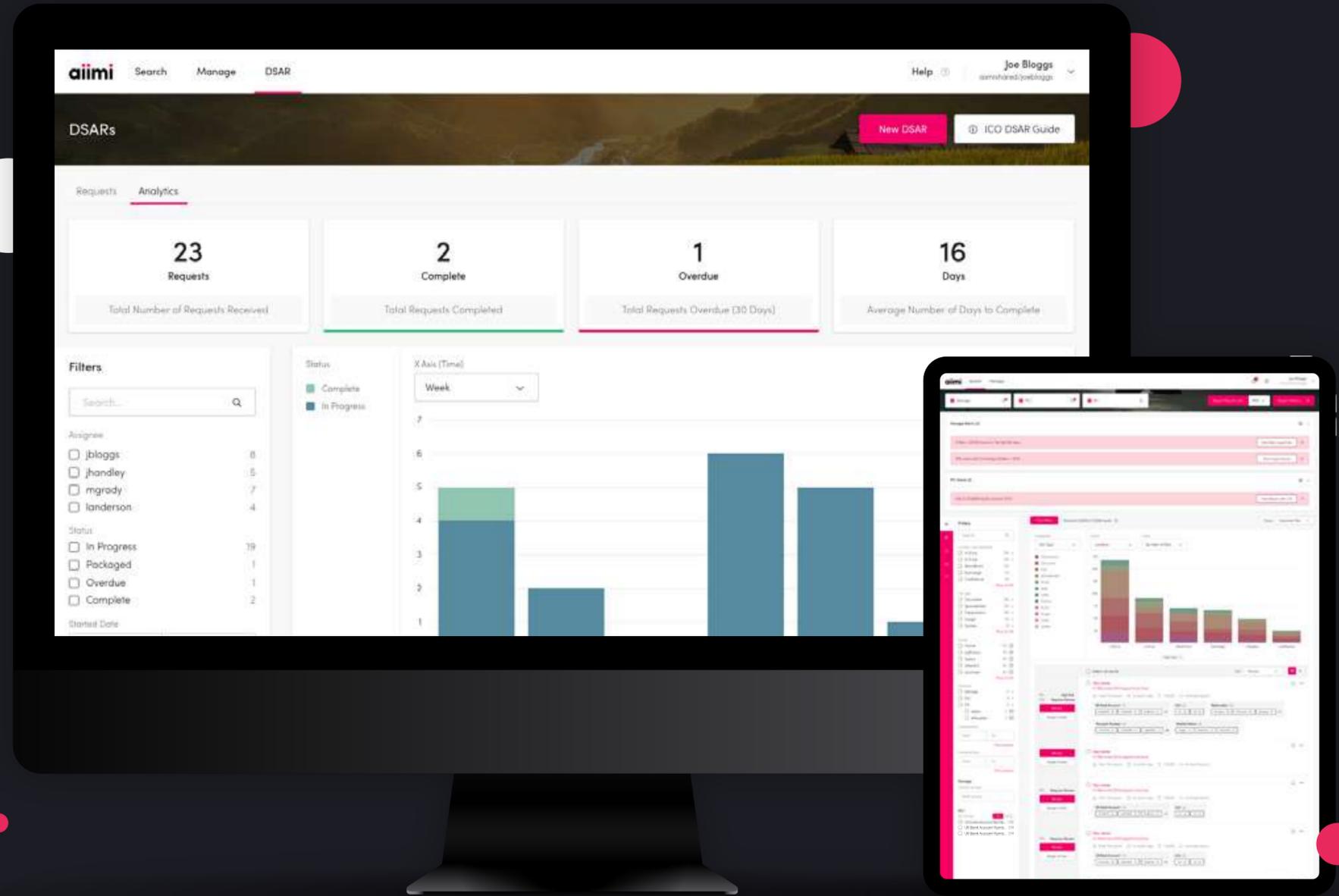


# The Insight Engine.

Through joint R&D with Anglian Water and some of the UK's largest, most trusted organisations, we've created **the Aiimi Insight Engine.**

Using AI and machine learning, our Insight Engine intuitively discovers, enriches, and classifies all data and information stored across an enterprise. It offers lightning-fast search at hyperscale, so information silos are broken down and users can access the information they need, when they need it. Plus, it continually adapts to capture and interconnect all information in context through a data mesh, allowing organisations to operationalise their data and realise its true value.

