



# **The Global Transition from a Sophisticated to a Wise Water Sector**

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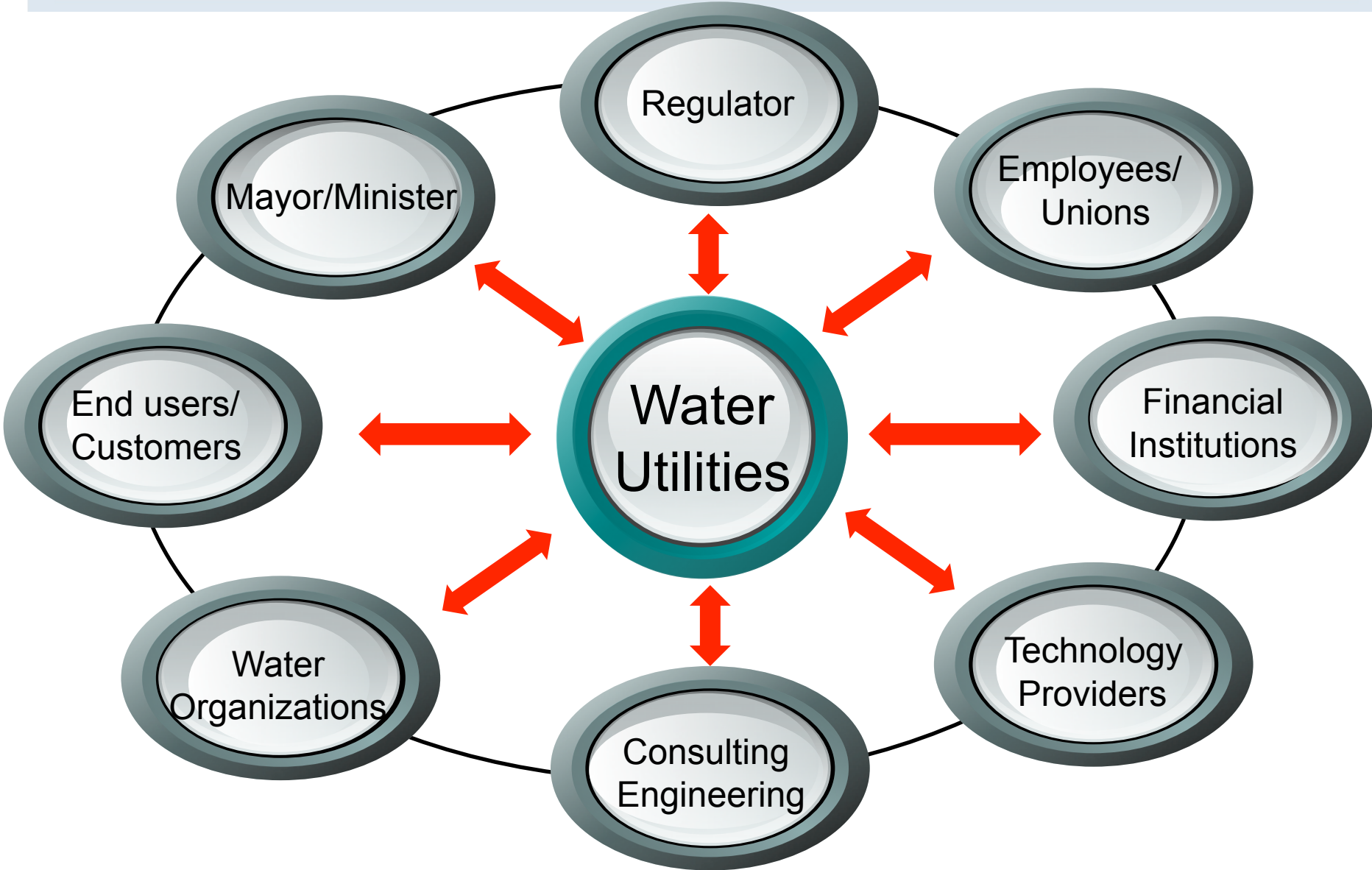
**Booky Oren  
CEO Chairman &  
Booky Oren Global Water Technologies Ltd.  
July 2012**

