

Wi-Fi Controller Are Revolutionizing / Disrupting The Irrigation Business!

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Agenda

1. Trends
 - Irrigation Market North America
2. What's WiFi
 - General Knowledge
3. Wifi and your Business Future
 - Change your model
 - Get to Started
 - Plan
4. What I'm doing

Trends

Irrigation Trends

- Where are we going?

- 2020 Different Customer / Different Business owner
 - Fewer installations.
 - Water is a resource.
 - Aging systems.
 - Aging owners.
 - Technology improvements.
- [IA Best Management Practices](#) / on IA web site under “Standards”

Google and Amazon Set the bar!

- Customers expect you to be like Google & Amazon
- Smart Homes
- Smart Devices
- Anticipating customer needs
- WiFi Controllers are the answer
- Smart Devices
- Anticipate customers needs

Fewer Installs / Rebuild Future

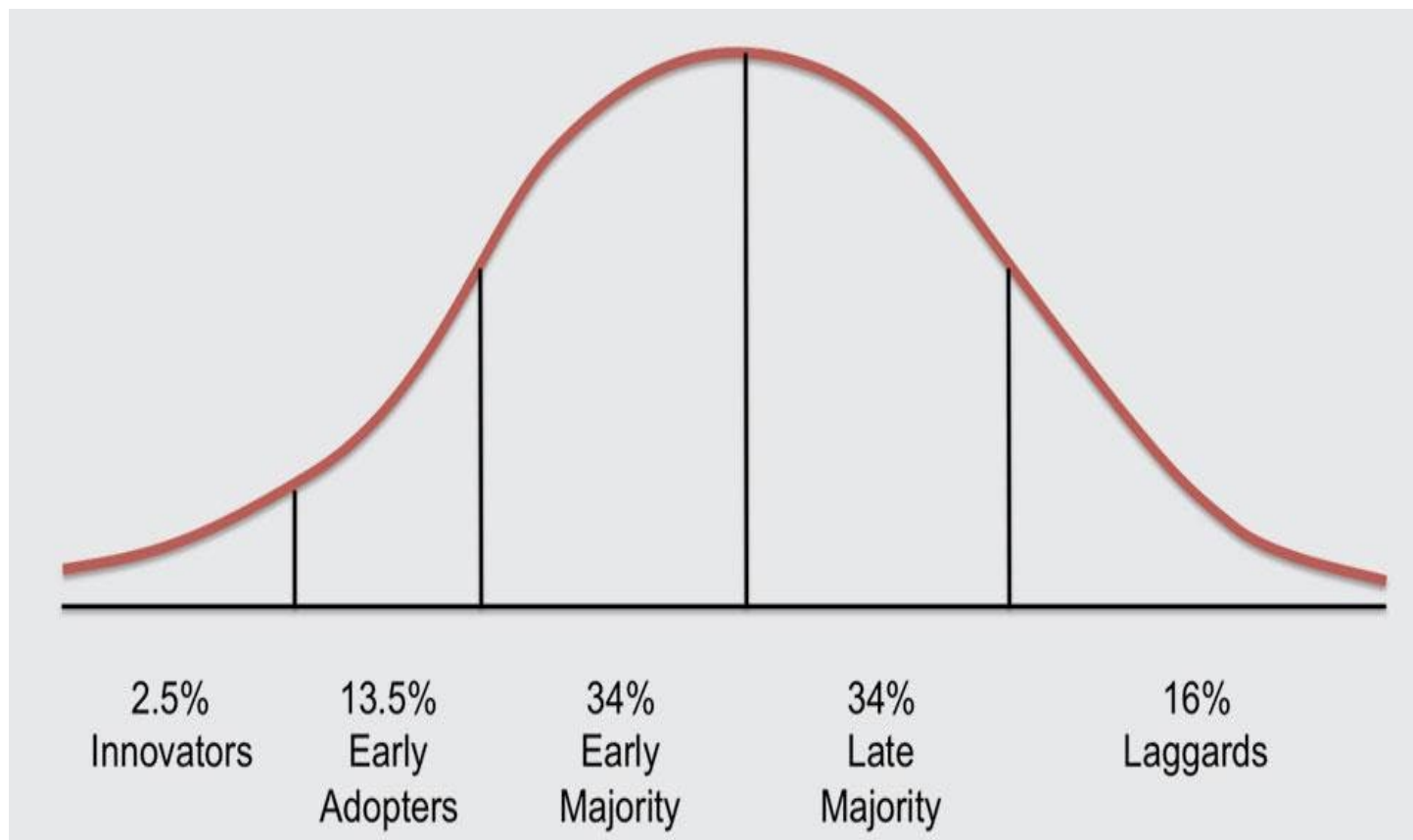
- 43,000,000 + 1" systems in NA
- WiFi Controllers (Just taking hold)
- Water conservation
- Market to existing customers Base
- Owners need to think REBUILD FIRST
- Change Business to Proactive VS Reactive

