



HOME PAGE

VISIBILITY TO REDUCE YOUR TOTAL COST OF WATER

OUR *WATER EFFICIENCY AS A SERVICE™* GIVES YOU SIMPLE, ACTIONABLE INSIGHTS AND STEP-BY-STEP GUIDANCE TO ACHIEVE OPERATIONAL EXCELLENCE

WATER USE IS SERIOUS BUSINESS. LEADING BRANDS LEVERAGE SMART WATER MANAGEMENT.

Top operators demand excellent information-gathering tools to optimize water consumption and reduce their total cost of water.

THE TOTAL COST OF WATER IS 3X THE DIRECT COST OF WATER.

Your monthly water bill is just the tip of the iceberg.

Consider the additional water-related operational costs your facility must pay for:

- Disposal to sewer
- Pumping and heating
- Chemical treatment
- Specialized service providers
- Employee monitoring and maintenance
- Asset damage, repair, and replacement
- Environmental compliance.

Together, they all add up quickly.

By knocking down your water consumption with smart water management, you automatically lower these related costs.

EXPECT MORE. GET MORE.

BRAND X provides the services you need to manage your water use effectively, uncover hidden water waste and misuse, and ultimately bank savings by driving down your water's total cost.

Our secure *Water Efficiency as a Service™* solution delivers intelligent water management for everywhere you operate.

With BRAND X, you gain:

1. VISIBILITY

- 👉 We lift the veil from your water use operations – no longer out-of-sight-and uncontrollable.

2. OPERATIONAL EXCELLENCE

- 👉 Control every aspect of your water use
- 👉 Avoid the hassle and cost overruns caused by unidentified problems and unplanned repairs.

3. AN ENHANCED REPUTATION

- 👉 Bolster your company's good name – lead by example with advanced water stewardship throughout your operations
- 👉 Generate greater employee fulfillment and customer satisfaction for a job well done.

[VIDEO – WHAT BRAND X DOES]

[CUSTOMER LOGOS BANNER]

TELL ME MORE.

DEMAND MORE FROM WATER MANAGEMENT. STEP UP TO BRAND X.

Check out our [Resources](#).

[RESOURCE SELECTIONS]



[STANDARD FOOTER (SEE BELOW)]

KNOW YOUR WATER.

BRAND X's **Water Efficiency as a Service**™ offers simple, actionable insights to reduce your total cost of water.

- [Home Page](#)
- [What We Do for You](#)
- [Customer Success Stories](#)
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- [Blog](#)
- [About](#)
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WHAT WE DO

BRAND X'S WATER EFFICIENCY AS A SERVICE™ PUTS YOU IN CONTROL OF YOUR WATER

Using state-of-the-art IoT technologies, BRAND X demystifies excessive water use and waste by enabling you to:

1. **See** reliable, high-resolution water usage data in real-time on any device
2. **Resolve** waste events and misuse using powerful analytics and flexible alerts
3. **Optimize** your operations with continuous insights into your water consumption.

WHAT YOU GAIN

- 👉 Achieve enterprise-grade intelligence with our cloud-based software and secure private network, combining analytics, learning capabilities, and alerts designed to transform your water data into actionable insights quickly
- 👉 Correlate water use with other business data to drive continuous improvement in water-consuming processes
- 👉 Monitor equipment and maintain systems proactively – avoid costly failures by addressing small issues before they become big problems
- 👉 Break down water consumption by business function – drive cross-enterprise best practices in water use
- 👉 Improve service provider performance – apply the right resource at the right time
- 👉 Comply with current and future regulations
- 👉 Boost staff morale with the tools to make their job easier and more effective.

ELIMINATE WATER WASTE

- 👉 Analyze your water efficiency system-wide, including cooling towers, irrigation, process, and domestic use – develop long-term sustainable water management practices
- 👉 Detect and reduce water waste and unnecessary consumption
- 👉 Slash water costs related to operational and process drift
- 👉 Reduce budget overruns from unplanned expenses, downtime, and inaccurate cost allocations
- 👉 Shrink staff workloads reacting to resolve unforeseen water events.

PROTECT AND OPTIMIZE ASSETS

- 👉 Eliminate costly misdiagnoses – notify appropriate service providers quickly to resolve precisely-identified issues

- 👉 Enhance facility safety and security with 24/7/365 real-time monitoring
- 👉 Safeguard inventory from water damage
- 👉 Decrease wear and tear on facilities and assets – extend their lifespan and defer capital expenditures
- 👉 Right-size future facility designs with fine-grained water data
- 👉 Improve ROI of capital investments to facility, equipment, and brand.