# What is the Definition of being “Sophisticated”?

- ❖ **Experienced**
- ❖ **Knows how to leverage opportunities**
- ❖ **Familiar with life rules**



# Water Utility Management is Influenced by Many Factors



## **Does a Water Utility Management has to be Sophisticated ?**

**The requirements from a Water Utility force you to be sophisticated:**

- ❖ Leverage/ materialize the accumulated experience of employees of the Utility**
- ❖ Getting assisted by professional experts**
- ❖ Getting involved with life rules, mainly politics...the key for survival**

**Water Utilities Sophistication is Essential in order to Survive**

**Is survival sufficient  
when facing the multiple  
challenges of a Water Utility?**



# The Challenges Faced by Water Utilities

- ❖ **Customer services: impatient consumers influenced by hostile media and price increase**
- ❖ **Investment in infrastructure: changing aging pipes, optimal investment prioritization**
- ❖ **Regulator's and other stake holders demand for continuous efficiency in view of lack of flexibility in the layout of income and costs**

**And**

**more...**

# The Challenges Faced by Water Utilities

- ❖ **Water quality assurance: real time risk assessment to assure protected and non polluted water supply**
- ❖ **Business and technological development: collaboration of screening and evaluating innovative technology such as AMR/AMI/control systems of pressures and leakage (not to invest in old solutions when the new ones are successfully proven)**

**And**

**more**

# The Challenges Faced by Water Utilities

- ❖ **Engineering services/knowledge management, information/administration, development and rehabilitation of water reservoirs and environment protection**
- ❖ **Managing water crises: the ability to instantly detect significant changes in water quality, overcome problems such as wide spread contamination, establishment of teams during emergency, ability to react promptly upon sudden needs**