Designed in collaboration with our customers to answer their most complex business problems and objectives, the Insight Engine offers solutions purpose-built to address Data Privacy & Compliance, GDPR discovery, and Operations & Maintenance.





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**Our long-standing partnership with Anglian Water has been pivotal in the continued development of the Aiimi Insight Engine. Working with stakeholders across Anglian Water has highlighted so many ways in which our software can meet genuine business needs and drive innovation.**

**Steve Salvin,**

Chief Executive at Aiimi





# The Partnership.

**As a trusted former advisor to Anglian Water, Aiimi works in custom-created teams and squads to exploit new capabilities and technologies in a business-as-usual capacity.**

These teams are made up of Aiimi people working side-by-side with Anglian Water people and other partners, and there's no distinction between those groups – the teams are truly blended. For five years, Aiimi played a key role in the EIM Alliance. The first of its kind in the water industry and an inaugural affiliation in the IT industry, this information services' alliance was established on a shared incentive model for all parties. Aiimi worked alongside Capgemini and DXC to improve the user experience for all Anglian Water stakeholders, unlock value from existing and new information, and build a well-managed information source trusted and used by all.

Our Partnership | [The Alliance](#)



**At the 2020 Water Industry Awards, Anglian Water was shortlisted for Alliancing & Partnership Initiative of the Year, in recognition of the collaborative EIM Alliance in which Aiimi was a key partner.**



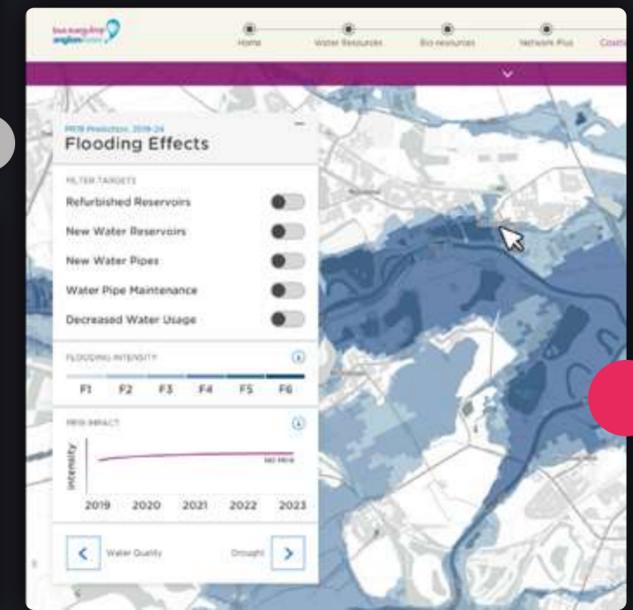
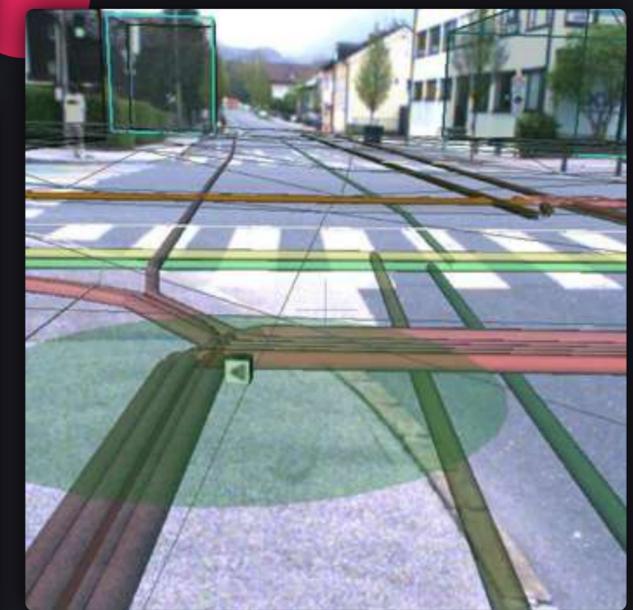


# The Future.

Anglian Water is now at the stepping-off point to embrace the next phase of this transformation and meet the challenges of AMP7.