So, what do WiFi Controllers have to do with this?

- Old Controllers you're waiting for the phone to ring
- WiFi Controllers you knowing your customer has a problem before they do
- Office does the monitoring
- Office Service call \$\$\$\$
- Free Service tech for tougher jobs
- Communication and scheduling office work
- Future is being in the “Water Management “ Vs Irrigation Repair Business!

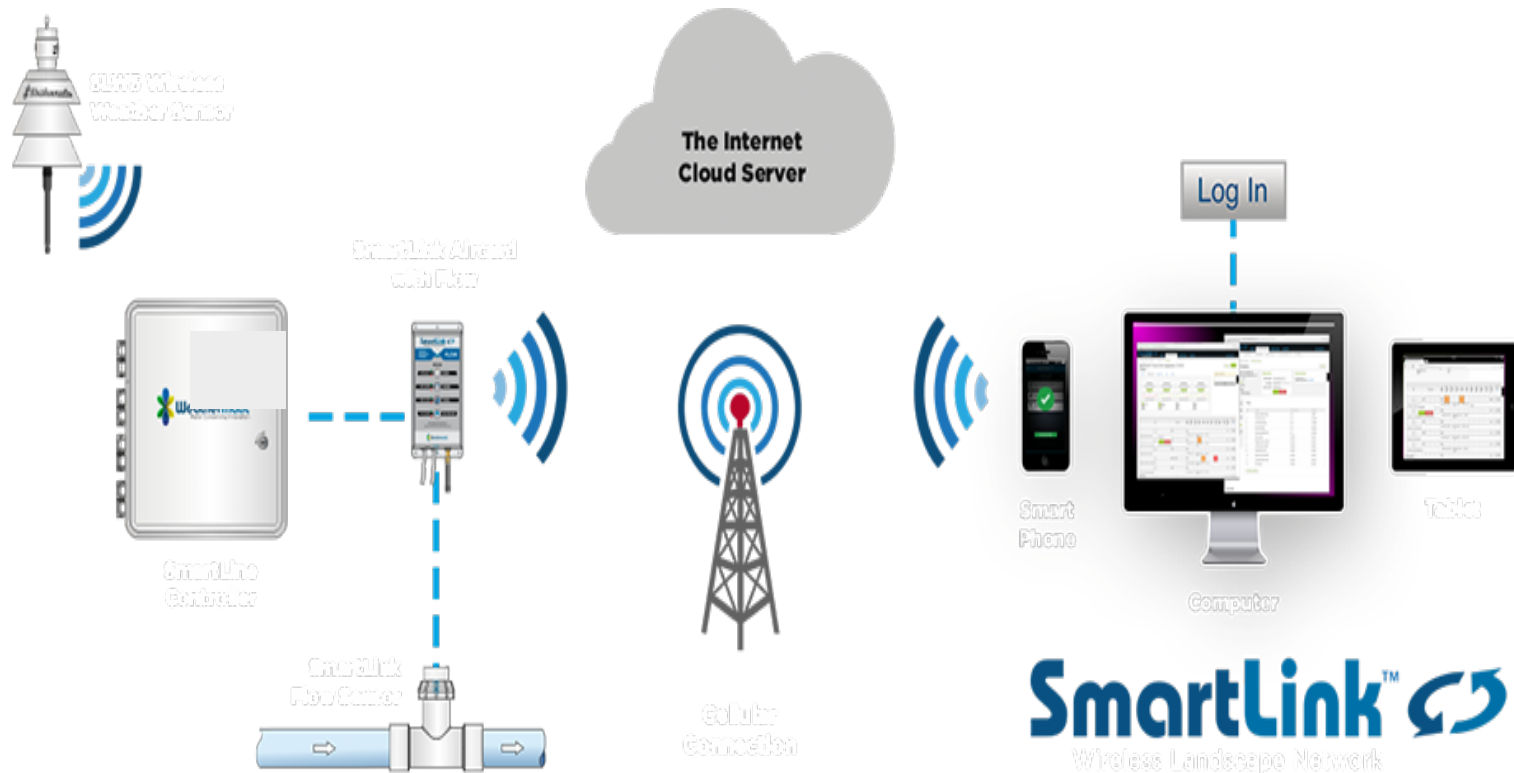
Understanding WiFi Controllers

Market and Contractor Acceptance



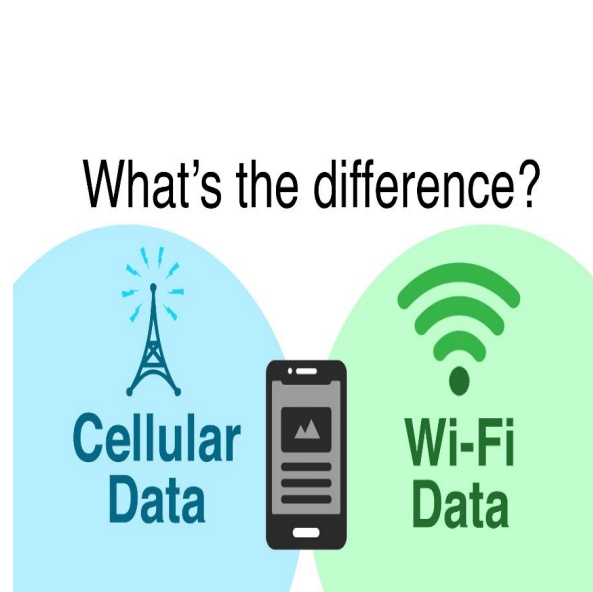
What is out there for tech?

- Cloud based control systems.



