

Evolution - Water Management Presentation Training

Overview

This document will cover the best practices for delivering the Symmons Evolution presentation. Each section will focus on the general theme and then the purpose of each supporting slide. Please note it will be updated to capture these same themes using the Prezi format.

Symmons Overview

80 Years of Improving How Water is Experienced (Slide 2)



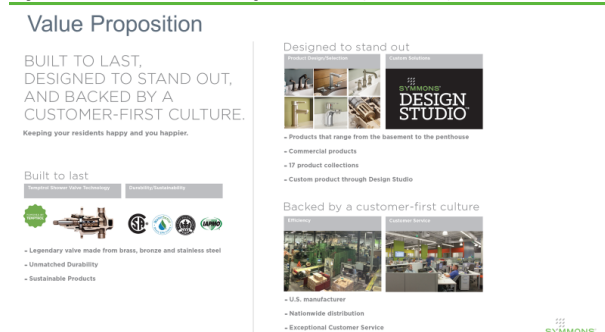
3rd generation family Business – founded by an engineer/inventor Paul Symmons

Pressure Balancing – invent the pressure balancing technology that dramatically reduced scalding and shower shock issues. Driven to ensure safe shower experience.

Trusted by Plumbers – built Symmons through the reputation of the expert: the commercial plumber. Symmons became the default choice of plumbing contractors because of the valves unparalleled quality and performance, ensuring there will be no “call backs” to the project.

U.S. Based Manufacturer – Symmons continues to manufacture in the U.S. as it gives us competitive advantage to ensure product gets to job sites on time.

Symmons Value Proposition (slide 3)




Built to Last – Unparalleled durability with shower valves that last 30+ years which reduces you total operating costs by 3x!

Designed to Stand Out – With 18 suites and the custom solutions delivered with the Symmons Design Studio we can meet the design vision of any development project.

Customer First Culture – We firmly believe that once the product leaves our factory the magic is just starting. Our teams in the field will ensure product is on time and help with any training while construction process is executed.

The World is Changing. So are We (Slide 4)

The World is Changing.
So Are We.
We are building the future of digital plumbing.



- UBER
- CAT CONNECT
- NETFLIX

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We all know how Uber disrupted transportation and how Netflix transformed digital entertainment. Caterpillar is a solid corollary to Symmons in that they add sensors and software to their large mechanical equipment platform and reduced downtime by 26%, energy use by 30% and increased efficiency by 25%.


Symmons Purpose (Slide 5)

At Symmons, our purpose is to reimagine how the world uses and manages water...

To do that we will bring data and intelligence to water management...

The Benefits for your team:

- Reduce Operational Costs & Investments
- Avoid Catastrophic Water Events
- Ensure the Guest Experience is Delivered



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Purpose: At Symmons, our purpose is to reimagine how the world uses and manages water...

How will we deliver on this promise: intelligence for water, sensors and software that manage water for you.

The Benefits for the Customer:


- Reduce Operational Costs & Investments
- Avoid Catastrophic Water Events
- Ensure the Guest Experience is Delivered

The Problem – Research of Water and Its Impact on Hospitality Properties

Deliver on 3 Fundamentals (slide 7)


Expectations on the Fundamentals are High, Hotels Can't Get Them Wrong

"There are two reasons why a guest would leave – a bad bed or a bad shower."
– GM, Hilton Garden Inn



Door Bed Shower

"Every hotel sells three things. They sell a door for security, they sell a bed for sleeping, and they sell a shower for cleaning."
– GM, Homewood Suites



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This slide emphasizes the three core elements that a hotel must execute on to ensure the optimal guest experience. If any of these core elements are missed or if something should interfere (plumbing, water heater, risers, PRV) that guest will not return.

