

Sensor Manufacturers

As a spin-off of university research or as an established sensor manufacturer, you want your online water quality sensors or monitors to be deployed by water utilities.

- Do you experience a need to provide demonstrations of your instruments to each individual customer?
- Do you face the issue of proving whether your sensor fulfils a monitoring need while addressing local conditions and regulatory requirements?

Validation and verification of your technology or method can reduce site visits, cut costs and provide the answer to fulfilling these requirements. Benten offers its expertise and experience to sensor manufacturers who wish to connect with their customers and the market at an early stage, in order to ensure their viability in the long term. Independent technology validation and verification (testing) can contribute to customer confidence in sensor technologies, and is thus of interest to Benten's other customer group – water utilities. Benten provides this service as a Test Body under the umbrella of the EU ETV programme in close cooperation with several well-known partners, the Water Application Centre (WAC, NL), the Centre of Expertise Water Technology (CEW, NL) and for verification WRc plc (UK).

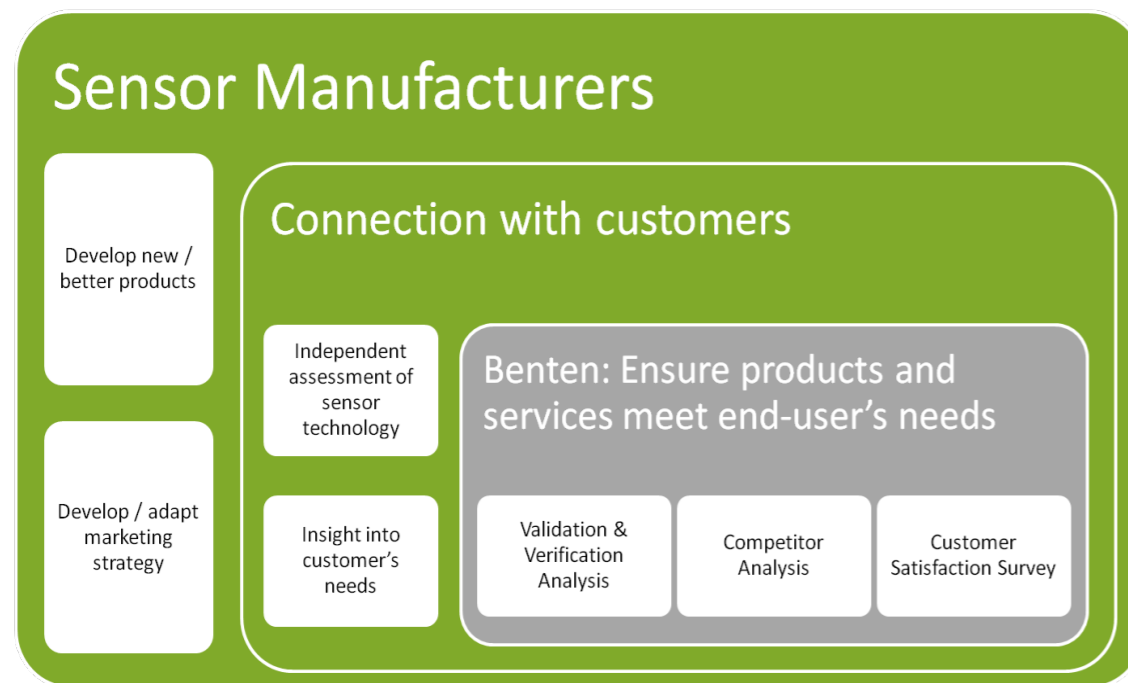
Additionally, a market or competitor analysis helps you focus resources on the development of new products for which the market shows promising sales figures.

Expert and honest water quality monitoring solutions through science and services for ...

Water Utilities

Investors

Sensor Manufacturers



Validation & Verification

Independent validation and verification testing can boost the adoption of new and innovative water quality monitoring technologies while at the same ensuring that the technologies the water utilities wish to implement actually meet their requirements. Benten's products are: VVA-Scan, VVA-Claim, VVA-Test.

