

Compiled by Elisabeth Lisican



MARK NOWAK

going mobile

Industry experiences a movement toward information at your fingertips

Mobile apps provide full access to a company's wealth of products, applications and industry information and insight, as well as distributor services and multimedia presentations. **WWD Managing Editor Elisabeth Lisican recently spoke with Mark Nowak, vertical market development manager, water/wastewater and civil infrastructure markets, Thomas & Betts, about why apps make sense for water and sanitary districts.**

Lisican: How can mobile apps aid in specification and procurement for water treatment operations?

Nowak: Mobile apps are extremely valuable in water treatment operations because they make a library of information available to the user. Product and application information is easily found with touch screen navigation and search functions, allowing the user to identify the most appropriate product to specify or procure. The mobility allows the user to access this information, as well as instructional or informational videos, without being tethered to a desk. This can be especially helpful when the user is in a plant environment, in need of specific information.

Lisican: How is this trend evolving for water and sanitary districts, which are slightly behind the energy market?

Nowak: Over time, more and more mobile apps will be available from a wider group of manufacturers and wholesale distributors. It also can be expected that services, such as equipment monitoring and diagnostics, also will become much more readily available in mobile applications.

Lisican: What best practices should water and sanitary districts keep in mind when implementing mobile apps?

Nowak: Every district should spend sufficient time mapping out how it will use its mobile apps and what expectations it has in terms of value, functionality, connectivity and other matters. There also are many decisions that a district will need to make before investing in any mobile devices, such as whether or not to pay for cellular service, which model/manufacture of

tablet to use, and whether any functions of the tablet/smart phone will be restricted from employees.

Lisican: What do you predict is in store for the future of this trend?

Nowak: Many things can be expected in the future that will only increase the value of mobile apps for water treatment districts, such as:

- Faster tablets and smartphones with greater memory, providing for more vigorous content;
- More multimedia content, such as videos and podcasts; and
- More interactivity for training, access to product specialists, blogs and online Q&As.

Lisican: How can we communicate the value of mobile apps to industry members who are unfamiliar with them?

Nowak: First of all, it is important to make the apps available for free; people are far less likely to be interested in using them if they must pay for them.

The most effective means of communicating an app's value is through word of mouth. When people are impressed with the convenience that a particular app provides, they are inclined to tell their friends and colleagues about it. At trade conferences and expos, it can be part of a presentation or booth exhibit, which will encourage further conversations. Another effective method of communicating an app's value is through Internet search engines like Google, because many people will conduct a search when they are looking for a specific app. Search engine optimization will increase the likelihood of people finding an app through an online search. If there is an article online about the benefits of a particular app, especially if it is a case study coauthored by a user, it can be very effective. **WWD**

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News Briefs compiled by **WWD Associate Editor Amy McIntosh**

IFAT 2014 to Feature Live Recycling Demonstration



IFAT 2014, a global trade fair for water, sewage, waste and raw materials held in Munich, Germany, May 5 to 9, will feature a live demonstration of recovery of raw materials from building waste. Approximately 125,000 visitors from more than 180 countries are expected to attend IFAT 2014.

California Water District to Begin Energy Conservation Program



Honeywell will work with East Valley Water District of Highland, Calif., to improve water distribution systems and reduce utility costs through a combined energy conservation and automated demand response program. The project is expected to reduce annual energy costs by \$523,000.

MEMA Renews Atkins Public Assistance Grant



The Mississippi Emergency Management Agency has awarded Atkins a yearlong multimillion-dollar contract to continue providing statewide program management services in support of the Federal Emergency Management Agency Public Assistance Program. Atkins has supported management of the program since Hurricane Katrina in 2005 and has helped obligate more than \$3.2 billion of FEMA funds to the state and its applicants.

WRF Sets Benchmarking for Water Utilities



The Water Research Foundation released a tool to help water and wastewater utilities develop and implement the 10 key attributes for effective utility management. The project, "Performance Benchmarking for Effectively Managed Water Utilities," is a practical tool to help water and wastewater utilities conduct assessments and develop organizational attributes to meet specific goals.

Consumer Water Treatment System Demand to Rise



Global demand for consumer water treatment systems is projected to increase at more than 12% per year to \$13.4 billion in 2017, according to "World Consumer Water Treatment Systems," a new study from The Freedonia Group.

Danfoss Seeks Award Nominees



Danfoss is seeking entries for its EnVisioneer of the Year award competition. Applications must be submitted by April 15, 2014.

EPA Revises Permitting Guidance for Using Diesel Fuel in Fracking



The U.S. EPA released revised underground injection control program permitting guidance for wells that use diesel fuels during hydraulic fracturing. EPA developed the guidance to clarify how companies can comply with a law passed in 2005, which exempted hydraulic fracturing operations from the requirement to obtain a permit except in cases where diesel fuel is used as a fracturing fluid.

Aqua Launches Educational Program



Aqua America Inc. launched WaterSmart, an interactive online program to help consumers conserve water in their homes and learn about the water treatment process. The program provides tips for water conservation that align with activities such as cleaning, gardening and personal care.

Global Water Summit to Focus on Growth



Hosted by Global Water Intelligence and the International Desalination Assn., the Global Water Summit will be held in Paris, France, April 7 to 8, 2014. The theme of the conference is "Water for Growth."

Chemical Engineers to Meet in New Orleans



The American Institute of Chemical Engineers will hold its 2014 Spring Meeting and 10th Global Congress on Process Safety in New Orleans, March 30 to April 3. The meeting will consist of 150 sessions across eight topical conferences and special program tracks. More than 2,400 practitioners from 50 countries are expected to attend.

Networking News

- Mike Quinn will lead Emerson Bearing's new wastewater treatment division.
- Severn Trent Services appointed Lawrence Quinn chief operating officer of its water purification business.
- Carol Mowder, P.E., joined CH2M Hill's Baltimore office as a remediation expert. **WWD**

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