

BUCKMAN DIGITAL WATER

June 28, 2021



KNOW YOUR AUDIENCE

INDUSTRIES YOU WILL CALL ON

WHAT

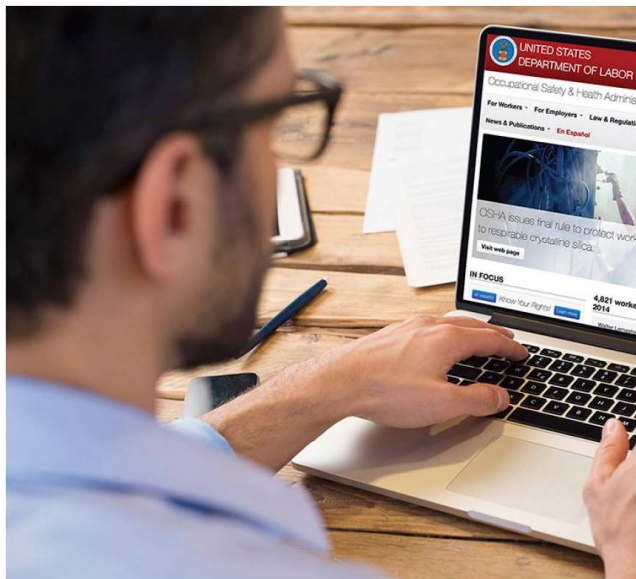
- Office buildings
- Schools and Universities
- Large hotels
- Light manufacturing facilities
- Refrigeration

WHO

- Facility Managers/Engineer
- Plant Manager
- Production Manager
- Environmental Engineer

Two Primary Decision Makers/Buyers

Voice of Customer research revealed that there are two distinct Decision Makers/ Buyers who drive water treatment supplier selection. **The primary distinction is their experience, orientation and interest in integrated digital solutions.** While most have experience with building automation and smart data in electrical/ operational applications, many have not yet experienced data integration within water treatment.



- Technologically Confident
- In his 30s-40s
- Uses IoT solutions like BAS
- May currently be using web-based data in Water Treatment



- Technologically Reserved
- In his 50s-60s
- Uses some IoT solutions
- Has not used web-based data integration in Water Treatment

Technologically Confident

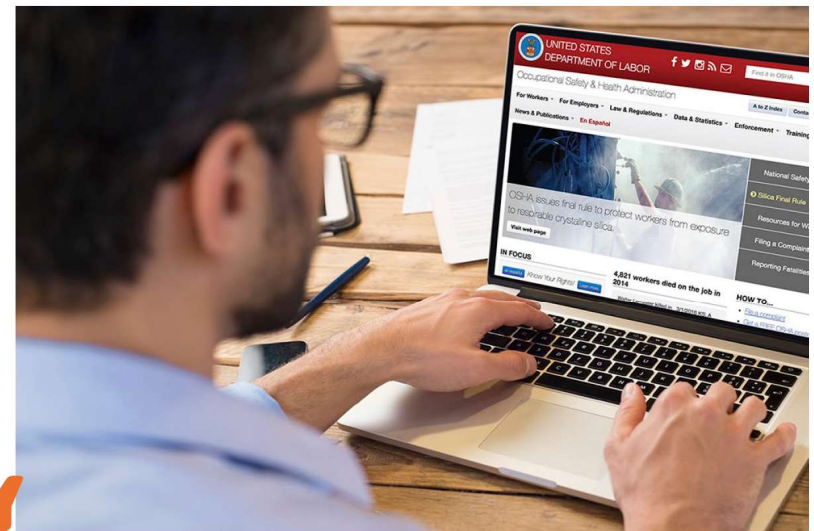
A man in his 30s-40s responsible for facility or plant maintenance. He is stretched and has many things other than water treatment on his plate. He may answer to leaders who have limited oversight of his day-to-day function. **He is technologically savvy, and comfortable integrating web-based data solutions across all aspects of his personal and professional life. He is interested in the cost-savings and peace-of mind that 24/7 monitoring can bring to bear.**

Title

- Plant Manager
- Facility Manager/ Engineer
- Environmental Manager
- Production Manager

Challenges/ Opportunities

- Driven to manage safety and dependable uptime – 100% reliability, 365 days a year.
- Is a champion of how IoT can help empower him to succeed, save him time and make him look good with leadership.
- **Water treatment supplier selection is driven by innovation, price-value and trust in the supplier.**
- **Interested in how data and actionable insight can benchmark and optimize his solutions through predictive modeling.**



I'm interested in monitoring and what a water treatment dashboard can show me. It might be nice if it could be tied into one platform like Johnson Controls Metasys—that's the platform our HVAC, lighting, security and fire panels are on. If it allows me to prevent a problem before it occurs, I'm very open to looking at the cost involved."