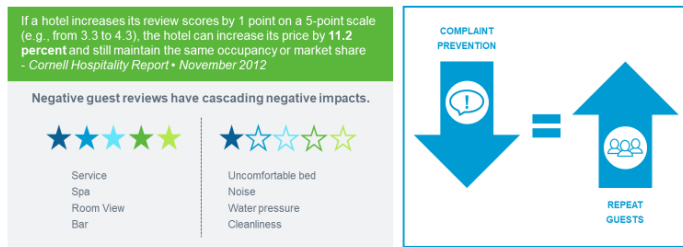
Message 1: For any hotel to meet the requirement of the guest experience, they must deliver on three key attributes: security/safety represented by the door, a bed to get a peaceful night sleep, and a shower to reenergize and start a new day.

Message 2: A failure to deliver one of these attributes and the guest will never return—a lost customer.

Check In with Customer: How do you see these three key deliverables impacting the guest experience? Does it resonate with you?

Reputation as Currency – Impact of Reviews = \$\$\$ (Slide 8)

Reputation is a Key Success Factor and Guest Reviews are “Currency” in the Hospitality Space



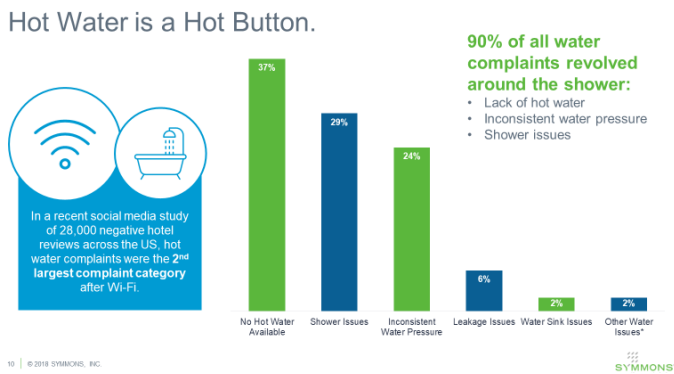
How does the review impact your hotel?

Message 1: Cornell studied the impact for review sites. A hotel with positive reviews that improves their rating by 1 (star/bubble) drives an 11.2% increase in price with same occupancy.

Message 2: When those reviews are negative, the impact goes in the opposite direction-- reducing revenue and profits.

Check in: How does your team tackle the impact of review sites and social media? If they share example with water, remember it and use one of our features later to demonstrate how we can fix their issue.

Hot Water is a Hot Button Issue (Slide 9)

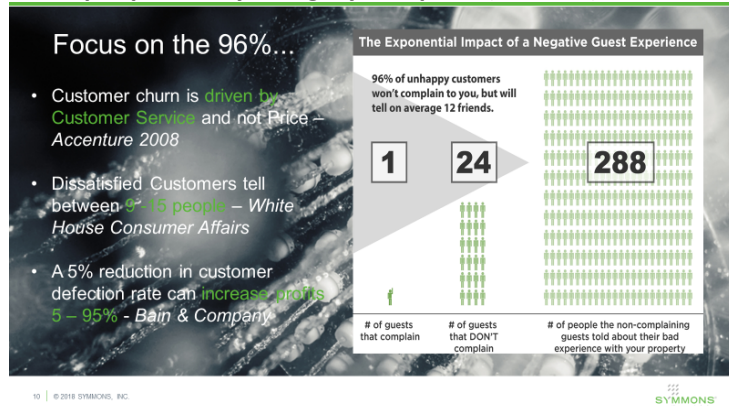


Symmons purchased a database of 1.5 years of hotel reviews. We then normalized the data and categorized the complaints to determine what drives negative reviews.

Message 1: The top 2 complaints in hotels across the U.S. are issues with WIFI and Water complaints mainly focused on lack of hot water.

Message 2: WIFI issues are alleviated by enhanced technology and bandwidth improvements. Currently there is no holistic, total building solution for water issues. That is why we created Symmons Evolution.

4% of people in any category complain (Slide 11)



Message 1: Hotels can rectify an issue when they hear a complaint. They can reimburse the guest and turn a negative into a positive.

