



NEWS RELEASE

TaKaDu Signs First US Contract with Knoxville Utilities Board (KUB), Tennessee, USA

KUB chooses TaKaDu's event management solution to help boost water efficiency and reduce water loss

Knoxville, TN, USA, and Yehud, Israel, April 5th, 2017 – TaKaDu, a global leader in Integrated Event Management solutions for the water industry, announced today that Knoxville Utilities Board (KUB) has signed a contract with TaKaDu, following a public tender, as part of its concerted efforts to improve customer service and reduce non-revenue water (NRW). The project is being managed by Matchpoint, one of TaKaDu's distributors in the North American region.

KUB provides electric, gas, water, and wastewater services to Knoxville and parts of seven surrounding counties in the East Tennessee Valley.

KUB invests heavily in enhancing its infrastructure. In its water distribution system, for example, it has created District Metered Areas (DMAs) to partition the network, added many sensors and meters for flow and pressure monitoring, and replaced other assets.

The next natural step was to decide how to transform data on the water system into operational knowledge, and TaKaDu was chosen to manage the vast volumes of sensor data providing near real-time analysis and alerts for network incidents of multiple types.

TaKaDu's automated cloud-based service enables utilities to detect, analyze and manage network events and incidents such as leaks, bursts, faulty assets, telemetry and data issues, operational failures and more. Converting raw data into knowledge, TaKaDu provide greater visibility and actionable insights for the faster resolution of events.

Barry Hales, President, Matchpoint, said, "Matchpoint is honored to bring KUB and TaKaDu together. We challenge ourselves to accurately define and fully comprehend the needs of our clients. The KUB/TaKaDu solution will translate information into knowledge, thus providing a mutually beneficial relationship for years to come."

"We're delighted to announce this important opportunity with KUB, representing the first US utility to join TaKaDu's worldwide customer base across eleven countries. KUB's progressive approach to data evaluation and eagerness to improve its efficiency fits perfectly with the culture change TaKaDu is enabling," said Amir Peleg, TaKaDu's Founder & CEO.

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About Matchpoint

Matchpoint (<http://www.matchpointinc.us/>) designs and implements comprehensive water asset management programs for reducing and controlling real and apparent water loss. Tailored to each client's specific needs, Matchpoint's approach integrates innovative technology, refined service methodology, and over 95 years of combined expertise to proactively monitor and detect non-revenue water. Matchpoint brings transparency to the underground water network by integrating TakaDu's event management software with our non-intrusive flow, pressure and leak detection solutions.

About TaKaDu

TaKaDu (www.takadu.com) optimizes operational efficiency and improves water management across-the-board. A proven IoT solution for the water industry, TaKaDu offers the most comprehensive integrated event management platform, based on big data analytics and sophisticated algorithms. TaKaDu provides multiple benefits, including reduced leakages and supply interruptions, automatic early warning of anomalies, improved data integrity, and KPI measurements. Ensuring a faster response time, TaKaDu also helps to improve customer service. A cloud-based SaaS platform, TaKaDu brings together huge amounts of information in an easy-to-use, flexible and scalable solution. Its innovative approach has earned notable commendations, including the World Economic Forum Tech-Pioneer Award and a Harvard Business School case-study.

Press Contact:

Natalie Chouraqui
TaKaDu
natalie.chouraqui@takadu.com
+972-54-4750-889