

CUSTOM RESEARCH

White Paper Capabilities

Independent, third-party research and analysis to help our clients validate their viewpoints and deliver credible, data-driven market insights



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Select References – White Papers

Bluefield partners with clients across the industry value chain to develop white papers on critical issues shaping global water markets. We support these efforts with proprietary data, independent analysis, and actionable market insights.



Ripple Effect: A Movement Towards Digital Transformation

Insights from 18 global water utility leaders and experts that are influential in early-stage digital adoption are featured in this paper, providing perspectives on how “going digital” is helping them to solve water challenges in their communities.

[View](#)



Navigating Change through Advanced Asset Management

Analysis of the growing infrastructure investment gap, steadily rising utility rates, loss of institutional knowledge through workforce retirements, and a regulatory movement for requirements on asset management.

[View](#)



Super Technology Utility Digital Transformation

How digital twins, AI, and smart water networks can help utilities to anticipate water disaster management, optimize treatment plant operation, and reduce non-revenue water, thereby improving utility performance.

[View](#)



Universal Automation and Opportunities for Industrial Water

Overview on universal automation and opportunities for industrial water users, highlighting potential benefits to facility owners and recommendations on how to implement universal automation in operations.

[View](#)



GIS & Digital Water: Transforming the Global Water Industry

Analyzed utility case studies to highlight opportunities for GIS within water and wastewater utilities – including the integration, coordination, and analysis of disparate hardware and software.

[View](#)



Securing Water Utilities with Amazon Web Services

Discusses the business drivers associated with cloud adoption in the U.S. water sector and cybersecurity considerations for utilities using familiar cybersecurity concepts and frameworks like the NIST CSF.

[View](#)

White Paper Content Creation

The most effective white papers include original case studies and fresh perspectives that advance industry understanding of a topic. Bluefield recommends involving all relevant client teams early in the scoping process to ensure alignment and maximize impact.



Background and Challenge

- Industry statistics and trends
- Market background and history
- Regulatory and policy overview



Industry Case Studies

- Industry interviews and expert quotes
- Success stories and best practices
- Lessons learned

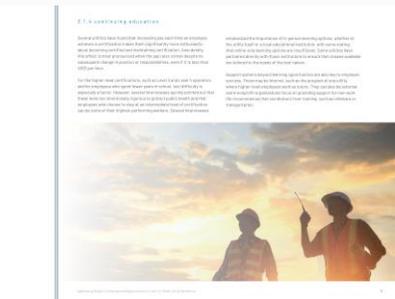
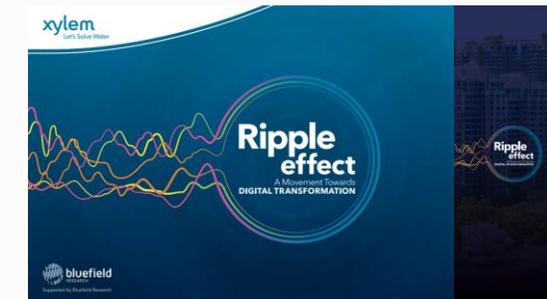


Call to Action

- Actionable recommendations
- Company offering and solution portfolio

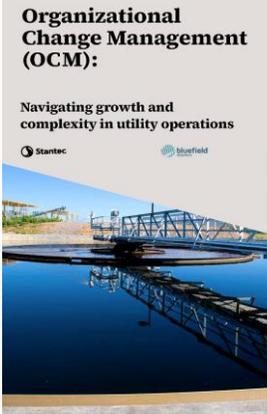
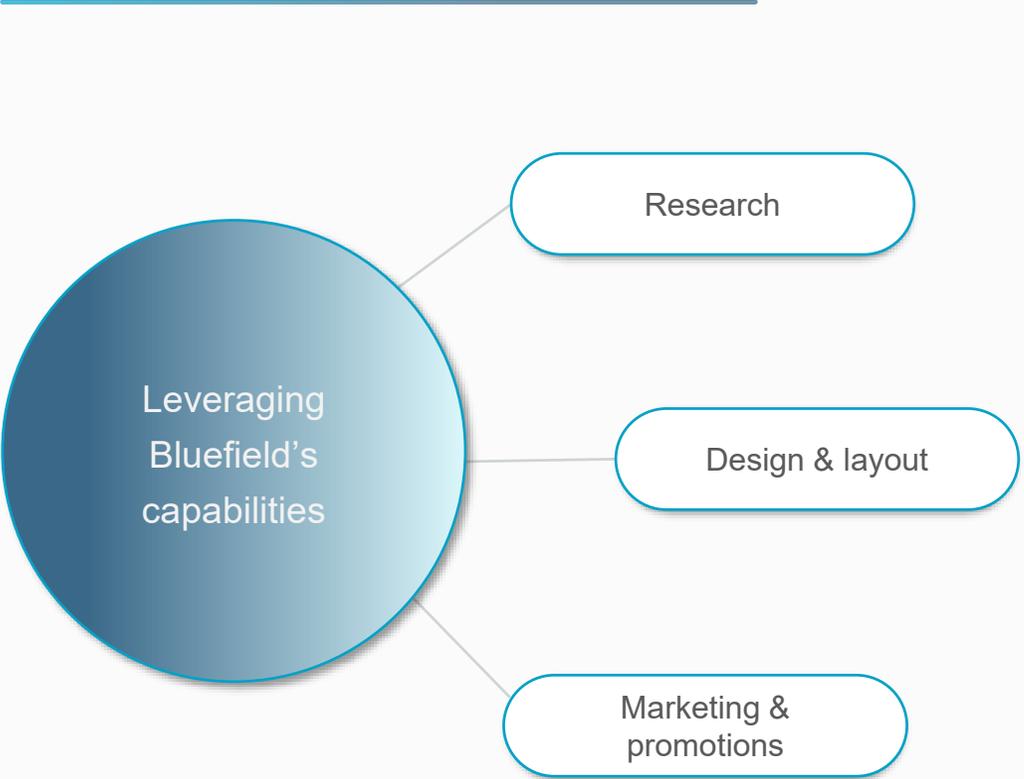
Project Scoping Considerations

