

Critical industries, such as water utilities, industrial water, and energy rely on their labor force to accomplish objectives. However, if these objectives are going to be seen through, it is imperative that

## Industrial Technology Trends

### A Secure Process Intelligence Publication



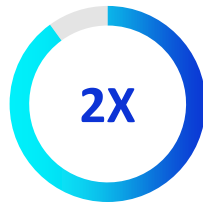
the leaders and managers of these organizations keep their employees from leaving for other opportunities. How does one accomplish this? For one, business entities (both private and public) need to be reminded that **their success with customers and stakeholders is dependent on trust and relationships**. And at SPI, this is why one of our value statements is: *“Employees are not just colleagues but are treated with respect.”*

What happens if that value statement is not fulfilled? Let's look at some relevant industry attrition data. The American Water Works Association reports that **utility respondents' turnover rate has doubled on a percentage basis from 2021 to 2022**. And over half of non-utility respondents report **struggling to fill key positions**<sup>1</sup>.

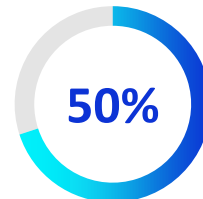
How are industries responding? In order to keep key personnel on-board, management needs to ensure that employees are engaged in fulfilling work that aligns with their core values. The days of top down "do what I say, I'm your boss!" hierarchical styles are gone. Therefore, as these employees are moved away from menial, less rewarding yet important job functions, **IoT and automation must fill the vacuum**. The encouraging news is that industry leaders are following suit: in the next four years, **IoT applications in the Utilities market are expected to increase by more than 50%**<sup>2</sup>.

Take a look at some of our case studies here: <https://sp-i4.com/industrial-water/> , <https://sp-i4.com/municipal-water/> , <https://sp-i4.com/other-industries/>

## Fast Facts



Increase in Attrition Rate  
Between 2021-2022



Utilities' Increase in IoT  
Applications in Next Four Years

1: Staff shortages, clogged supply chains latest water sector pandemic challenges, AWWA, November 23 2021.

2: Future Market Insights: IoT in the Utilities Market

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