



"Save Water"



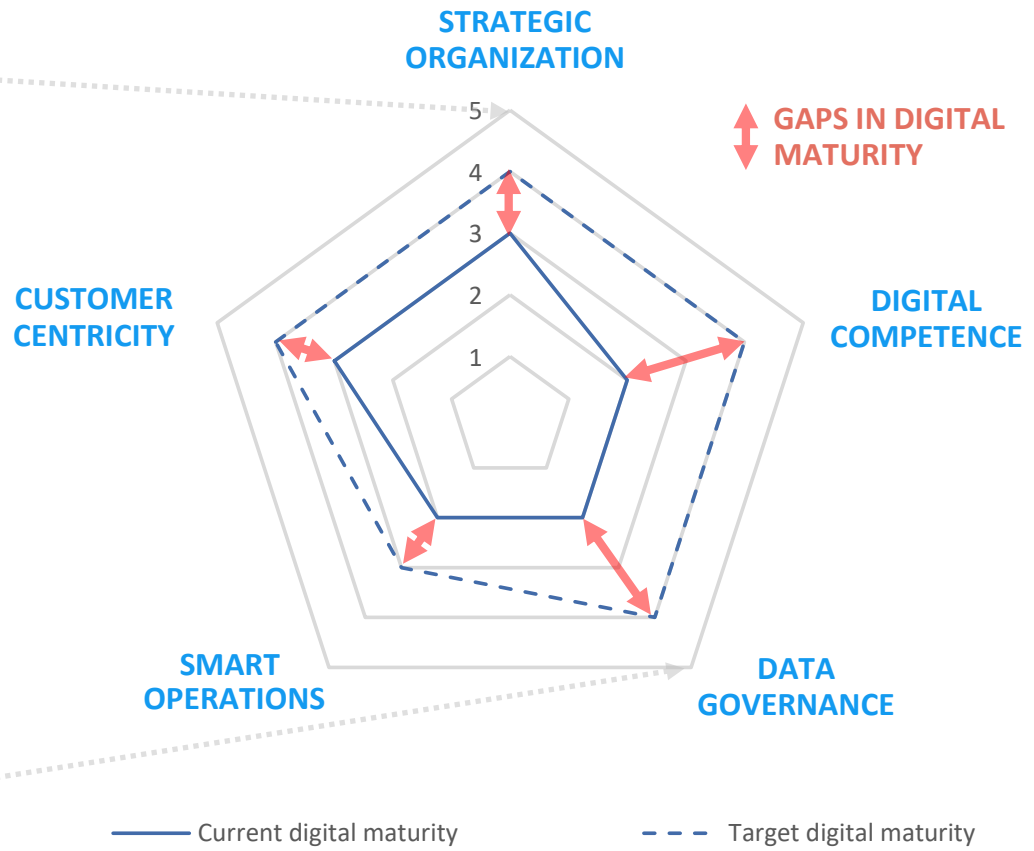
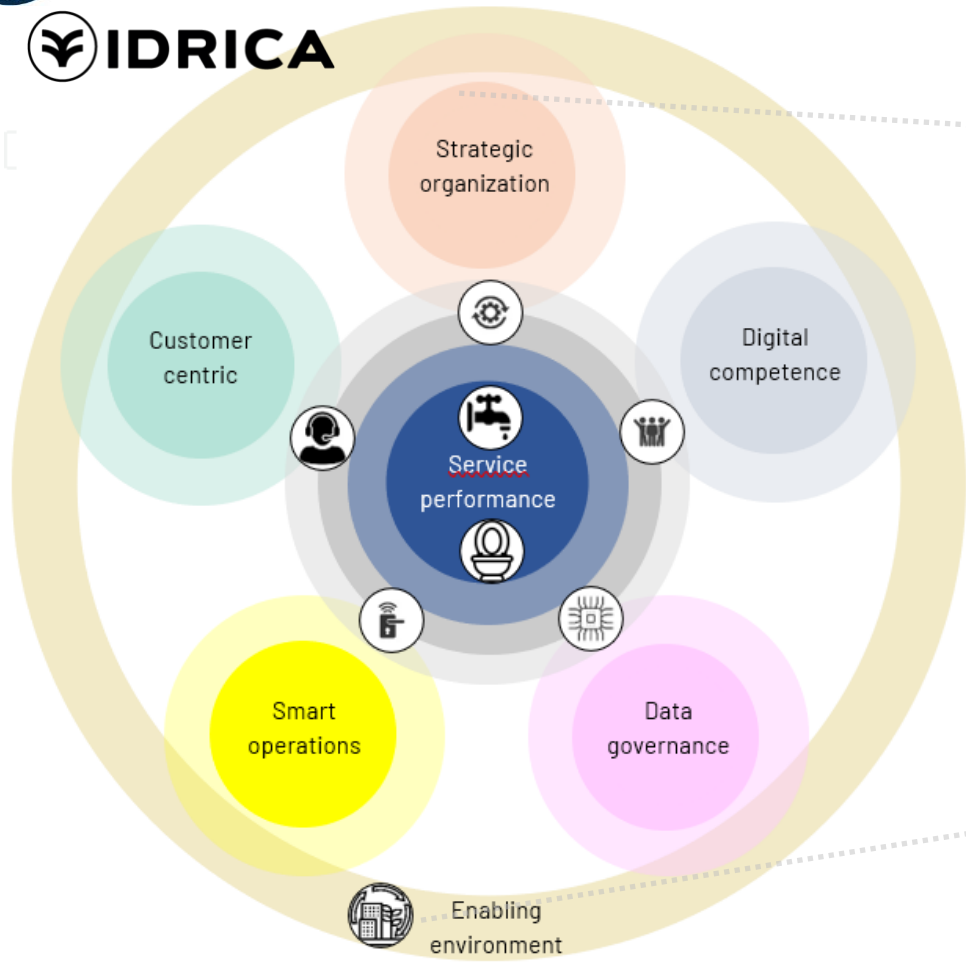
Embarking on the digital transformation journey