Technologically Reserved

A man in his 50s-60s responsible for facility or plant management. He is stretched and has many things other than water treatment on his plate. He may answer to leaders who have limited oversight of his day-to-day function. **Frequently, he finds that he has been left behind when it comes to staying current with technology. He values a consistent and trustworthy relationship with his water treatment rep and looks for the supplier to be experienced in selecting the appropriate chemicals, determining optimal dosing, and keeping an eye on asset preservation.**

Title

- Plant Manager
- Facility Manager/ Engineer
- Environmental Manager
- Production Manager

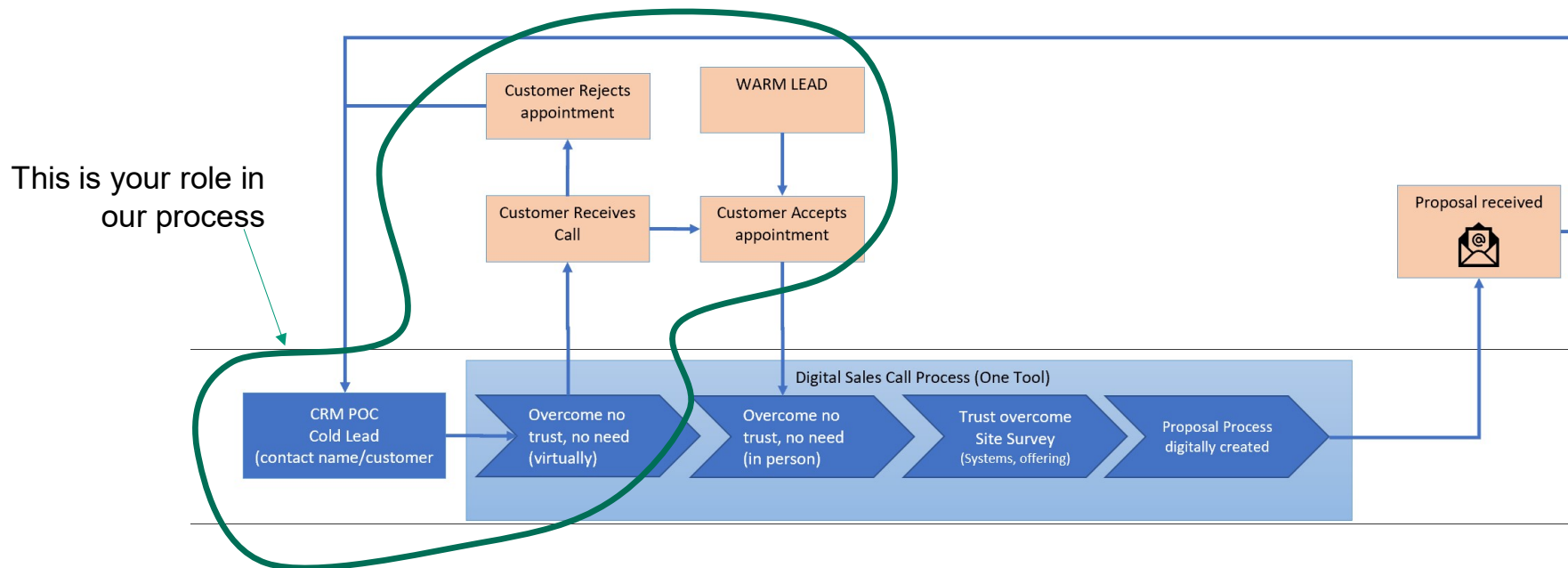
Challenges/ Opportunities

- Driven to manage safety and dependable uptime – 100% reliability, 365 days a year.
- Striving to keep pace with technology. Under labor consolidation constraints. Driven to meet operational metrics set by leadership, like energy and water savings.
- **Seeking a dependable, trustworthy water treatment supplier who can be relied on for consistent service.**
- **Looking for just enough data and actionable insight to trouble-shoot a problem before it occurs. Too time-poor to review unnecessary data.**