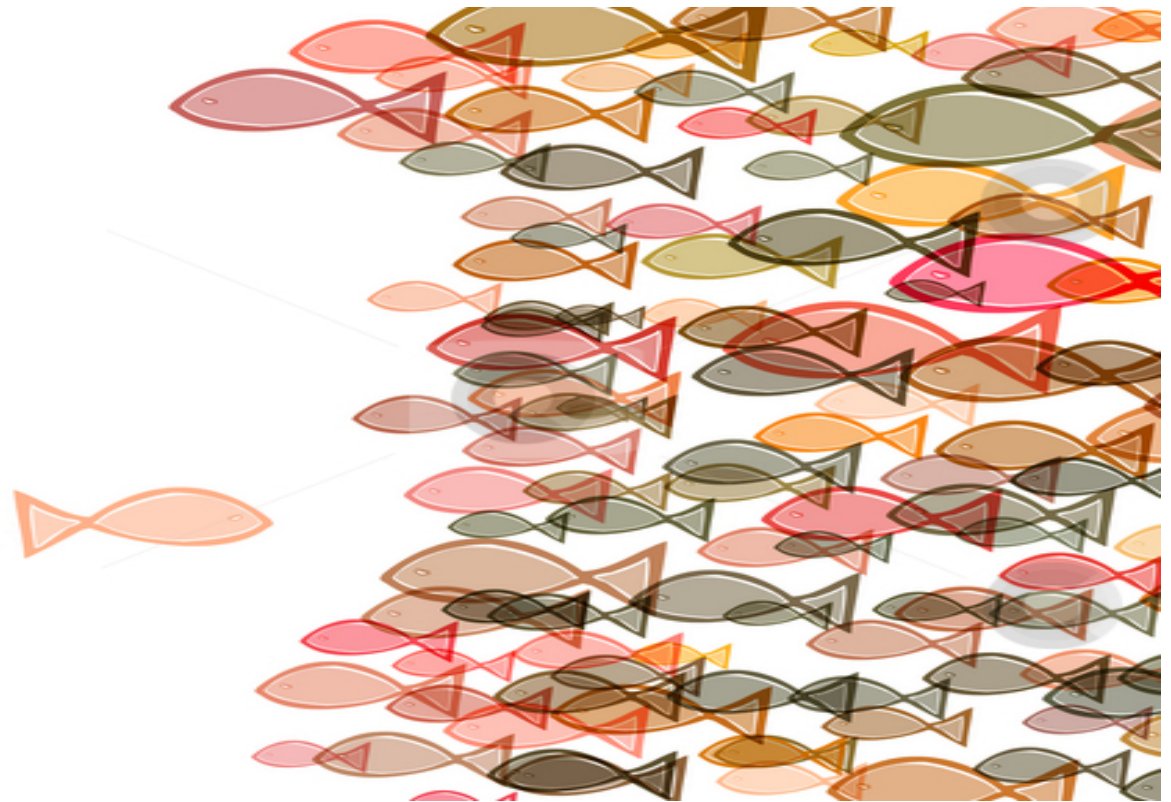
**And more...**

## Does Distribution of Professional Manpower Among the Israelis Water Utilities\* enables “Facing the Challenges”?

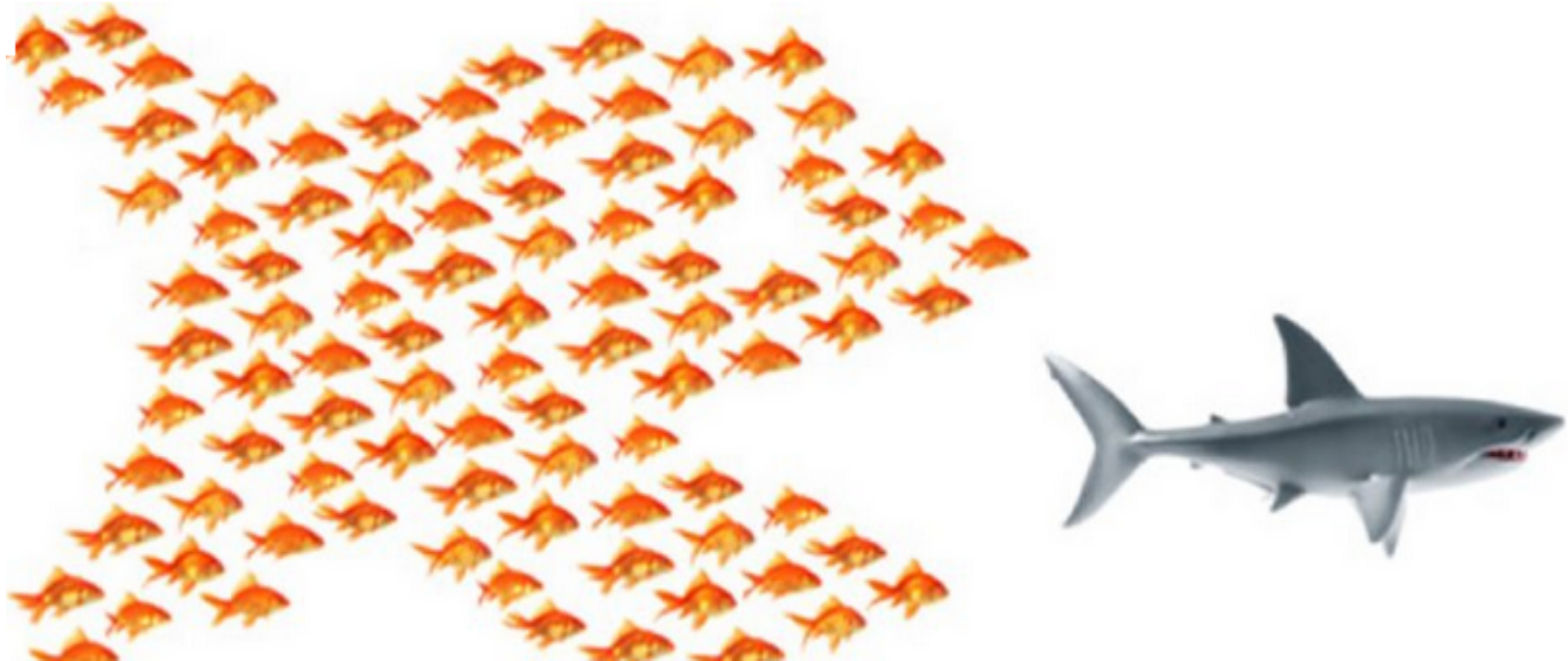
Hatanur (8)	Mei Givatayim (15)	Mai Na(13)	Mei Carmel (101)	Mei Netanya (35)
Yuvalim (42)	Mei Hagalil (30)	Mei Hadera(19)	Mei Modiin (22)	Mei Avivim(140)
Mei Yavne (6)	Mei Ashkelon(70)	Mei Raanana(33)	Mei Sheva (75)	Mayanot (13) Haamakim
Mei Qiryat Gat(11)	Mei Ziona (14)	Mei Harzliya(41)	Hagihon (210)	Mei Iron (6)
Mei Barak(18)	Mei Rahat (9)	Hari Nazareth (28)	Saronim (18)	Mei Shemesh (17)
Sovev Shfaram (22)	Mayanot Hadrom(7)	Mei Lod (12)	Lower Galilee village (22)	Yuvalim Hasharon (45)
Mei Shikma (28)	Mayanot Ata (12)	Mei Akko (14)	Mayanot Hasharon (6)	Meitav (80)
Mei Bat Yam(10)	Mei Hod Hasharon (20)	Mei Ono (17)	T.M.R (17)	Mayanot Ziv (9)
Yuvalim Bashomron (13)	Mei Shikma (28)	Ein Netafim (20)	Palgey Hasharon (18)	Palgey Motzkin (14)
		Meniv Rishon (84)	Ein Kramim (7)	Peleg Hagalil (55)
			Mei Rakat (16)	

