

AI-Powered Digital Water Intelligence Platform

Measure Every Drop • Predict Every Event • Optimize Every Decision

This manuscript is the master content for the Impresa Water Solutions brochure. It is intentionally richer than the final brochure and is intended to be the source document for future marketing collateral, website content, executive presentations, and proposal responses.

Water is Changing

Water has become one of the world's most strategic resources. Utilities are balancing population growth, climate variability, aging infrastructure, increasing energy costs, and customer expectations while maintaining affordability and regulatory compliance. Traditional operational models built around periodic inspections and historical reporting are no longer sufficient. Modern utilities require continuous operational awareness, predictive intelligence, and AI-assisted decision making.



Key Features

- Population growth and urbanization increase demand.
- Climate variability affects supply and infrastructure resilience.
- High Non-Revenue Water (NRW) erodes revenue and sustainability.
- Utilities need real-time visibility across treatment, transmission, distribution, and customer operations.
- AI transforms operational data into operational intelligence.

Executive Takeaway

The future belongs to utilities that can continuously sense, predict, optimize, and adapt.

Why Non-Revenue Water Matters

Non-Revenue Water represents treated water that is produced but not billed. It affects financial performance, operational efficiency, customer trust, and sustainability. Reducing NRW is one of the highest-return digital transformation initiatives available to water utilities.

Business Value

Every percentage point reduction in NRW improves revenue, conserves water, and reduces energy consumption.

Key Features

- Physical losses: leaks, bursts, reservoir overflows.
- Commercial losses: theft, illegal connections, meter inaccuracies, billing errors.
- Authorized unbilled consumption: firefighting and municipal services.
- AI enables early leak detection, pressure optimization, and risk-based maintenance.

Learn More
To schedule a live demo or find out more information,
visit www.impresa.ai or call +1 510 824 3255

The Digital Water Utility

Impresa envisions a digital water utility built on five pillars: Connected Infrastructure, Trusted Data, Artificial Intelligence, Digital Customer Engagement, and Intelligent Operations. Together these pillars transform reactive organizations into continuously learning enterprises.

Executive Insight

Digital transformation is no longer about digitizing processes—it is about enabling intelligent decisions.

Key Features

- Connected Infrastructure
- Trusted Meter Data
- Artificial Intelligence
- Digital Engagement
- Intelligent Operations

The Impresa Water Platform

Impresa Water Solutions is a composable enterprise platform that integrates with existing utility systems rather than replacing them. It provides a common data foundation, enterprise intelligence, and modular business applications that utilities can adopt incrementally.

Executive Takeaway

One platform. One intelligence core. Unlimited industry solutions.

Key Features

- Impresa Insights – dashboards, forecasting, AI analytics.
- Impresa Meter Data Hub – AMI data acquisition, VEE, events, revenue protection.
- Impresa CX – digital engagement, AI assistants, personalized conservation.
- Impresa Field Service – scheduling, inspections, leak repair, workforce mobility.
- Impresa AI+ – machine learning, generative AI, digital twins, optimization.
- Impresa SLM – conversational enterprise intelligence.

AI Across the Water Value Chain

Artificial Intelligence delivers value across the complete water lifecycle. Rather than solving isolated problems, Impresa applies AI from source management through customer engagement and long-term capital planning.

Executive Insight

AI becomes most valuable when embedded across the entire operational value chain.

Key Features

- Water Sources – demand forecasting and reservoir optimization.
- Treatment – water quality prediction and energy optimization.
- Transmission – burst prediction and pipeline risk assessment.
- Distribution – leak detection, DMA optimization, pressure management.
- Customer Operations – segmentation, usage analytics, AI assistants.
- Revenue – billing validation, tamper detection, payment analytics.
- Planning – asset health, digital twins, predictive maintenance.

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Water Intelligence Portfolio

Impresa organizes capabilities into six intelligence domains, enabling utilities to deploy high-value business capabilities while maintaining a unified enterprise platform.

Portfolio Value

Each intelligence domain combines dashboards, analytics, AI models, workflows, and executive KPIs

Key Features

- Leak & NRW Intelligence
- Customer Intelligence
- Revenue Intelligence
- Asset Intelligence
- Operations Intelligence
- Sustainability Intelligence

From Reactive to Autonomous

Utilities progress through five maturity stages: Reactive, Connected, Digital, AI-Driven, and Autonomous. Each stage builds on trusted data, enterprise integration, and increasing levels of decision intelligence.

Executive Insight

AI augments utility professionals by recommending actions, automating repetitive tasks, and enabling continuous optimization.

Key Features

- Reactive
- Connected
- Digital
- AI-Driven
- Autonomous

Why Impresa

Impresa combines deep utility domain expertise with a modern enterprise AI platform. The solution is cloud-native, open, modular, and designed specifically for utilities and other asset-intensive industries.

Closing Message

Impresa helps utilities reduce water losses, improve customer experience, optimize assets, and accelerate the journey toward the autonomous water utility.

Key Features

- Purpose-built utility platform
- Enterprise AI
- Open APIs
- Composable architecture
- Professional services
- Cloud, hybrid, and on-premises deployment



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