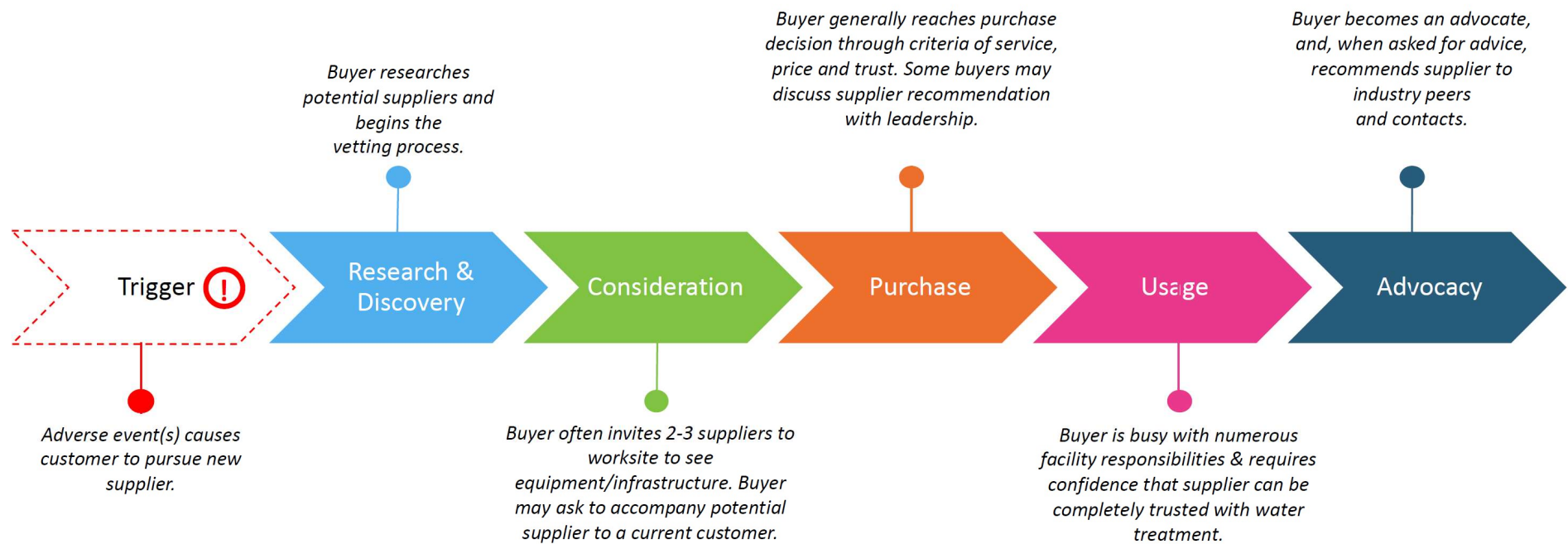


Relationship with a supplier is everything. I value when suppliers come routinely to check the water treatment process. This helps me know that our equipment is efficient, and that water quality is maintained. A good water treatment supplier heightens my peace of mind and allows me to know that I'm reducing risk.

SALES CALL PROCESS



Buyer Journey



SCRIPT AND PROCESS

TOOLS TO USE

- Zoho CRM for the following:
 - Login: argoodman@buckman.com. Password: Developeraccount2021
 - Managing calls
 - Toggling lead status
 - Scheduling appointments with sales rep – Ethan Blankenship
- Digital Water website for quick links to script and training info
- Call script

Very SALES CALL #1 – First introductory call

Good Afternoon Mr. Green,

Hi my name is Josh Hastings with Buckman Digital Water. Buckman digital water is a leading supplier of water management services for process water. I am calling in hopes of setting up an introductory appointment with you.

- **If its live**

- Common dialog or questions:

- Customer: What is this regarding

- You: respond with, Buckmans a wordclass org that is 75 old in the industry. And ultimately if there are means for us to reduce your total cost of operation.