Message 2: Studies show that in every category of business only 4% of customers complain. What do we do for the 96% of guests that may have had a bad guest experience yet never raised the issue? They already voted with their feet, another customer lost.

Note: Based on the 4% statistic – for every 1 guest that complains, 24 guests have had the same issue and did not complain. Even worse, those 24 dissatisfied guests tell 12 other people = 288 people with negative views of the hotel.

Check in: How many complaints must come in before an engineering team reacts and fixes a riser issue? Do they feel each issue is at the point of use (shower)? Or is it a system issue (riser, mechanical room)? These questions help play to the benefits of SYMMONS EVOLUTION.

With SYMMONS EVOLUTION (Visibility) you will be alerted and attacking the problem before the *first* complaint comes in.

Why the Problem Occurs (slide 11)

You're Working Against a Stacked Deck.

Even though a great shower is one of your top priorities, achieving this is deceptively difficult.



The root cause for water management issues in commercial buildings:

Message 1: Buildings are designed by architects and engineers, yet when the construction is executed, choices that may be counter to that design. These choices have ramifications after the building opens.

Message 2: Operating Blind – there is no system tracking your water infrastructure, no records of all the changes, no alerting mechanism when it fails you.

Message 3: When the water system fails, the alert comes from worst of all sources-- your paying guest. How could you know before the guest without the Symmons Evolution platform?

The Solution: Evolution Technology Platform

Smart Water Management Overview (slide 13)

Our Smart Water Management Solution Will Provide ...



Focus on the 4 variables: Understanding, Visibility, Time Back and Control. Then sum up that each of these variables drive cost savings.

Message 1: Understanding – SYMMONS EVOLUTION pinpoints the issues in your water system, enabling you to solve the issue faster before it impacts the guest.

Message 2: Visibility – look at the system over periods of time, as you enter the winter months to determine how much to increase the set points on TMV in the mechanical room to deliver optimal hot water.

Message 3: Time Back – Our customers have reduced engineering time focused on water issues by 15-30%.

Message 4: Control – Take control of the 96% of guest who check out dissatisfied without complaining. Use SYMMONS EVOLUTION alerts to rectify their issue and retain them as a customer. You can also use the data to take control of your Capex spend and invest in the areas most in need.

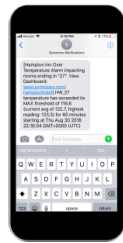
Message 5: Data and visibility generate understanding which give you control and time back--driving savings and ensuring your guests remain happy.

Features of SYMMONS EVOLUTION (Slide 14)

Features of the Solution

-  Symmons Plumbing Map
-  Web Based Dashboard
-  Mobile Application (iOS, Android)
-  Text Message Alerts – Real Time
-  Water Detection Anomalies Alerts
-  Rogue Water Event Alerts
-  Time Based Water Data Views (48 hours, 30, 60 day, 1 year)
-  Administrative Function – add/delete users
-  Proprietary Artificial Intelligence Analytics
-  Extension of Your Team
-  Leak Detection

Real Time Alerts



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Features for May Launch-- we continue to add features weekly, based on new data insights. On this slide, pair some feature together (web/Mobile, Alerts) to ensure you cover the feature set.

Message 1: Symmons Plumbing Map – as the system is installed, we take pictures of the riser access location and where the sensor was installed. User can then walk the property and by clicking a button on the app get a beep to identify that location. This feature delivers a plumbing map of your system that can be used to train new engineering team members.

Message 2: Web Based dashboard/Mobile Application – we deliver the features on a web-based application and on a mobile app. You need to be able to access the information where you are working which is rarely in your office. Desktop app for analysis, mobile is used to quickly diagnose and resolve issues on the floors.

Message 3: Text Alerts – The user can customize temp alerts for mechanical room and each riser. We also alert to rogue water events like the potential for scalding or leaks in the mechanical room.