ADVANCE SUSTAINABILITY AND RESPECT FOR YOUR BRAND

- 👉 Integrate environmental, economic, and social issues into your business operations
- 👉 Improve compliance with corporate sustainability goals
- 👉 Boost innovation and strengthen your competitive position
- 👉 Attract and retain a new generation of environmentally-conscious employees
- 👉 Drive consumer preference with eco-friendly branding
- 👉 Delight shareholders by enhancing your public reputation.

CONTACT US.

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[RESOURCE SELECTIONS]

BRAND X IN ACTION

[INSERT APPLICATION-SPECIFIC USE CASES]

MONITOR WATER USE IN REAL-TIME, 24/7/365

- 👉 Cutting-edge IoT platform connects hidden and hard-to-access meters to a secure network
- 👉 High-resolution data is available down to the minute
- 👉 Comparison charts display relative water use over time
- 👉 Specialized cloud-based analytics engine understands water flow profiles
- 👉 Platform integrates with leading water meters for flexible deployment
- 👉 Node configurations are available for cooling, operations, irrigation, and other water use applications
- 👉 Create instant configurable alerts and notifications
- 👉 Access insights and alerts from any device.

[SHOW ILLUSTRATIONS OF WATER FLOW PATTERN CHARTS, BUSINESS ANALYTICS DASHBOARDS AS TECHNICAL EVIDENCE]

RESOLVE WATER WASTE AND MISUSE

- 👉 Email, text, and webpage alerts provoke quick responses and offer step-by-step guidance to isolate and resolve waste events
- 👉 Recurring reminder alerts ensure unresolved causes of water waste get repaired
- 👉 Regular water leak reporting focuses attention where it's needed
- 👉 System identifies trouble spots by location, alerting the appropriate technician to resolve
- 👉 Identify waste events and trigger alerts by recognizing unique water signatures.

[SHOW EMAIL ALERTS WITH STEP-BY-STEP GUIDANCE, WASTE EVENT STATUS WEB PAGES]

OPTIMIZE WATER OPERATIONS

- 👉 Custom and exportable reporting displays water usage data by function, location, and more
- 👉 API integration connects water data with process automation and business intelligence
- 👉 Modular approach standardizes deployment for any number of sites and applications, scaling the solution from individual processes to entire multi-function complexes.

[SHOW LONG-TERM TRENDLINE CHARTS BY SITE, EXPORTABLE REPORTS]



CONTACT US TODAY.

[CUSTOMER TESTIMONIALS]



PRICING

CUSTOMER SUCCESS STORIES

CASE STUDY 1 – COSTCO

“Since becoming an BRAND X™ customer, Costco Wholesale reduced water use 22 percent across more than 700 warehouses worldwide and avoided other hidden expenses like reactive maintenance and inconsistent operational practices.”

- Todd Thull, Costco Wholesale VP

- Problem/solution/results
- Customer logo
- Industry awards if applicable

CASE STUDY 2 – FETZER

- Problem/solution/results
- Customer logo
- Industry awards if applicable

CASE STUDY 3 – MGM

- Problem/solution/results
- Customer logo
- Industry awards if applicable

[CUSTOMER LOGOS BANNER]

[INDUSTRY RECOGNITION]

DEMAND MORE FROM WATER MANAGEMENT. STEP UP TO BRAND X.

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[RESOURCE SELECTIONS]

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RESOURCES

TOOLS AND CONTENT

Access the information you need to respond to your pressing questions around best practices to manage your water use and reduce your operation's total cost of water.

FIRST STEP

If you're just getting started on your journey to gain control of your water use, the following resources will point you in the right direction:

- [Water-Efficiency-as-a-Service Program](#)
 - Offers a practical solution to everyday problems experienced with water operations.
- [Deployment and Adoption Best Practices](#)
 - Tips and insights to get you the water-saving results you want, quickly.
- [Environmental Sustainability Initiatives](#)
 - A fleet-wide water efficiency program can add resource stewardship to your Corporate Social Responsibility initiative.
- [Water Management Specifics – Water Costs More Than You Think](#)
 - Doing nothing not only looks bad, but it's also expensive. Gain awareness to evaluate the total cost of water in your operation correctly.
- **Leading Brands Leverage Smart Water Management**
 - [Bellagio Case Study](#)
 - [Costco Wholesale Case Study](#)
 - [Fetzer Vineyards Case Study](#)
- [NREL Validation](#)
 - In a third-party field study, National Renewable Energy Laboratory (NREL) tested the ability of the BRAND X platform to monitor water consumption accurately and identify induced and naturally occurring waste events.
- [Data-Driven Cooling Tower Optimization](#)
 - A research study of 67 cooling tower facilities reports that the failure to identify and arrest scale events is the root cause of inefficient operation and high energy and water waste.