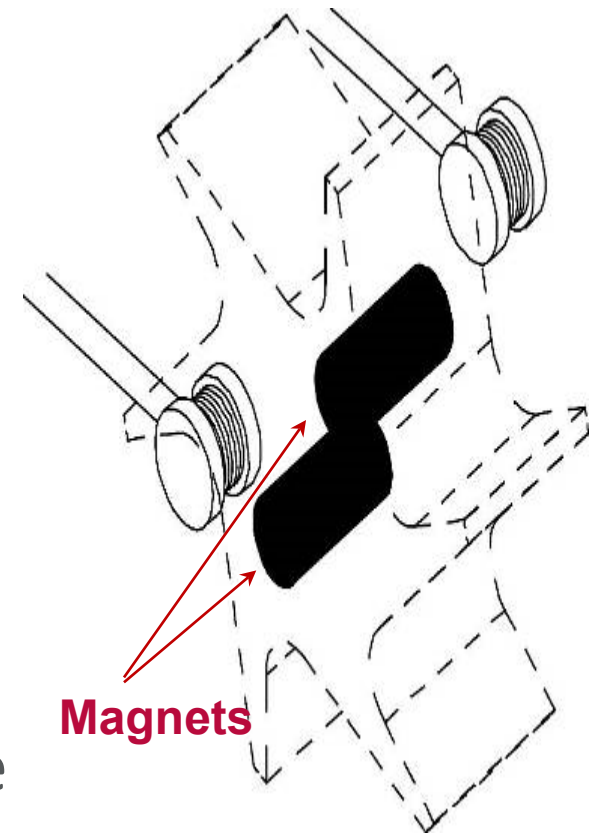
What is out there for tech?

- Different types of communication.
 - Ethernet, radio, pager, cellular, WiFi and bridge type hybrid systems.



What is out there for tech?

- Flow sensing.
 - Water passes over flow sensor impeller
 - Each revolution generates a pulse
 - The pulses are transmitted to the controller or converter
 - The Controller converts those pulses into GPM or LPM



What is out there for tech?

- Check out this list of “Smartphone-Friendly Irrigation Controllers IA Web Site Under SWAT”



Stuff to consider with this accessible technology?

