

## Case Study

Company Name

**Aqualogic**

Sector

**Water Management**

Technology

**Sensor Technology**

### Background

Aqualogic are the UK leaders in delivering effective water efficiency and demand management. They provide services to water utility companies and their customers and have an impressive cross cross-sector customer portfolio.

For over 30 years, Aqualogic's philosophy has remained the same, "saving water makes absolute sense". They are passionate about water and aim to engage at all levels necessary to ensure that the most effective water efficiency measures are implemented in water conservation, now and in the future.

### Approaching LCR4 START

Aqualogic's commitment to collaborate with industry bodies and access expertise such as the LCR4 START digital strategy support offer, enabled them to advance their competitive industry edge and continue to help their customers reduce the waste of water, cut carbon and save money through the use of their product and services in the most efficient way.

Aqualogic wanted to continue to drive digital innovation in their products and services, embracing smarter digital technologies in infrastructure support within water utilities for domestic and commercial use.

The leadership team at Aqualogic were keen to transfer knowledge from within the organisation. They already actively collaborate and participate with a range of industry bodies and wanted to work with Liverpool John Moore's University (LJMU) to build on their own expertise and work with academia to identify and research new opportunities in order to develop their business.

### Solution

The team at LJMU delivered an interactive digital strategy workshop to help identify some of the main challenges businesses face in the adoption of digital technologies, defining problems that they were facing and offering insight on what skills and tools were required to address the issues. A digital strategy action plan was developed for Aqualogic with further recommendations and an implementation plan. Aqualogic has already recruited students from the year 2 – MSc (Sandwich) in Sensors, Data and Management Programme, for 12-month placement. Through LCR4 START, LJMU academics had the opportunity to work with businesses to solve current industry challenges, ensuring that students receive up to date information in their teaching practices and opportunities to develop solutions that can be implemented and make a real commercial difference.

### Future Vision

Two year 2 MSc Sensors, Data and Management students were employed to work alongside Aqualogic's pioneering innovation team providing Digital Leak Detection and innovative Water Saving Calculators to large UK water companies. The team explored and developed improvements to existing data analytical processes through data science and machine learning opportunities. They are also hoping to support the product development of sensors utilised within the digital leakage services. The students are working closely with both the Water Efficiency and Field Services department to automate the analytical process to add further efficiencies and value to already successful services. The students have brought a new dynamic to the already successful team at Aqualogic, as the project has shifted, looking at alternative ways of doing things.



🌱 Bringing fresh thinking and raw talent into the business has been a massive positive to us. The team here at Aqualogic have fairly heavy workloads day to day, with no time to spare away for client needs. Finding the time and resources to embark on new ventures can prove challenging. However, being supported by LJMU and following on from the presentation of our objectives, the LCR4 START team set about matching the right students to our needs. The result is refreshing and exciting, with immediate progress and amazing motivation from the outset. By linking our plans with academia and the support that LJMU offers, we are able to stretch our objectives and position ourselves better in the marketplace with potential game changing solutions and technologies. The programme has provided us and the students with a platform to fulfil our digital transformation roadmaps. Ben Rice, Aqualogic Managing Director