WHAT YOU ARE GETTING

DATA SHEETS

Download and share our scalable solution with your team:

- [Building Module](#)
- [Evaporative Condensing Module](#)
- [Landscape Irrigation Module](#)

SECURITY

The BRAND X *Water Efficiency as a Service*[™] platform is secure by design – engineered from the ground up using industry standards for data security and compliance.

- [Link to document](#)

APPLICATION INTEGRATION

We offer an API for enterprises wishing to stream their water usage data to applications such as building energy management systems.

- [Link to API](#)

TRAINING

Training and orientation on BRAND X's technology are intuitive. Receive alerts and operational insights that dovetail seamlessly into existing routines.

Your operating staff knows your system. BRAND X allows them to see water use patterns that inform their next actions. Notifications provide helpful guidance when a problem occurs, empowering your employees to perform at their best.

- [Link to document](#)

DEPLOYMENT

Applying in-depth domain knowledge and expertise, BRAND X uses a finely-tuned approach to deploy our Intelligent Water Management Platform[™] at the scale most suitable for your needs – from monitoring an individual process to serving a fleet of facilities.

- [Link to document](#)

FREQUENTLY ASKED QUESTIONS

AWARENESS STAGE

Question	Answer
<i>How do buyers describe their goals or challenges?</i>	While infrequent, the best response is, “we had to do something.” When goals to reduce water use exist, they are often part of a sustainability initiative.
<i>How do buyers educate themselves on these goals or challenges?</i>	Base-level knowledge is limited. The buyer may ask its current solution provider for a recommendation, or an engineer in the energy services organization will perform an internet search or attend a tradeshow.
<i>What are the consequences of buyer inaction?</i>	Water is seldom a top priority because the resource is perceived as either free, low cost, or uncontrollable. “Hair on fire” urgency exists when: <ol style="list-style-type: none"> 1. A corporate mandate exists to reduce water use 2. There is a desire to apply greater operational control 3. A large water bill or operational disruption blindsides a company. Otherwise, doing nothing is acceptable.
<i>Do buyers harbor misconceptions about addressing the goal or challenge?</i>	Water is misunderstood. The prevailing view is that water is an uncontrollable cost of doing business.

CONSIDERATION STAGE

Questions	Answers
<p><i>What categories of solutions do buyers investigate?</i></p>	<p>Since the typical procedure is to either review a water bill or a manual entry, the categories most often considered are:</p> <ol style="list-style-type: none"> 1. Basic leak detection for a specific application like monitoring 2. “Roll-your-own” approaches.
<p><i>How do buyers educate themselves on the various categories?</i></p>	<p>Buyers are looking for evidence of performance. Specifically, they want to see an example of a typical report and proof of reduced water use.</p>
<p><i>How do buyers perceive the pros and cons of each category?</i></p>	<p>After forming an impression, buyers query how they might implement such a project. Common questions raised:</p> <ul style="list-style-type: none"> • How does BRAND X integrate with a BMS? • How does the solution integrate with operations?
<p><i>How do buyers decide which category is right for them?</i></p>	<p>Buyers who want a fast and easy fix are likely to turn to a basic automated point solution because of the perceived minimal disruption to operations.</p> <p>Buyers who understand the total cost of water is higher than the direct cost of water will gravitate to better performance solutions.</p>

DECISION STAGE

Questions	Answers
<i>What criteria do buyers use to evaluate the available offerings?</i>	Criteria vary from buyer to buyer but are primarily driven by economic justification, reputation, and compliance.
<i>When buyers investigate your company's offering, what do they like about it compared to alternatives? What concerns do they have with your offering?</i>	Buyers prefer the visibility and insight they get along with the step-by-step guidance to fix problems . Buyers may perceive the logistics of incorporating an BRAND X solution as potentially disruptive to their operation.
<i>Who needs to be involved in the decision? For each person involved, how does their perspective on the decision differ?</i>	The project sponsor is typically a senior executive. The decision-maker wants a solution that delivers operational efficiency. The individual assigned to the project is thinking, "How am I going to deploy this solution?"
<i>Do buyers expect to try the offering before they purchase it?</i>	Buyers want to pilot test the system before formally committing to a broader roll-out.
<i>Do buyers need to prepare for training and implementation?</i>	There is a site selection and review process followed by installation. Managers and staff undergo orientation. For example, a system of alerts gets integrated into the routines of front-line staff.