- Method of Connectivity
- Stability of Platform / Recurring Charges
- Accessibility for Multiple Users and Onsite
- Security
- Ability to Sense Flow / Normally Open MV?
 - Incorporating flow sensing into your business?
- Type of Smart Control
 - Deficit versus predictive weather based control
- Business Improvement Reasons

Service Delivery

- System monitoring and inspections.
 - Technician inspects site twice annually (start up and shutdown).
 - System monitoring (Office Staff) requires someone to check at least daily what is going on and log info.
 - Reports include system performance, water use, events, i.e. rain delay, run time adjustments due to temperature.

Business Reasons

- Everyone of your current customers
- Upgrade System / Water Manager
- Can install a WiFi Controller in Winter
 - Keep guys working in off season
 - New revenue in Winter
 - Recurring Revenue
 - Increase Business Value
 - Less weather dependent

Potential Challenges

- Different way of thinking, managing and pricing services to customers
- YOU ARE THE BIGGEST CHALLENGE
- Being left behind
- Using office staff for basic issues
- Field Staff for more technical issue
- Education of clients and associates

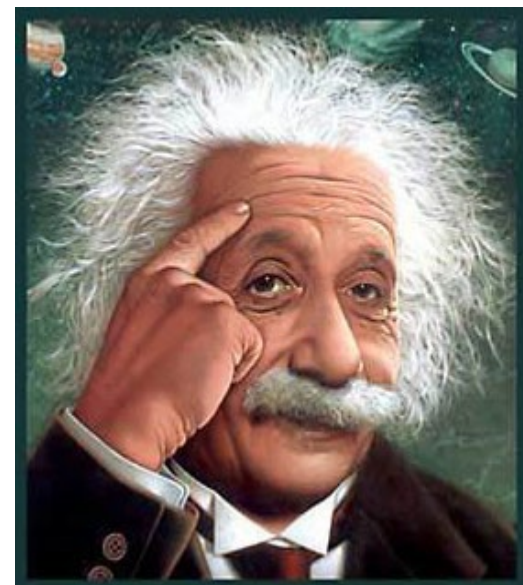
Potential Challenges

- Service alerts must be continually managed, “emergency” calls and alerts must be managed.
- Setting expectations that monitoring and repairs are two different charges.
- Customer communication must be primary concern – may be contrary to company culture (texting, Email and phone)

Business Future

A Worthwhile Question

“If you continue to do the same thing over and over and get the same results, why would you expect anything different in the future?”



What is needed to get to the “*next level*”?



A fool with a plan can beat a
genius with no plan.

- T Boone Pickens

What is needed to get to the “*next level*”?



Know your cost!

- What does it cost to go back and adjust controller?
- Opportunity Cost
 - you could be doing something that you can bill out
- What do you value your time as an owner

A Trend (monitoring)

- Home Security and HVAC
 - Prices & Packages
 - ATD
 - Brinks
 - Home Generators
 - Sump Pumps
 - Hot Water Heaters
- Why not Water Management ?

Annual Fee

- This annual fee (\$75.00) covers the cost of monitoring your irrigation system.
"Providing Peace of Mind"
 - Smart Water Scheduling
 - “Keeping it Green”
 - Flow Monitoring
 - leak or no water
 - Detects faulty wiring
 - Allows remotely shutting system down.

Plan & Equipment

Good

- Controller/
Rain Sensor
- Remote
Scheduling
- Smart
Watering
- Electrical
issues
detected

Better

- Plus Flow
Meter
- Plus Flow
Meter
- Total Water
Usage

Best

- Plus Master
Valve
- Shut water
off
- All Three Prepaid \$75.00 annual fee
- No plan: \$40.00 per adjustment
offsite, standard service call on site.

What WiFi Controller to Sell?

1. 26 different WiFi Controllers
2. What one helps me change my business
3. Who manages the alerts?
 - Owner, Service techs, office staff
4. Office Staff is the answer
 - Easier to find, hire & train
 - They schedule and communicate
 - Wifi alerts integration with office a must.