- Customer: We aren't seeing vendors right now

- You: I completely understand this stance, would it be possible to schedule a phone call or microsoft teams meeting?

- If Yes, you say, GREAT! What time works for you.

- Then request their email address if you don't have it.

- Then schedule in Zoho and assign to rep.

- If No, you say, no problem at all. I will check back in with you in 2 months to follow up.

- Task for you, set task for sales rep to call back in 2 months and enter notes in zoho.

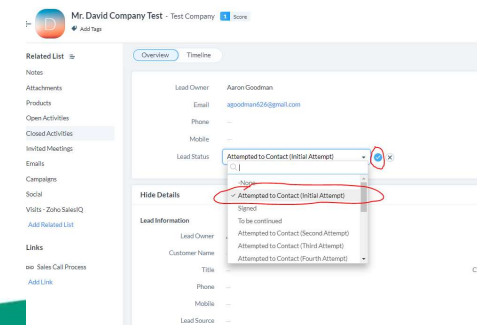
- If voicemail: say, I will call you back next week (say day and time) in hopes to set up an appointment. In the mean time my number is 222 if you would like to give me a call.

- Action after call: in Zoho, setup "task" to call back on day and time mentioned in the appointment.

- IF toggle lead status to "Attempted first call" then it will automatically setup a task AND send them an email.

- No trust – time and place – keeping to the time we commit to call.

- Use Zoho for scheduling the time of the follow up call.



SALES CALL #2 – Second Follow up Call

Good Afternoon Mr. Green,

TBD

Hi my name is Josh Hastings with Buckman Digital Water. Buckman digital water is a leading supplier of water management services for process water.

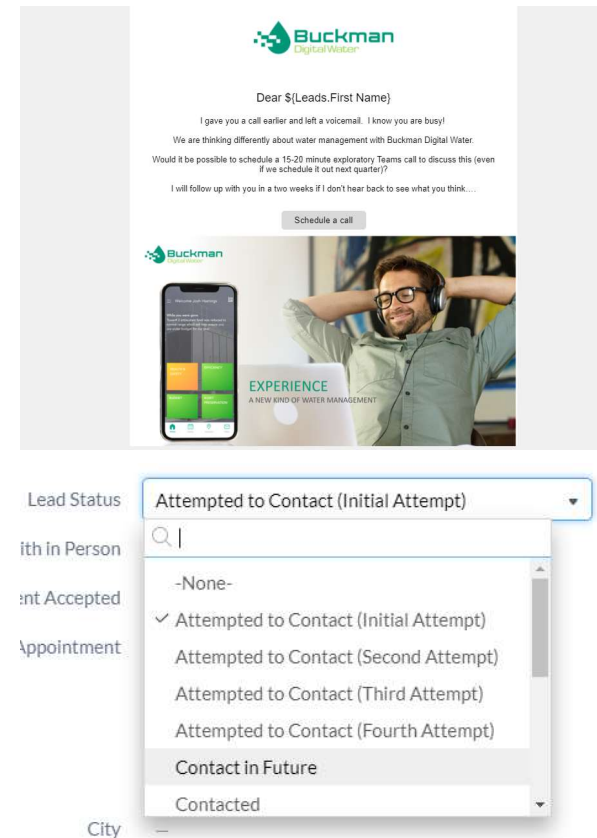
I am calling in hopes of setting up an introductory appointment with you.

- **If its live**
 - Common dialog or questions:
 - Customer: What is this regarding
 - You: respond with, Buckmans a wordclass org that is 75 old in the industry. And ultimately if there are means for us to reduce your total cost of operation.
 - Customer: We aren't seeing vendors right now
 - You: I completely understand this stance, would it be possible to schedule a phone call or microsoft teams meeting?
 - If Yes, you say, GREAT! What time works for you.
 - Then request their email address if you don't have it.
 - Then schedule in Zoho and assign to rep.
 - If No, you say, no problem at all. I will check back in with you in 2 months to follow up.
 - Task for you, set task for sales rep to call back in 2 months and enter notes in zoho.
- If voicemail: say, I will call you back next week (say day and time) in hopes to set up an appointment. In the mean time my number is 222 if you would like to give me a call.
 - Action after call: in Zoho, setup task to call back on day and time mentioned in the appointment. (could automate based on call)
- No trust – time and place – keeping to the time we commit to call.
- Use Zoho for scheduling the time of the follow up call.