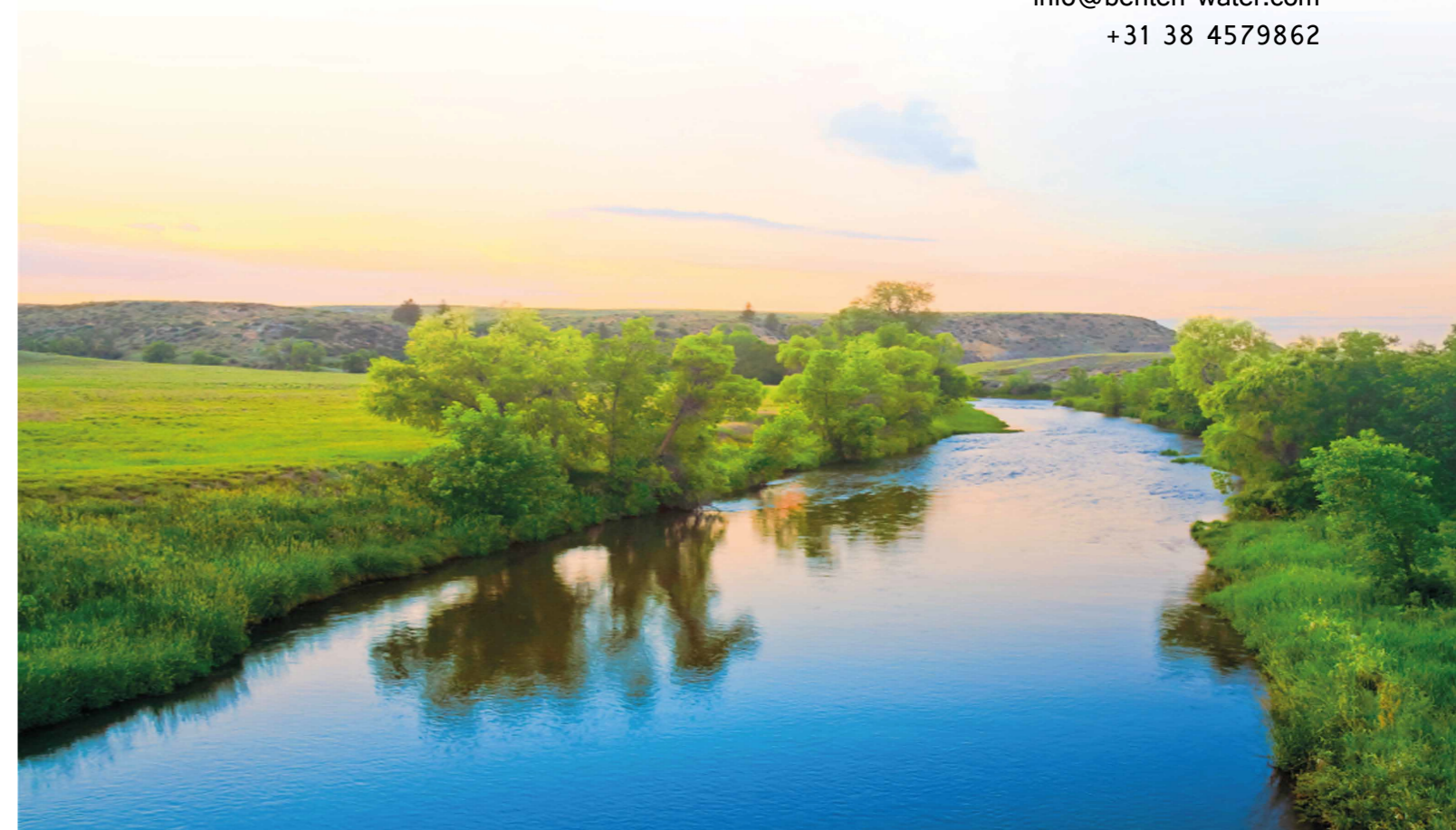
Competitor Analysis

Our competitor analysis performs a comparison with your three main competitors with regard to competitive advantage, target groups, market share, marketing strategy, product profile, pricing and distribution channels. Additionally, we carry out a SWOT analysis to identify possibilities for improvements.