- **Intended Audience:** How technical is the intended audience? How will the white paper be used?
- **People & Processes:** Are all relevant teams aware and in agreement on the white paper's scope and goals (e.g., sales, marketing, product management, legal). Who will be involved in approving drafts and edits?
- **Sourcing Case Studies and Interviews:** If customer interviews are involved for case studies or research, who will be responsible for sourcing interviews?
- **Solution Overview:** What documents can be shared to support Bluefield's complete understanding of the challenge and solution?



Bluefield Capabilities

We bring a collaborative approach to white paper projects with customized support that can include document design and marketing for tailored engagements.



Put People First

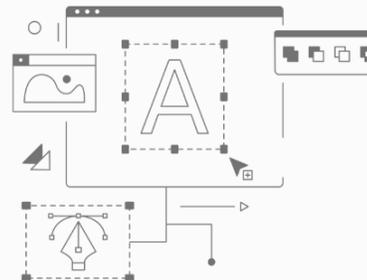
17 of 19 people interviewed for this report recognized the importance of gaining employee acceptance for change to be successful and permanent, regardless of the size of the utility.



Browse more white papers by Bluefield

Production & Marketing Support

Bluefield is equipped to lead end-to-end white paper production and design—and deliver distribution-ready materials for clients. We can amplify the message through coordinated promotion across multiple marketing channels.



Bluefield is happy to provide a dedicated lead capture form and share download data directly with the client upon request

Bluefield Production

Design & Layout

Smart, appealing design to produce measurable results for engagement and lead generation. Our in-house production team produces white paper layouts that are visually engaging, brand-consistent, and formatted for digital distribution.

- Content editing
- Smart design and layout to improve readability
- Clickable navigation
- Custom graphics
- Data visualization
- PDF file for digital distribution

Basic Marketing Support

• Website

White paper published on an SEO-optimized landing page on Bluefield’s website, generating approximately 6,000 page views. We will also create a dedicated promotional page linking directly to the client’s website for downloads (~1,100 page views). On the client website, we recommend a dedicated landing page with a form fill to capture and track leads.

• Newsletter

Feature in Bluefield’s weekly *Waterline* newsletter reaching 10k+ subscribers

• Social Media

Promotion via Bluefield’s LinkedIn page reaching 5k+ followers

Advanced Marketing Support

• Dedicated Email Marketing

Targeted emails to Bluefield database of 15k water industry contacts

• Podcast

White Paper promotion in an upcoming Future of Water episode (+600 downloads per episode)

• Events

Co-promotion at a conference (e.g., WEFTEC / ACE) or virtual events (LinkedIn Live, Webcast)

- Advice and best practices on lead generation capture forms and processes



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ADVANCING WATER STRATEGIES

Global companies across the value chain are developing strategies to capitalize on greenfield opportunities in water – new build, new business models, and private investment. Bluefield Research supports a growing roster of companies across key technology segments and industry verticals addressing risks and opportunities in the new water landscape.

Companies are turning to Bluefield for in-depth, actionable intelligence into the water sector and the sector's impacts on key industries. The insights draw on primary research from the water, energy, power, mining, agriculture, financial sectors and their respective supply chains.

Bluefield works with key decision makers at utilities, project development companies, independent water and power providers, EPC companies, technology suppliers, manufacturers, and investment firms, giving them tools to define and execute strategies.

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