Lead Automation- Campaigns

The following Lead Status Selections will send emails to *Email* listed in lead information:

- Attempted to Contact (Initial Attempt)
 - Sends follow up Email to Lead
 - Creates Task for Lead Owner to Follow up in 14 Days
- Attempted to Contact (Second Attempt)
 - Sends Follow up Email to Lead
 - Creates Task for Lead Owner to Follow up in 30 Days
- Attempted to Contact (Third Attempt)
 - Sends Funny Follow Up Email to Lead
 - Creates Task for Lead Owner to Follow up in 90 Days
- Attempted to Contact (Fourth Attempt)
 - Sends Funny Follow Up Email to Lead
 - Creates Task for Lead Owner to Follow up in 90 Days
- Information Request
 - Sends Information Request Email
 - Creates Task for Lead Owner to Follow up in 7 Days



BUCKMAN DIGITAL WATER



PURPOSE

- The following slides are to give you a brief overview of Buckman Digital Water and our offerings.
- Our intent is not that you are able to speak technically about any of our offerings but at least aware of some key things that customers want and may bring up.
- **Buckman Digital Water:** is our company name.
- **Ackumen:** is our overarching brand name of our platform and offerings.
 - Ackumen cooling management
 - Ackumen boiler management
 - Ackumen closed loop management

BUCKMAN HISTORY



We've been in business for 75 years, privately owned, and safety and sustainability are a main focus

INTRODUCTION

Back in 1945, when news from World War II was printed daily, paper mills didn't think twice about shutting down for hours to clean bacterial deposits. At least not until Dr. Stanley J. Buckman, a biochemist from Memphis, Tennessee, introduced those paper mills to biocides, an innovative chemical solution that provided an alternative to shutting down, saving them untold time and money.



Nearly 1800
associates



Global HQ in
Memphis, TN



Privately owned,
global reach



Celebrating
75 years

SAFETY




SAPPI Safety
Milestone Award
3M Hours
without a lost
time incident



27K
annual safety
training hours



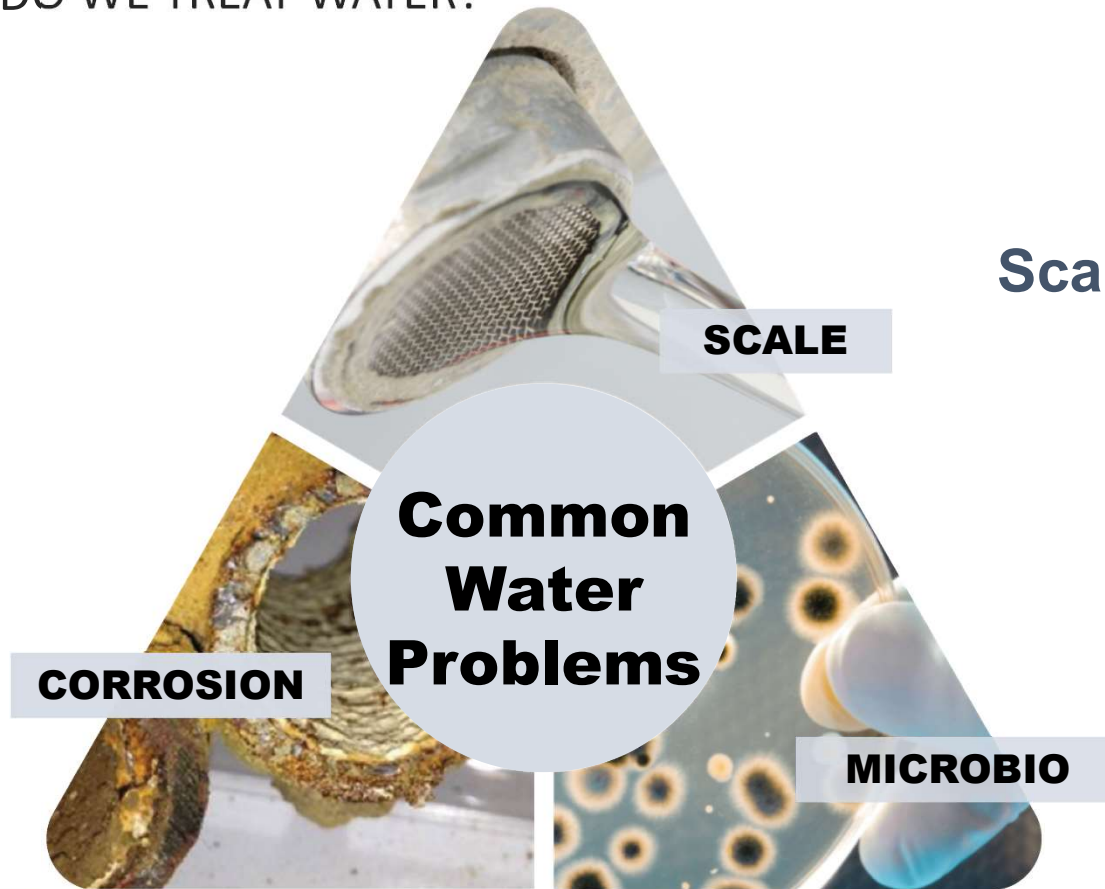
ISO 9001 / 14001
Memphis, TN & Cadet, MO
ISO 27001
Memphis, TN