CONTACT US.

BLOG

ALL

BLOG

NEWS

TELL ME MORE.



ABOUT

THE BIG IDEA, REALIZED

After years of perfecting ways to make water-intensive operations more efficient, our **Water Efficiency as a Service™** platform delivers a cost-effective, secure, and scalable solution to reduce water costs and waste for a wide range of industrial, commercial, and institutional applications.

Our platform goes beyond lowering the direct cost of water – we analyze operational processes to identify hidden inefficiencies throughout your system, reliably, day-in and day-out.

Armed with real-time data, you then can quickly respond to:

- 👉 Prevent problems before they become costly wastes of water, time, and money
- 👉 Refine and optimize your water use processes and reduce your total cost of water.

OUR VISION CONTINUES TO UNFOLD

We didn't initially set out to eliminate water waste from the built environment.

Our objective was to reduce the impact of unnecessary water use and contamination on a wastewater treatment plant, and ultimately, the environment. It didn't take long for us to realize the problems were inside the facility buildings, not out in the process. We needed a way to monitor water use and understand its operation in real-time before we could resolve water issues. However, such scrutiny was challenging when so much of the system was hidden, out-of-sight, and all too often, out-of-mind.

The seed of The Big Idea was born.

Using advanced IoT concepts as the foundation, we tested prototypes at several locations. Success quickly followed. BRAND X has been on a mission ever since to capture insights into water use that drive operational improvements in process areas at one time deemed uncontrollable.

Nowadays, we consistently prove to owners and operators alike how our technology monitors and informs operating staff of the nature and location of water use issues – then guides them to resolve concerns before they become big problems. Importantly, operators have valuable data at their fingertips to review, allowing them to reduce facility water use and enjoy savings that generate an attractive return on investment.

Bottom line – what we've accomplished with companies like Costco Wholesale, Fetzer Vineyards, and MGM Bellagio, we can do for you.

[CUSTOMER TESTIMONIAL]

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INDUSTRY RECOGNITION

- IoT World Awards Startup of the Year (2019)
- Alliance for Sustainable Energy + NREL Innovation Incubator Award (2017)
- Sustainable Seattle Innovative Creation or Implementation to Advance Sustainability (2017)
- Imagine H₂O Data Challenge, Runner Up (2016)
- NW Washington Sustainability Challenge, First Prize (2014)
- First Look Forum Fall Competition, First Place (2014)
- CleanTech Open PNW, First Place, National Finalist (2014)

LEADERSHIP TEAM

- **PAUL A, FIELD OPERATIONS VICE PRESIDENT**

Paul is an expert in operational excellence. An experienced engineer, Paul is a Six Sigma Black Belt with lean manufacturing expertise to improve client operations and keep BRAND X humming.

He's also a ski patroller, mountain biker, and a father of twins.

- **KRISTIE L, OPERATIONS DIRECTOR**

Kristie delights customers. As Operations Director, Kristie streamlines BRAND X's customer integration process, leading service and support operations.

Kristie has trekked Machu Picchu.

- **MATT P, CHIEF TECHNOLOGY OFFICER**

Matt is the company's hardware design engineer. A former drone (UAV) and aerospace engineer, Matt has expertise in mission-critical avionics sub-component design.

Matt is an avid kiteboarder and outdoorsman.



- **AUDRA M, DIRECTOR, FINANCE AND ADMINISTRATION**

Audra keeps everything running smoothly. An experienced financial and administrative manager, Audra is often asked to help in a range of initiatives.

Audra is a soccer player and a dog lover.

- **TOM R, PH.D., VICE PRESIDENT DATA ANALYTICS**

Tom is BRAND X's Big Data scientist. With a Ph.D. from the University of Washington, he is the brains behind the company's large-scale data and data analytics engine.

Tom is an oenophile and winemaker.

- **MATT R, CO-FOUNDER AND CHIEF EXECUTIVE OFFICER**

As a technology company executive, Matt is a leader in new product development for IoT systems and prescriptive analytics for business intelligence applications.

Matt is an accomplished yachtsman and skier.

CAREERS AT BRAND X

BRAND X is a technology company transforming the way companies, industries, and institutions manage precious water resources. Our Intelligent Water Management Platform™ is a secure IoT solution that delivers smart water management as a service for facilities everywhere.

Current Openings

- [Customer Success Manager](#)
- [Customer Success Engineer](#)

To apply, please download our [application form](#).

Not finding what you're looking for? Email your resume to jobs@BRAND X.com if you believe you're a fit.

BRAND X is an Equal Opportunity Employer.

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