Customer Survey

Customer surveys can help you collect answers to specific questions through targeted information-gathering and expert assessments, in order to identify unhappy customers and to find those customers willing to help you promote your products and e.g. provide you with testimonials for your website.

www.benten-water.com
 info@benten-water.com
 +31 38 4579862

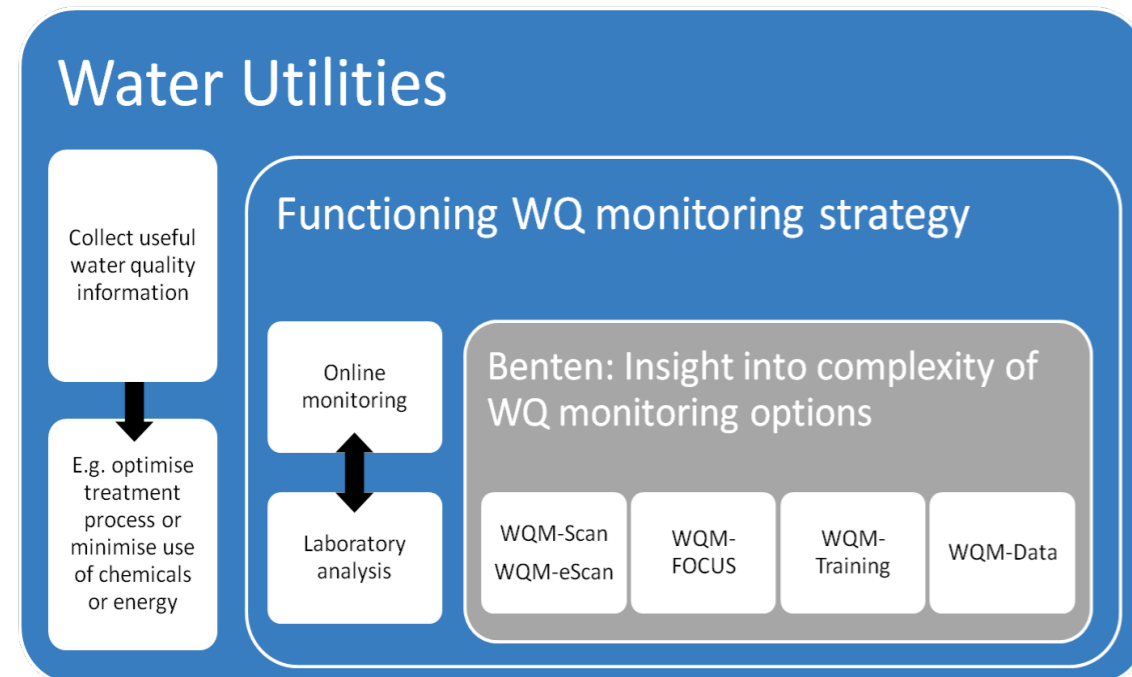


Water Utilities

The growing role of online sensors is creating new demands in the market. Deciding which sensor is needed, how to interpret the data and how to best use a sensor is becoming increasingly difficult for legislators, managers, operators and consumers.

- Are you looking to optimise your online monitoring network in order to maximise information gathering and minimise costs and efforts?
- Have you purchased online water quality sensors which do not meet your expectations?
- Is your instrumentation collecting dust on a shelf because you cannot seem to make it work?

Our assistance as a specialist partner who understands WQM issues inside-out and recognises the demands, necessities and practicalities as well as operational limitations allows you to obtain the best value from your monitoring budget and ensures that legislative thresholds and organisational goals are met.



WQM-Scan & WQM-eScan

The WQM Scans are analyses of (waste)water treatment processes and/or river basins resulting in an overview of potential savings and the deployment of online sensors and monitors throughout the entire process or catchment area.

WQM-Training

Benten helps you focus on the effective application of instruments to realise their full potential. The courses include an introduction to the technology, instructions on operation and maintenance, and data interpretation.

WQM-FOCUS

Facilitative **O**utline for **C**hoosing and **U**sing **S**ensors assists you in defining a technical problem, selecting optimal monitoring strategies, installing and implementing suitable equipment and evaluating the monitoring results.

