



# Digital Water Landscape

# Guiding Strategies and Investment Decisions in Digital Water

The global water sector is being transformed by a wave of new technologies for connectivity, mobility, automation, and data analytics. In every region of the world, utilities are turning to digital solutions to better serve customers and stakeholders, maximize operational performance and efficiency, and safeguard assets and natural resources.

Decision makers rely on Bluefield's market insights to make informed decisions on the future of water and the outlook for digital technologies.

# Research Topics

Utility of the future, digitalization incentives, policies, and strategies

Disruptive digital technologies, services, solutions, and business models (e.g., machine learning, generative AI, cloud migration, as-a-Service models)



Advanced asset management

M&A strategies (entry platform, bolt-on, geographic expansion, roll-ups)

Value chain shifts among key players (e.g., engineering firms, OEMS) in the digital water startup ecosystem

Data management and cybersecurity

# Subscription Benefits

- Track the underlying drivers and market shifts influencing digital water investment
- Evaluate company strategies and evolving business models for new technologies
- Anticipate the biggest digital game-changers across municipal and industrial water
- **Forecast and size** different markets and technology segments to identify relevant opportunities
- Benchmark strategies of leading players, new market entrants, and innovative utilities
- Leverage a team of dedicated water market experts for questions and validation

Key Questions Addressed Through this Service

- Which utilities and firms are adopting digital water solutions at scale?
  - What is the pace of growth for key technology segments?
    - How are artificial intelligence, digital twins, and 5G impacting water?
      - How are policy and funding shifts impacting digital adoption?
      - Which markets geographically are demonstrating growth?

**Learn More** 



## About Bluefield Research

A leading provider of global water market data and insights.

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## **Contact Us**

# Digital Water Landscape

# **Enterprise-wide Subscription**



Corporate Subscription clients have enterprise access to Bluefield's team of water experts for questions and specific research needs. From C-suite to business development to marketing executives, Bluefield's subscription service supports your entire team.

# Client Experience

Steady stream of ongoing water market insights

We are real people, not Al bots

We encourage interactive client relationships

## Research & Analysis

Insight Reports

**Analyst Presentations** 

Research Notes

Quarterly Reviews

Company Profiles

## \*Data Access

Digital Water Landscape Data

- M&A Transactions
- · Project Announcements
- · Venture Capital & Private Equity Funding
- Market Forecasts

# **Support & Interaction**

## **Analyst Access**

Clients of this service receive access to water experts for enquiries, to review forecast methodologies, or to clarify proprietary data and analysis.

## **Custom Client Support**

Board meeting presentations, onsite client workshops, and customerfocused events.

# Key Data Sets for Clients

# 5-Year

forecasts

segments

## Bluefield's Data Navigator



Book 30-min demo

# 2600+

digital water projects

countries' digital water spend

# digital water

deals

# 497

utilities' capital improvement plans with digital water projects

top digital water companies ranked