What I'm doing

Hunter's Hydrowise Controller Sends Alert



Directly into my office's HindSite Software

Quality Sprinkling Systems Inc. - HindSite Software - Scheduling Remaining Goal Hours - 7155

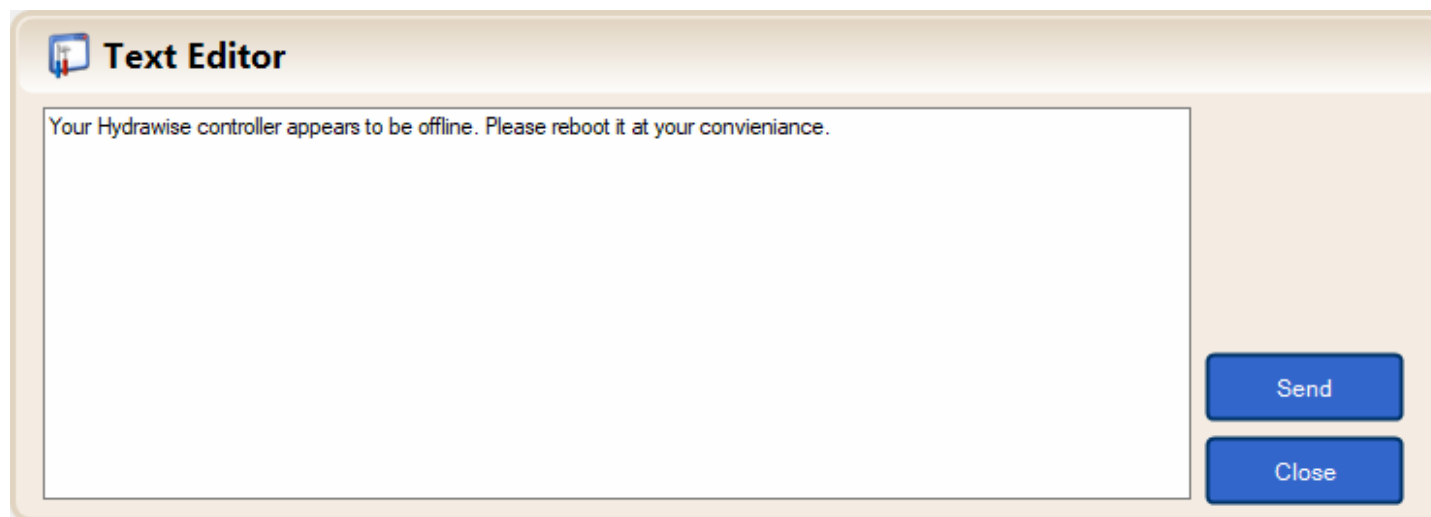
Active?	Time Requested	Message	Source	Data
Yes	7/26/2019 3:08 PM	Alert Unscheduled Flow (Leak) Alert: Water usage over the last hour for flow meter Flow sensor on controller Applied Home Healthcare, 28825 Ranney Parkway, Westlake OH was 6.5 gallons when no zones were running	HydraWise	Company Name: Uxytso Controller Name: Marquard 33790 Lake Rd., Avon Lake OH Address: 33790 Lake Rd, Avon Lake, OH 44012, USA Controller ID: 87123 Lat: 41.50161 Lon: -82.063373

1 of 2 Rows

1608 x 866px Size: 36.2KB 100% (-) (+)

Office staff processes the Alert

- By texting customer



Hunter Hydrowise & HindSite Software

1. Direct communication from customer controller into your HindSite Software base.
2. Office Staff does all the managing of the alerts.
 - a. Office staff makes can automatically communicate with your customers
 - b. Hydrowise marketing templates integrated with HindSite Connect to make marketing very easy to your customers.
 - c. A number of contractors have sent 1 email and sold 50-75 Hydrowise controllers as off season upgrades

Summary

1. Get in with both FEET
2. Market as an upgrade to existing clients.
3. Wifi controllers can be installed in winter months
4. Don't forget about Wifi controllers for new installs
5. Controller and office Software need to be integrated.

Thank you!

A high-speed photograph of a water droplet splashing on a dark surface, creating concentric ripples. The background is a soft, out-of-focus blue gradient. The droplet is captured in mid-air, just above the surface, with a small air bubble trapped inside it. The lighting is dramatic, highlighting the droplet's shape and the ripples.

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