

Press release

Danish software company APX10 opens first US office in the The Global Water Center in Milwaukee

With the new US office in place, the company aims to accelerate the digitalisation journey of US water & wastewater utilities and take infrastructure reinvestment and asset management decision making to the next level. The data|APX® software platform from APX10 aggregates and analyses all existing utility data from the water distribution and sewer collection network into a user-friendly overview and is a modern digital analytics tool with multiple decision parameters designed to support utility staff across multiple departments.

Award winning solution ready to take on the US market

APX10 won silver in the project innovation category during the IWA World Water Congress & Exhibition, just a month ago in Copenhagen, Denmark. Selected among more than 200 projects from 50 countries, the company received the major international innovation award for the development of the "data|APX®" software, which can kick-start the digitalisation of water and wastewater utilities worldwide.

Ulrich Borup Hansen, CEO of APX10 states the following about the the first office in the US: *"As a young and fast growing water specialized software company we are very proud to have come this far in our journey. That we can now open our first office in the US is a dream come true for the entire team. We expect a lot from the US market and for the same reason we are now making this significant investment in being present locally with our own setup. We know that APX10 can make a positive difference in fast tracking water and wastewater utilities in North America to become digital and data-driven in their decision making. And having our US base in a leading water hub is a great starting point to make this visible."*

The Water Council is delighted to welcome the APX10 to the USA

The Water Council, Milwaukee, WI, is a global hub dedicated to solving critical global water challenges by driving freshwater innovation and advancing water stewardship. Dean Amhaus, president & CEO of The Water Council has the following to say about APX10's decision to open offices in the Global Water Center: *"We are absolutely thrilled that APX10 has selected Milwaukee as the location to establish their operations as they take their award-winning data analytics platform into the United States market. It is especially gratifying as APX10 won a Project Innovation Award at the recent International Water Association's World Water Congress & Exhibition."*

The pressing need for investments in the aging U.S. water infrastructure is a well-known speaking topic among water professionals. In the coming years, US water and wastewater utilities will be forced to not only replace network infrastructure in unprecedented scale, but also modernize operations with data analytics to leverage smarter, predictive, and cost-effective technologies.



Significant shift in utility decision making with the introduction of data analytics

Digital asset management is a process that leverages data to manage long-term planning for the purchase, deployment, and decommissioning of infrastructure assets. According to Bluefield Research, the U.S. and Canada digital water market is expected to scale at a 6.5 percent annual growth rate from \$5.4 billion (USD) in 2019 to \$10.8 billion in 2030, overtaking more traditional sub-segments of the municipal water and wastewater industry.

In the Nordics, APX10 already see a significant shift in the introduction of data analytics and new decision paradigms used in water and wastewater utilities today. Moving away from the classic static and traditional project evaluation to a more proactive way of thinking, where digital asset management is a leading driver for smart budget allocation and increased focus on optimization. A lot of the industry comes from a world where utilities make five or 10-year forward plans for their investments. All the variables influencing these plans are now dynamic, so the plan itself also has to be dynamic, and that's where having access to a data driven asset management platform with a strategic investment overview will help them.

Offering the latest technology for the utility leaders of tomorrow

Smart data usage will be a game changer in the years to come as the utility organizations are changing. Experienced water professionals leaving the work force is an increasing concern, and attracting new talent plays a bigger role for the entire water industry. APX10 addresses this issue providing a proven software solution that supports water utilities with a common digital tool ready to use for several utility departments.

In other words utilizing already existing utility data can make an impact right away and digital asset management is the future of a well driven utility company.

About APX10

APX10 is a Nordic software company specialized in water, wastewater and district heating solutions. The idea for APX10 and its software platform data |APX originates from being part of a Nordic based water specialized engineering firm, and was established as an independent company in 2019 and is since 2020 owned by Cimbria Capital which is a US private equity firm with expertise in water and located in Houston (TX) and Milwaukee (WI), USA.

The APX10 software, data |APX® is used by utilities for project prioritization, management decisions and budget planning. Through its offices in Denmark and now the US, APX10 has operations in the Nordics, Germany, Benelux, and the USA.

Read more at www.apx10.com

Press contact

APX10
Andreas Julskjær Pedersen
Head of Projects and Communication
ajp@apx10.com
+45 22 62 16 91