OFWAT has said “Rapid technological change means that there are real opportunities to improve asset performance, customer information, leakage management, and efficiency.” Building on the strong foundations laid in AMP6, Anglian Water is well-positioned to exploit next-generation AI technologies and meet the requirements of AMP7. These include cutting carbon emissions, supporting more customers with affordability issues, reducing leakage, and increasing bills by less than 1%. This isn’t tech for tech’s sake – it’s smart investment in new technologies and capabilities to solve its most important business challenges, which wouldn’t have been possible without every other step in this journey so far.

Our Partnership | [The Future](#)



**In partnership with Aiimi, I can honestly say that the quality of our data strategy – and in particular its foresight and progressive data principles and capabilities – mean that even five years on, the work remains incredibly relevant to Anglian Water and still guides our development and progress.**

**Matt Edwards,**  
Chief Data Officer at Anglian Water Services





## Why it Matters.

**With climate change threatening to displace more than 1bn people by 2050, it's the biggest challenge humanity faces in the next 30 years.**

As a member of the UK Water Partnership, Aimi has made a long-term commitment to the sustainable and effective resourcing of water, to help ensure the UK water industry is at the forefront of the global response. Through our work with Anglian Water, we're using our digital and data expertise to help tackle the corporate, regulatory, and environmental challenges involved in managing this most precious of commodities at a regional level.

**The full impacts of the pandemic on customer vulnerability and on affordability are yet to be felt. There is increasing urgency in calls to improve river and bathing water quality, and enhance biodiversity. The impact of climate change continues to be felt by both companies and customers, with severe flooding and high temperatures in the year just gone...The past year has reminded us that, even in the midst of crisis, it is possible to forge ahead with much needed investment.**

**David Black,**

Interim Chief Executive of Ofwat (2021-22 Forward Programme)





## Our Work in Water.

Aiimi's worked on numerous wide-ranging projects within the UK water industry. Here's a sample.

### Water

- Leakage Analysis
- Hydrophone Sensor Placement
- Demand Nodes Modelling
- Bowser Placement
- Pollutions Management and Reporting

### Water Recycling

- Maintenance Regimes
- Maintenance Gearboxes
- Vibration Analysis - Gearboxes
- Asset Maintenance - Centrifuges
- Ammonia Control - Sensor Replacement Modelling
- Mixed Liquor and Suspended Solids (MLSS) Analysis
- Pumps - Predictive Serviceability
- SCADA Alarms Resource Profiling
- Intelligent Alarms
- Waste Analysis COVID-19

### Customer & Wholesale

- Rant and Rave Feedback Validation
- Customer Contact Categorisation
- Repeat Customer Contacts
- C-MeX/Non-contact customers
- Social Media Impact Analysis
- Customer Website Journey Mapping
- Water Poverty Modelling
- Credit Default Risk Modelling
- Wholesale Billing
- Outbound Billing Contact - Optimisation
- Customer Driven Work - Resource Scheduling
- Contact Centre Analysis
- Check, Report, Book Customer Tool

### Organisation

- Chemical & Supplies Analysis
- Pumping Station Site Access Analysis
- Enriched Property Data
- Health and Safety Application
- CMD Discovery
- O&M Discovery

### Incident Response

- Beast from the East
- COVID-19
- COVID-19 - Annual Leave Modelling
- Emergency Response Notifications and Information (ERNI)
- Prolonged Demand - Summer 2018

Our Partnership | [Our Work in Water](#)





## Our Work in Water.

### THE 2020 WATER INDUSTRY AWARDS

At the 2020 Water Industry Awards, Anglian Water was shortlisted for **Alliancing & Partnership Initiative of the Year**, in recognition of the collaborative EIM Alliance in which Aimi was a key partner.