Message 4: Leak Detection – we offer sensors for the mechanical room that are placed on the floor and will alert you to a leak event in less than 1 minute.

Message 5: Artificial Intelligence – The core of our system detects the temperature deviations and anomalies to alert the user to system issues. With that data we use AI to analyze the pattern that occurred before the issue/alert to find signals that could help us predict the event in the future.

How it Works (Slide 15)



Message 1: The setup and utilization of our Symmons Evolution platform is 100% non-invasive. Our platform will never require a system shutdown-- this was a key learning of our early research. On average our system takes 1-2 days to install for a 200-room hotel.

Message 2: We provide all the sensors and our own Symmons Communications hub that runs on the proprietary LORA standard. We learned from our research that the install needs to be easy. We created an install process that will not involve your IT team and have zero interference with your WIFI systems. Note: LORA was built to take advantage of less than 1 gigahertz radio frequency for gaining long range transmission with low consumption of power.

Message 3: All of our applications, AI and alerting is running on Amazon Web services (AWS) the world leader in cloud computing. AWS is responsible for managing all the technology for many global brands such as: Netflix, Comcast, Airbnb and Spotify.

We are on your Team (Slide 16)

We are on your Team – Dedicated Resources



- Dedicated Customer Success Manager
- 24/7 Monitoring – Water Issues
- Health Center – Solutions Repository



- Analysis and Water Issue Reviews
- Data Science Drive new Solutions

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Dedicated Customer Success Manager - We are here to support you throughout the life of the contract. Each property is assigned a Customer success manager who monitors your water management system and helps resolve system issues.

Symmons Command Center – we have a team of data analysts working with our Plumbing Engineering Manager to find new insights and analyze issues based on customer inquiries. Having trouble determining

the root cause of an event? Throw the issue to the team at our command center and they can assess the issue based on aggregate customer data.

Additional Engineer on Your Team (Slide 17)

Additional Engineer on your Team

- Engineering Turnover Rate 60%+
- Property Water History in Platform
 - Train and Onboard New Team Members
- Diagnosis Time Reduced 75%
- Manage 3rd Party Contractor
 - Faster Resolution Times



15% -20% Time Re-allocated from Water Issues
Annual Savings \$15,000 - \$25,000*
*Based on 200 Room Hotel

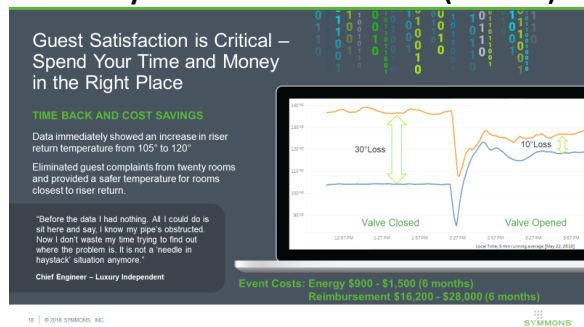
The Symmons Evolution Platform is the equivalent of **new full time engineer, 24 hours a day, 7 days a week.**

Turnover 60%+ - High turnover rates are impacting hotels as they retrain new engineers joining the team. Symmons Evolution capture the history of water issues and using our analytics tools new engineers can be up to speed in a few days.

Diagnosis Time – real time alerts, issue location (riser vs mechanical room), solution recommendations all drive down diagnosis and solution execution times. This also reduces time 3rd party service contractors spend on site, thus reducing expenses.