WQM-Data

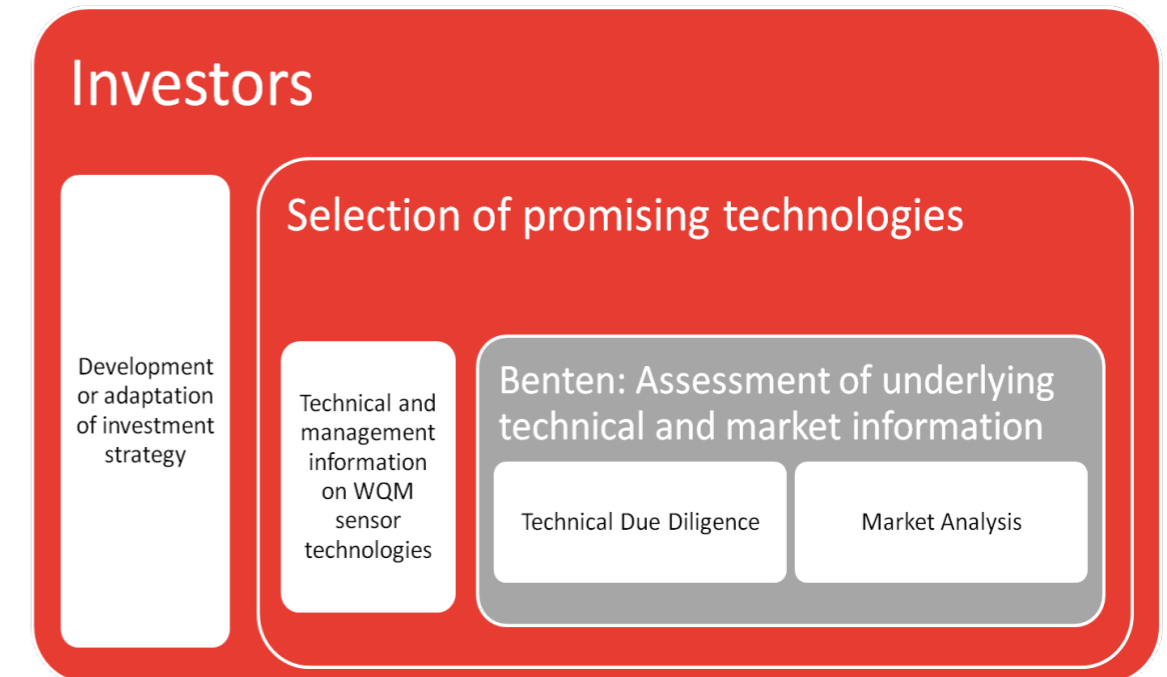
Benten provides you with tailor-made support for the collection of your water quality monitoring data in order to obtain relevant information on the basis of which management or operational decisions can be taken.

Investors

The need for additional (private) funding for the development of new or improved water quality sensor technologies is becoming more and more apparent. Private investors and investment companies have been showing increasing interest in water quality monitoring technologies for various reasons:

- the technologies developed are highly innovative;
- these technologies support a more sustainable approach towards water treatment (reduction of the use of chemicals and energy);
- water quality monitoring is directly related to public or ecological health and thus has a strong association with the needs of society.

Benten offers you a range of consulting services, bringing to bear its extensive experience in these fields to assist you in choosing the most and economically efficient investment. These include technical due diligence of water quality instrumentation and market studies for new and innovative technologies.



Technical Due Diligence

When investing in innovative water quality monitoring technology, it is important to mitigate technical risks before deciding to commit. Benten's offer includes:

- identification of scope and objectives, including confidentiality agreement;
- documentation review including all relevant technical documents;
- detailed technical audit and reporting;
- optional: (prototype) testing of sensor technology;
- client-liaison and after-service including additional questions or concerns.

Market Analysis

A market analysis can provide insight into the market potential, market size and "sellability" of water quality sensors or sensor types. Benten offers this service either as part of a technical due diligence service, or as a separate product.

Upon request, we investigate the monitoring technology of interest, thereby making sure we collect all the necessary market-related information you need to take the right decisions on your investment.