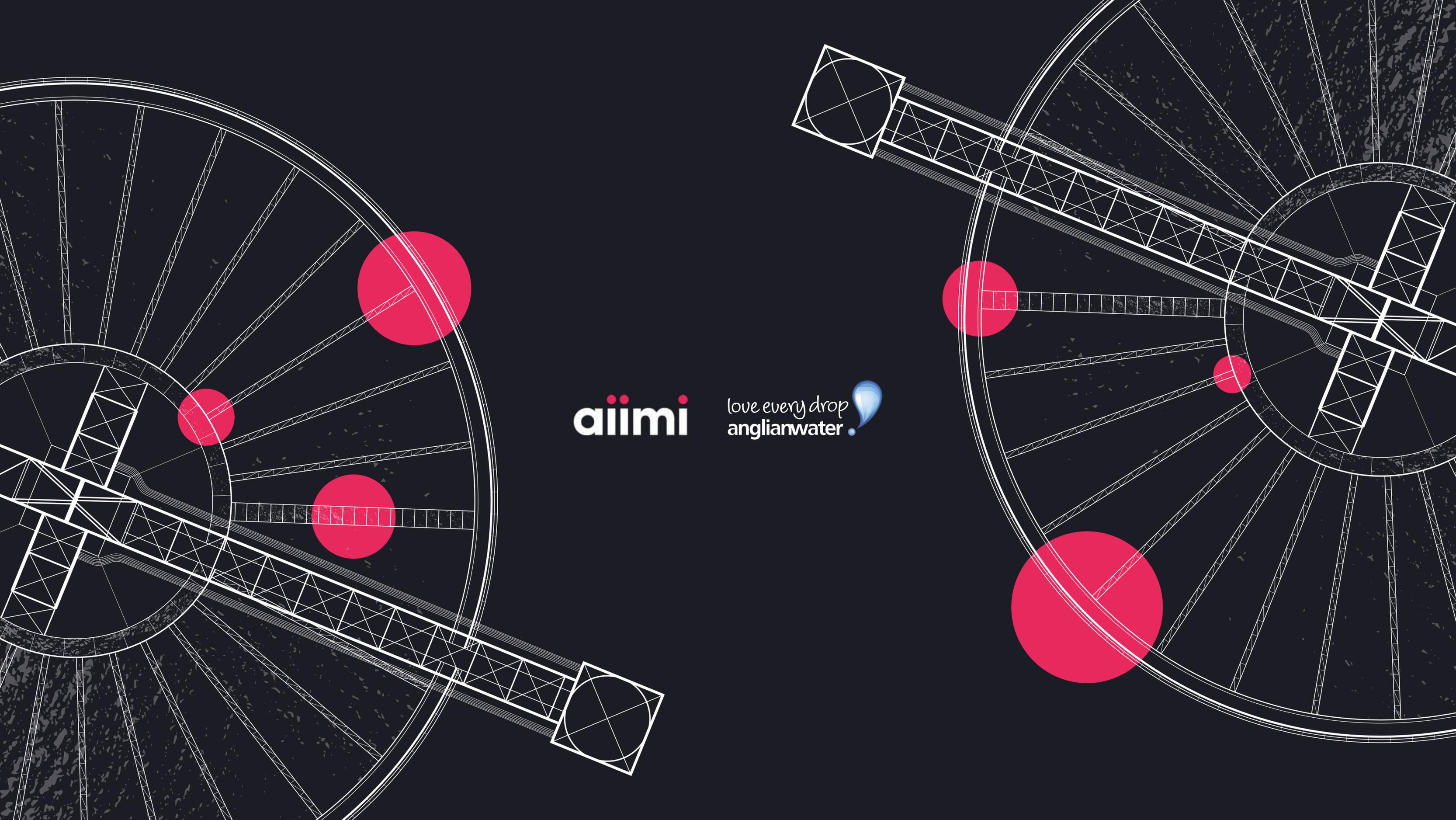
Aimi made the final shortlist with Anglian Water for **Customer Initiative of the Year** at the Water & Wastewater Treatment (WWT) Water Industry Awards for the Check, Report, Book tool.

**We've had overwhelmingly positive feedback from our regulators and the wider water industry on how impressive ERNI is and how it brings together all elements of incident response. The Department for Environment, Food & Rural Affairs (Defra) has recognised the positive steps that ERNI has brought to the business and to our customers. We've seen interest from other water companies in onboarding the application too.**

**Amy Southward,**

Head of Operational Resilience at Anglian Water





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