Malindi Case study

Innovate4WASH 2022



DIGITAL MATURITY: initiate a conversation & start journey



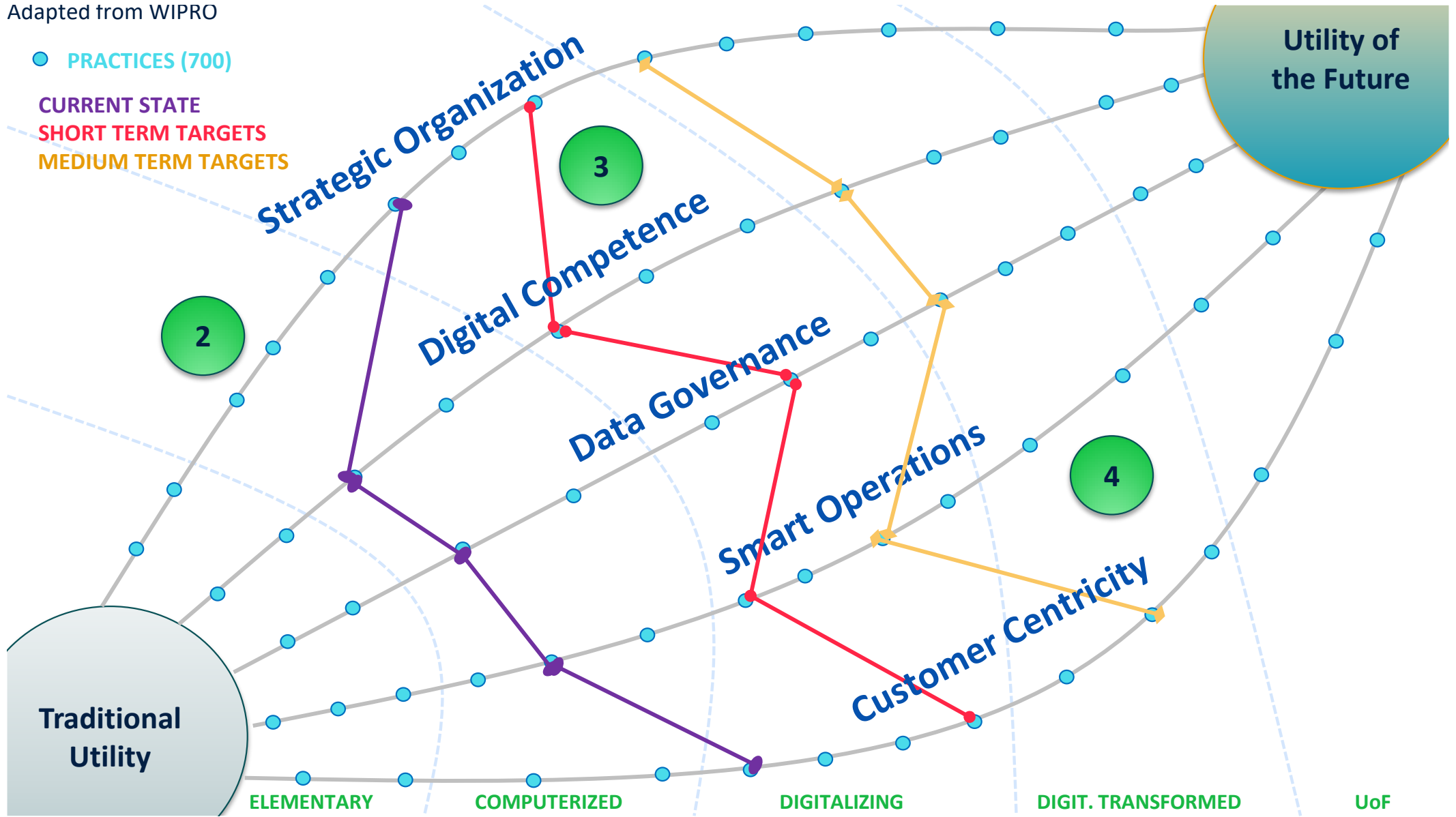
Adapted from WIPRO

● PRACTICES (700)