Proof of Value Creation: 4 Case Studies – Real Dollar Savings

Case Study 1: Historic Boston Hotel (Slide 19)

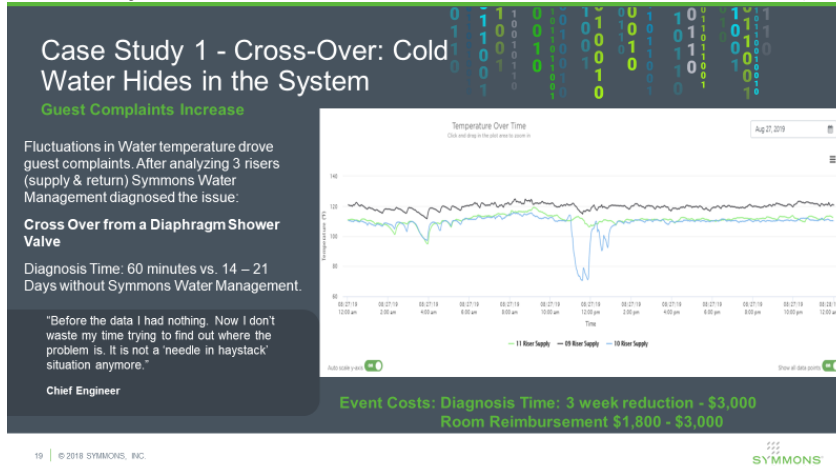


Message 1: Case 1: All plumbing systems are dynamic, change one setting or one valve and you can have dramatic negative impacts on the entire water management system. In this case, the hotel hired an outside contractor to service parts of the system. The contractor shutoff 1 valve to work on system but forgot to “tag” this valve. The valve remained shut for 6 months and caused a 7 minute delay for hot water delivery to one riser, causing huge issues and increases in complaints and reimbursements.

Message 2: SYMMONS EVOLUTION was installed and within days, the data signaled a static temp in one area of system. We reviewed that area and found the valve shutoff. Based on our analysis, we recommended opening the valve and within minutes, the 30-degree deviation went back to a 10 degree norm. Hot water was immediately delivered to the troubled riser. Complaints dropped and they saved 1.6 million BTUs a day by optimizing water temperatures. Note the customer quote and savings data.

Message 3: Stagnant water caused by shutoff valve could be a potential legionnaire’s case. Symmons Evolution is the only system that monitors all the key points in a buildings water infrastructure for temperature which would indicate legionnaire’s issue. The current solutions are a consultant that certifies a property at one date, knowing the issue could arise in the future. Symmons Evolution will alert engineers of this potential issue 24 hours day, 365 days a year.

Case Study 2: Mid Size Boston Hotel – Cross Over – shower valve (Slide 20)



Message 1: In this case our sensors and software tracking both the mechanical room and all the risers diagnosed a point of use issue (shower Valve). In looking at the riser temps (left side of screenshot) we noticed that the supply was colder than the return. This signal demonstrated that they may have an issue of cross-over where hot and cold-water cross at the valve location based an intrusion in the diaphragm valve from Kohler.

Message 2: Based on our recommendations, they shut down the riser, replaced 8-10 valve cartridges and the issue was solved. Before our data and analysis they had chased the issue for months, reimbursing guests, and hiring a plumbing consultant who failed to diagnose and fix the issue. Another win for SYMMONS EVOLUTION and a standard feature (Cross over detection) of version 1.0 launching this May.

Check In: Have you ever had to diagnose a cross over issue in a building? How hard was it to resolve? SYMMONS EVOLUTION will save these customers from days and weeks of diagnosis hell.

Case Study 4: New 300 Room Property – Water Heater Shutdown (Slide 21)



Message 1: The Chief Engineer at home, noticed alerts from risers abnormal water temps. He opened the system on his mobile device and quickly analyzed that one of the hotel water heaters had gone down and the entire hotel was in jeopardy of having lukewarm water distribution.

Message 2: The Chief Engineer deployed his team to focus on the fix and within 45 minutes all the risers were delivering hot water. This alert conservatively saved the hotel between \$5-10K for this one event. If the event occurred at 6am with no alert, the reimbursements would have been massive.

Return on Investment (ROI) (Slide 22)

Reduce the Impact of Water Issues...

