



Cellular Water

Brett Kaffenberger, Product Marketing, Water Network Solutions

Introduction



Brett Kaffenberger
Sr. Product Manager
Global Water Networks

With over 20 years experience in the water gas utility markets, Brett has worked extensively with many of the major water solutions providers in the industry. Responsible for defining solutions specifically targeting the water utility market, Brett has become an authority in water AMI and metering solutions. At Itron Brett is responsible for Global Water Networks line of business. Brett is also on the AWWA committee for metering.

Itron at-a-Glance



8,000

CUSTOMERS IN 100
COUNTRIES



+200M

COMMUNICATION
MODULES DEPLOYED



+72M

ENDPOINTS UNDER
MANAGEMENT



21.5M

WATER MODULES
DEPLOYED



3M

STREETLIGHTS
MANAGED



+220

PARTNERS IN A BROAD
ECOSYSTEM OF SOLUTIONS

\$2.0bn

2021 REVENUE USD

Why Cellular? Why now?



Cellular Value Proposition

- **No Towers? No Problem. Infrastructure-Free Solution.**
 - Direct connection via carrier grade cellular network
 - Leverage cellular precisely when and where it makes sense
 - Reach hard-to-reach areas without extensive hardware installation
- **Flexible, Scalable & Easy to Deploy**
 - Deployable as 100% Cellular or hybrid cellular-RF
 - Scalable from hundreds to millions of endpoints
 - Itron's Managed Services removes all of the set-up, carrier and SaaS
- **Future-Focused Solution.**
 - 5G ready, next gen two-way cellular IOT solution
 - Market leader in battery-powered device communications - 100M+
 - Expandable into future smart city use cases like sensors, lighting, etc.



Cellular IOT

Advancements in LTE-M simplifying connectivity



**LOWER
COMPLEXITY,
LOWER COST**



**IMPROVED
BATTERY LIFE**
(Power save modes &
improved signaling)



**IMPROVED
COVERAGE
& DEEPER
PENTRATION**



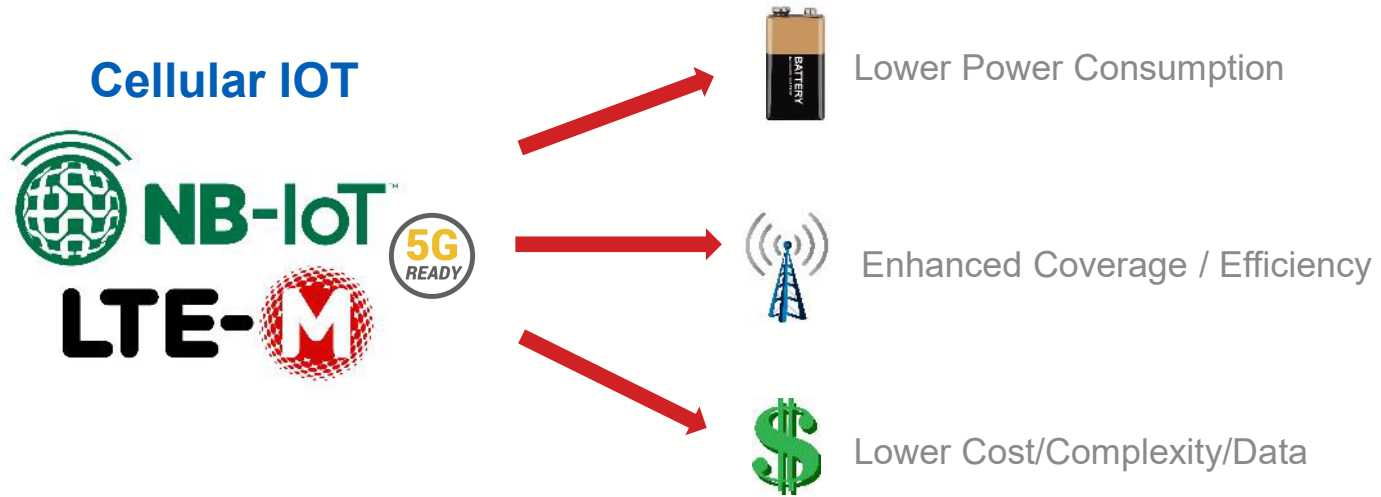
**HIGHER
EFFICIENCY /
HIGHER
CAPACITY**



**PLANNED EVOLUTION,
USE CASE BASED**
(Feature growth &
roadmap)

Why Cellular Now?

3GPP and ITU have created two new cellular standards specifically targeted at LPWA applications such as MTM and Smart Metering.



Thank you!