BIG DATA

# Aliaxis diversifies APX10's growth prospects

The Danish big data company was built with a global customer base in mind. It now has a new springboard to tap overseas markets.

Aliaxis Ventures' purchase of a minority stake in Danish data analytics company APX10 marks its second water investment in less than three months, and will provide the Aarhus-based company with access to international customers outside of its core Nordic stronghold.

"We have had great success so far in the Nordic market, and Aliaxis is capable of providing us with a much broader outreach that will help us achieve further exploration in Europe and the Americas," Ulrich Hansen, APX10's CEO, told GWI.

"We started off with a global mindset, and so the data models that we are utilising in our platform are universal," he explained. "We help our clients prioritise where to spend their investment budget, and where to create the most value for consumers and the environment. We help them achieve more insight and become data-driven in their decision-making based on existing data. It's a much faster and a much cheaper way to become digitised."

APX10's analytics platform can typically deliver efficiencies in the 10-15% range across capital and operating expenditure budgets within a relatively short space of time. While this has convinced numerous utilities to sign up (APX10 has an estimated 20% market share in its home market of Denmark, and is already moving into Norway), will clients be as keen to maintain their subscriptions once the efficiency gains start to taper off?

"We have actually made it much more sticky by appealing to a broader range of users within the utility," Hansen maintains. "It's not just the head of projects and planning or the head of asset management that is using our solution – it is also the engineers and the technical people, it's the operations guys, and the C-level is also using our solution to present to the board in terms of where they see risks going forward.

"A lot of the industry comes from a world where they make 5- or 10-year forward plans for their investment. All the conditions influencing these plans are now dynamic, so the plan itself also has to be dynamic, and that's where having access to a platform with an overview on a day-to-day basis will help them."

APX10 cut its teeth in the wastewater space, and it will be intriguing to see what synergies emerge with Kando, the Israeli SaaS company that Aliaxis invested in earlier this year. Kando collects and analyses data on wastewater quality using IoT sensing units placed into pipe networks, which feed data back to a cloud-based analytics engine.

The bigger question is whether in future, a suite of solutions can be packaged into a "piping-as-a-service" offering, where a single entity would take responsibility for making sure that a pipe network performs according to a pre-determined service-level agreement. The market may not be ready for that approach yet, but it could bring to an end the traditional model of figuring out how to invest an arbitrary budget over an arbitrary time period so as to optimise an ageing and invisible pipe network. ∎