Category	Description	Savings
Guest Reimbursements	3 guest Complaints per month \$150 per reimbursement	\$6,000
Customer Churn	Water Issue: 98 degree water 1 Riser (10 guests) 7-10 Events per year	\$13,500
Opex Savings	SWM Improves Engineering Team Efficiency by 15%	\$25,000
3 rd Party Plumbing Services	SWM Reduces contracted services by 30%	\$5,000
Rogue Water Events	SWM Prevents 1 Rogue Water – Leak Damage	\$15,500
Total Savings	<i>Savings from reducing water issues</i>	\$65,000
Symmons Water Management Subscription	\$100 per room annual (200 Rooms)	\$20,000
Savings (Net of Subscription)	<i>Savings net of subscription fee</i>	\$45,000
Return for each \$1 invested	<i>Dollars in savings, efficiency and rogue event prevention</i>	\$3.25 for each \$1

22 | © 2018 SYMMONS, INC. Based on: 5 floor, 200 room Hotel, 75% Occupancy, 54,750 room nights, \$200 ADR



The ROI is based on a 200 room hotel (5 floors) that is 75% occupied (54,750 annual rooms) with a \$200 average daily rate. The ROI is setup to demonstrate that the subscription can pay for itself on Customer issues (2) or on Opex efficiencies (3).

Customer Savings

Guest Reimbursements - 3 guest complaints per month at \$150 = \$6,000 annual. That is 3 guest nights of a possible 4,500 in a month. 200 rooms x .75 (occupancy) x 30 (days) = 4,500 room nights.

Customer Churn - One riser services 10 guests (5 floors, 200 rooms)– so if one riser is off temperature for 2 days that is 20 guests impacted. If that happens 6 times in 1 year = 120 guest nights. So 120 room nights x \$200 (ADR) = \$24,000 lost guest revenue. Our \$13,500 in savings is conservative, as it generates only a about a 50% improvement; meaning alerted day 1, fixed so no issue on day 2.

Opex Savings

Opex Savings – Engineering and GMs save up to 15% of their time from diagnosing and fixing water management issues: \$25,000. Engineering Budget: \$160K: 2 engineers \$60K salary + benefits, also a portion of GM time.

3rd Party Plumbing Services – Reduce outside plumbing contractor by 30% (diagnosis time): \$8-12K.

Rogue Water Event – 1 minor leak (30 mins) impacting the mechanical room: \$15,500.

Note: Opex Savings of \$45k pays for itself and delivers real savings year after year.

Conclusion (Slide 23)

Symmons Water Management Gives you Peace of Mind

- Understanding**
 - Plumbing Map
 - Spend your \$ on the right fixes
- Control**
 - Use Data to Change How You Operate
 - Protect your Reputation
- Cost Savings**
 - Reduce Reimbursements
 - Avoid Unexpected Costs from System Failures
- Time Back**
 - Focus your time on the right areas
 - Symmons is on your team
- Visibility**
 - Pinpoint Issues impacting the 96% of customer who don't complain
 - Prevent Issues before the impact

One Water Event and the System Pays for Itself



On this slide, hit on each of the 5 areas for value creation on SYMMONS EVOLUTION.

Understanding

Use data to determine where to apply resource to fix critical system issues

Plumbing Map – Train new team members on vital system competent using Symmons Plumbing map.

Control

Use data to change a customer's negative experience into a positive one, retaining their business and ensuring it does not impact the hotel on social media.

Use data to change the way you operate, analyze the system issues and plan your repairs vs. reacting when they happen.

Cost Savings

Reduce guest reimbursements by fixing issues before they impact more guests.

Avoid the rogue events that drive large remediation costs to clean up.

Time Back

Plan your day and the efforts to fix water issues.

Use time freed up from handling water issues to improve true high impact guest experience features (lobby, bar, gym).

Visibility

Pinpoint issues that impact more than the 1 guest that complains, save the 96% of guests from walking out and not coming back.

Plan for system issues based on the historic data and visibility provided by SYMMONS EVOLUTION.