Water systems are
susceptible
to corrosion, scale,
and biological
activity.

Improper treatment
will result in asset
failure, reduced
efficiency, and
additional operating
expenses.

WHY DO WE TREAT WATER?



Scale, Corrosion, Fouling and Microbial Growth cause the following:

- Decrease in equipment life expectancy
- Loss of system efficiency or function
- Water Borne Pathogens

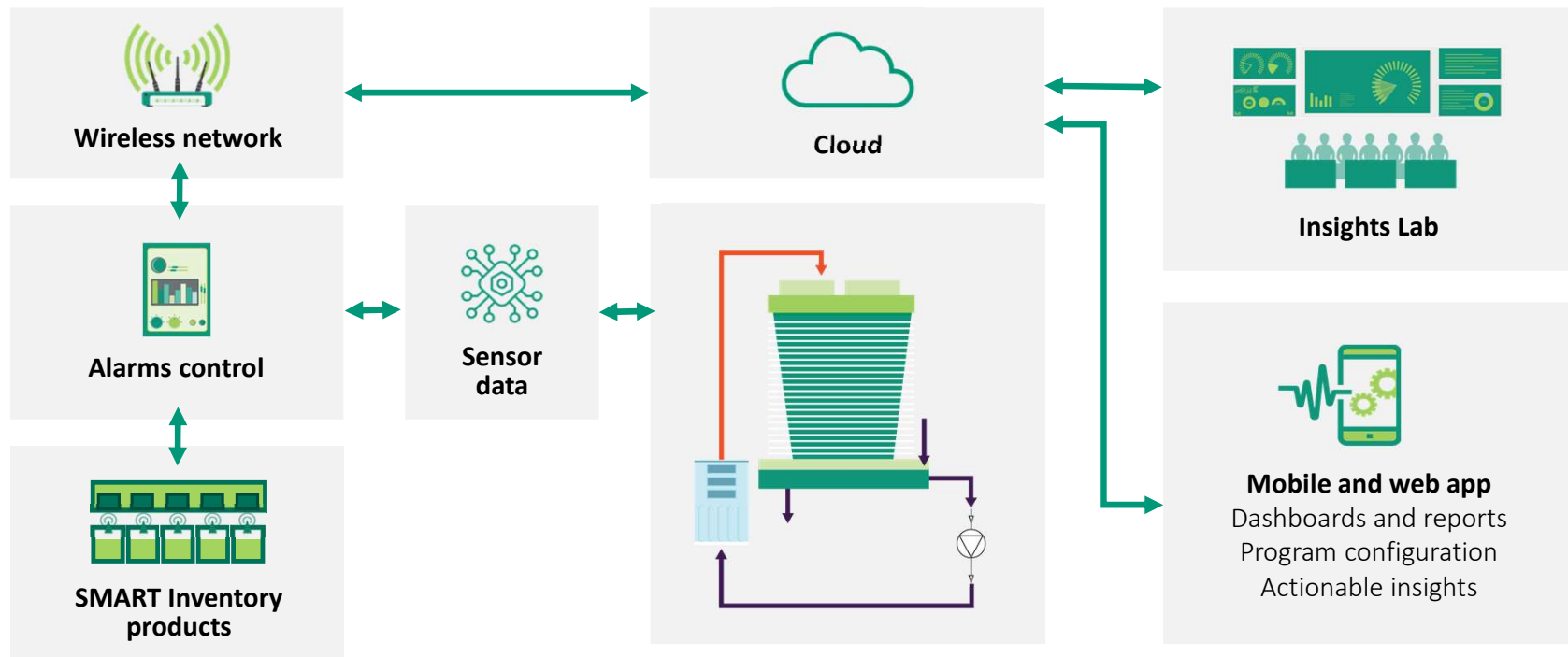
Water treatment has never been easy.