\*Israel's municipal water utilities manpower 2012

# It is Impossible for a Single Water Utility to Cope with Challenges of Budget and Manpower Restraints



# However, A Network of Water Utilities Coping with Mutual Challenges Enables Improved Prospects to Achieve Better Results



## What is the Definition of Being “Wise”?

Wise = the talent to listen, learn and teach,  
clever, highly educated, knows how to think/plan in  
advance



# What is Required from a Water Utility in Order to Become “Wise”?

**Develop and enhance the capabilities to be “wise”  
the talent to listen, learn and teach**

- ❖ **Act out of consideration and control, think in advance**
- ❖ **Understand the challenges being faced by the Water Utility**
- ❖ **Take into account the limited resources (manpower, budget)**



# Wise Water Utilities

Citizens 600,000

300,000

Citizens 200,000

80,000

400,000



900,000

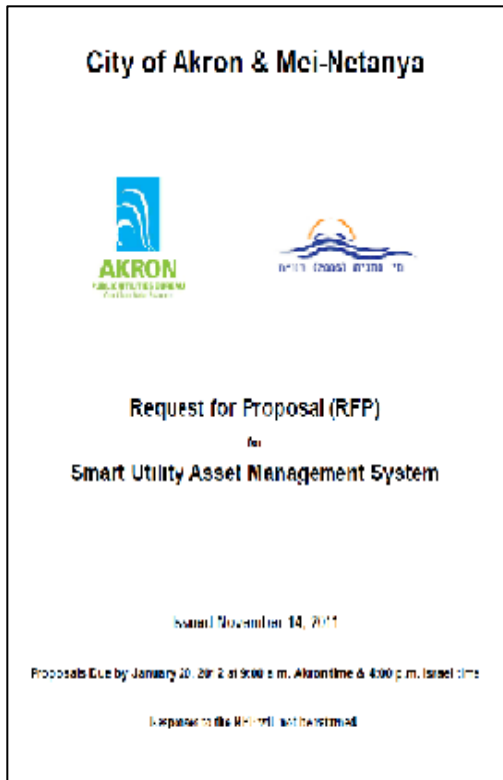
Citizens

Citizens 14,000,000

7,000,000

**Over the last years there is a developing process that enables Water Utilities and companies understand they cannot single handedly “re-invent the wheel”. They must leverage their capabilities using wisdom and efficiency, while significantly improve their abilities to meet the challenges**

