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Itron and WaterSmart Software Collaborate to Offer Consumer Engagement Platform

Itron expands water portfolio with WaterSmart Software to optimize water efficiency and consumer engagement applications

LIBERTY LAKE, Wash.--(BUSINESS WIRE)-- Itron, Inc. (NASDAQ:ITRI), a world-leading technology and services company dedicated to the resourceful use of energy and water, and WaterSmart Software, the technology pioneer of behavioral customer engagement solutions that save water and money, today announced a new alliance. The collaboration will expand Itron's water Advanced Metering Infrastructure (AMI) portfolio in North America to include WaterSmart's innovative consumer engagement technology. The technology helps utilities become more water efficient by engaging consumers with their water usage and delivering actionable data to utilities.

Itron signed a three-year agreement to distribute WaterSmart's software platform, which uses behavioral science to influence how people use water. This new alliance will combine the strengths of each company, including Itron's leadership in delivering smart networks and analytics, and WaterSmart's market-leading consumer engagement technology, giving Itron's customers access to a comprehensive AMI solution, including consumer engagement applications.

The WaterSmart platform leverages utility meter, climate and property data to better communicate with residential customers and help them save water, energy and money. Water suppliers also receive analytics that reveal insights into customer consumption and program participation trends. Utilities using the platform have demonstrated an increase in customer satisfaction of more than 35 percent.

"WaterSmart Software's consumer engagement platform builds on the strengths of Itron's portfolio of water technology and analytics, providing our customers with additional actionable data to more effectively manage water resources," said Paula Billingham, Itron vice president of sales, marketing and delivery for Water North America. "Our utility customers will greatly benefit from WaterSmart's expertise in enhancing consumer engagement and deriving more value from data collected throughout the distribution network. This is critical to managing precious water resources and helping utilities realize efficiencies by reducing non-revenue water and associated energy costs."

"We are excited to collaborate with one of the leading water AMI providers in the world as we work to help utilities and their customers improve water efficiency and engage with their water use. Using our advanced technology solutions, water utilities are able to better educate their consumers about how much water their household is using, how it compares to others and how they can save water and money. These benefits translate into significant system-wide savings for utilities in the form of avoided costs for water, energy, treatment, and future capital investments which helps ensure sufficient supplies of our most precious resource for all our communities," said Robin Gilthorpe, WaterSmart Software chief executive officer. "Our collaboration will provide new opportunities for Itron's current and future customers."

About Itron

Itron is a world-leading technology and services company dedicated to the resourceful use of energy and water. We provide comprehensive solutions that measure, manage and analyze energy and water. Our broad product portfolio includes electricity, gas, water and thermal energy measurement devices and control technology; communications systems; software; as well as managed and consulting services. With thousands of employees supporting nearly 8,000 customers in more than 100 countries, Itron applies knowledge and technology to better manage energy and water resources. Together, we can create a more resourceful world. Join us: www.itron.com.

Itron[®] is a registered trademark of Itron, Inc.

About WaterSmart Software

WaterSmart Software empowers water utility managers with actionable insights from a sea of data to help increase customer satisfaction, reduce unaccounted for water loss, and improve operational efficiency. Utilities using WaterSmart's award-winning, cloud-based analytics and customer engagement platform have demonstrated an increase in customer satisfaction of more than 35%. Come help us change the way the world uses water.

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