- Managing chemical programs can become complicated due to dynamic factors
- Data from controllers and log sheets may be overwhelming, leading to details being missed

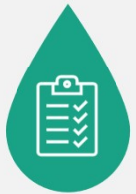


But now there's a breakthrough water management solution that **simplifies complexity, provides assurance, and saves time**

Ackumen's fully connected solution



Ackumen gives you the confidence to win more business



Expand and enhance your current offerings



Increase profitability while reducing attrition



Enable your customers to meet their water treatment KPIs



Reduce water, energy, and carbon footprint

Meet your sustainability goals today.



Energy



Water



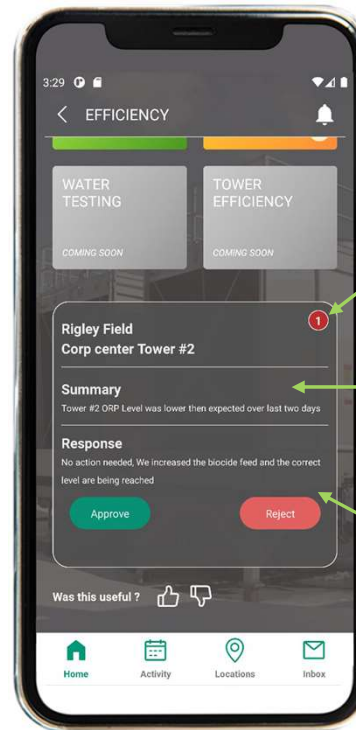
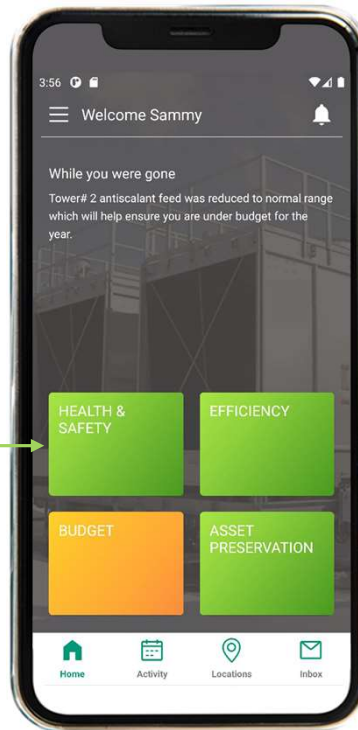
**Carbon
footprint**

Maximize your customer's system efficiency.

CUSTOMER VALUE

A Simplified Customer Experience

Four tiles indicate system performance in key areas



Visualization of graphics and drill-down capability

Easy-to-understand, program insights

Actionable response with ability to approve or decline

Ackumen Core Offerings



Open cooling management



Steam boiler management



Closed loop management

Maximize system efficiency, optimize asset preservation and budget, and ensure the overall health and safety of your water management programs.

Predictive Maintenance



**Sensor
installation date**



**Sensor
replacement
scheduling**



**Calibration
date**



**Calibration
scheduling**



**Sensor failure
detection**

Insights Lab



24/7 team of water experts monitoring, evaluating, and escalating attention to system anomalies as required



Recurring Insights Lab reports summarizing past events, corrective action, and resulting impact on program expected outcomes



Ability to customize Insights Lab's role within your programs

Scalable, innovative equipment



Multiple offerings tailored to your budget, application, and industry



Wireless sensors, fluorescent technology, and patented inventory management



Smart sensors embedded into service applications



Wireless add-ons for any need