# The Global Hub for Cooperation in the Scope of Water Turns into Reality



CITY OF AKRON & MEI NETANYA



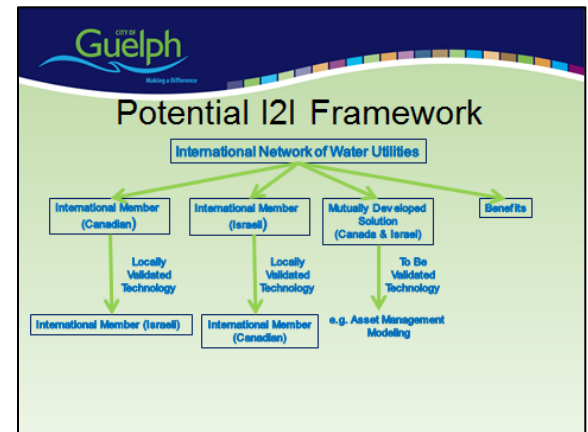
SOUTHERN NEVADA WATER AUTHORITY (SNWA) & MEKOROT



ONTARIO CLEAN WATER AGENCY (OCWA) & MEKOROT



PAVIA ACQUE & MEI CARMEL



THE CITY OF GUELPH & MEI NA

# Switching Over to being a “Wise” Water Utility is a Structural Process and it is Underway Now!



June 7, 2012

Re: **Proposed Meeting with Booky Oren**  
**RFP for Smart Utility Asset Management System**

Dear Madam/Sir:

As described in our previous letter (dated April 2, 2012), your firm has been short listed for further review. Our intention, after we complete the selection process, is to choose the preferred vendor by the end of 2012.

As part of the process, we would like to propose a meeting next week during the AWWA event in Dallas with your firm and Mr. Booky Oren Chairman & CEO of Booky Oren Global Water Technologies Ltd. Mr. Oren initiated and continues to support this unique and first of its kind international collaboration between two municipal water utilities.

During the meeting, he will provide more information regarding the selection process as well as Akron's and Mei-Netanya's expectations.

Thank you for your continued support in the selection process.

Mr. Richard A. Merolla  
Director of Public Service  
City of Akron, Ohio  
USA

Mr. Shachar Hilawi  
CEO Mei Netanya Ltd.  
City of Netanya  
Israel

## OCWA – Mekorot Collaboration

Prepared for review with OCWA-Mekorot Steering Committee

AN OCWA – MEKOROT WHITE PAPER

## PAVIA - MEI-CARMEL- COLLABORATION

Pavia and Mei-Carmel have independently operated and maintained water and wastewater infrastructure for decades. Out of necessity, as well as current and future regulatory requirements, they continuously had to improve the efficiency of water and wastewater network operation. In Parallel they had to assure the optimization of their short, medium and long term investment program. The above have motivated them to develop solutions that had not previously existed. With this collaboration we will leverage each other's solutions to mutual benefit. The process will strengthen Pavia's and Mei-Carmel's leadership position as efficient public service providers and at the same time will increase the attraction of their employees.

The following two areas of opportunity will be pursued:

- Control Systems,
- Infrastructure Engineering.

### A. Control Systems



## The Southern Nevada Water Authority and MEKOROT, Israel National Water Co. Detailed Work Plan

Booky Oren Global Water Technologies LTD.  
June 2012



**I believe**

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**The Water Industry should move from being “sophisticated” to being “wise” and that it is doable!**

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