CURRENT STATE

SHORT TERM TARGETS

MEDIUM TERM TARGETS



Traditional Utility

ELEMENTARY

COMPUTERIZED

DIGITALIZING

DIGIT. TRANSFORMED

UoF

Strategic Organization

Digital Competence

Data Governance

Smart Operations

Customer Centricity

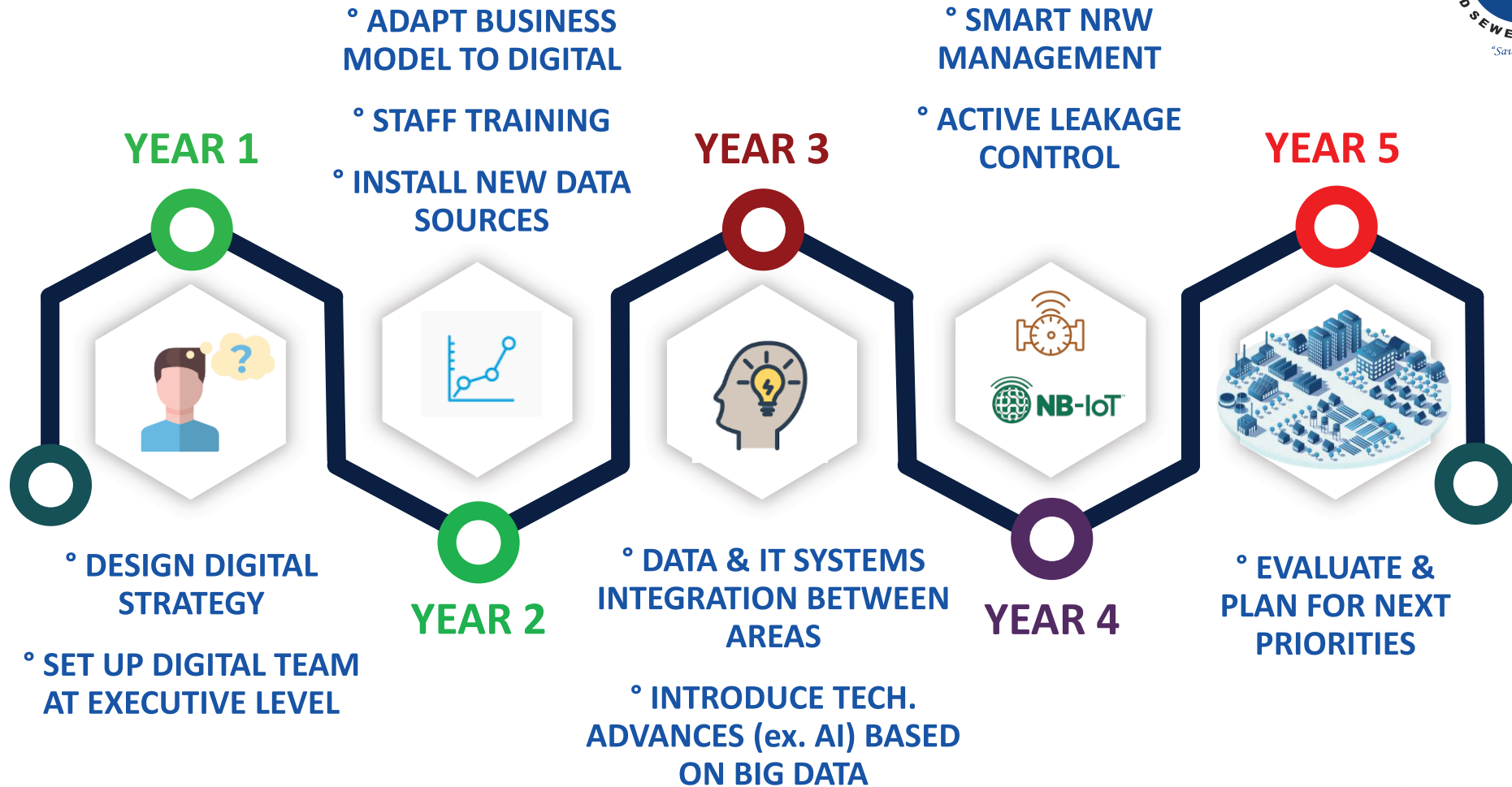
Utility of the Future

2

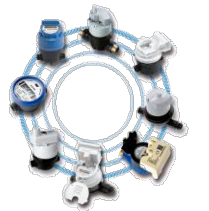
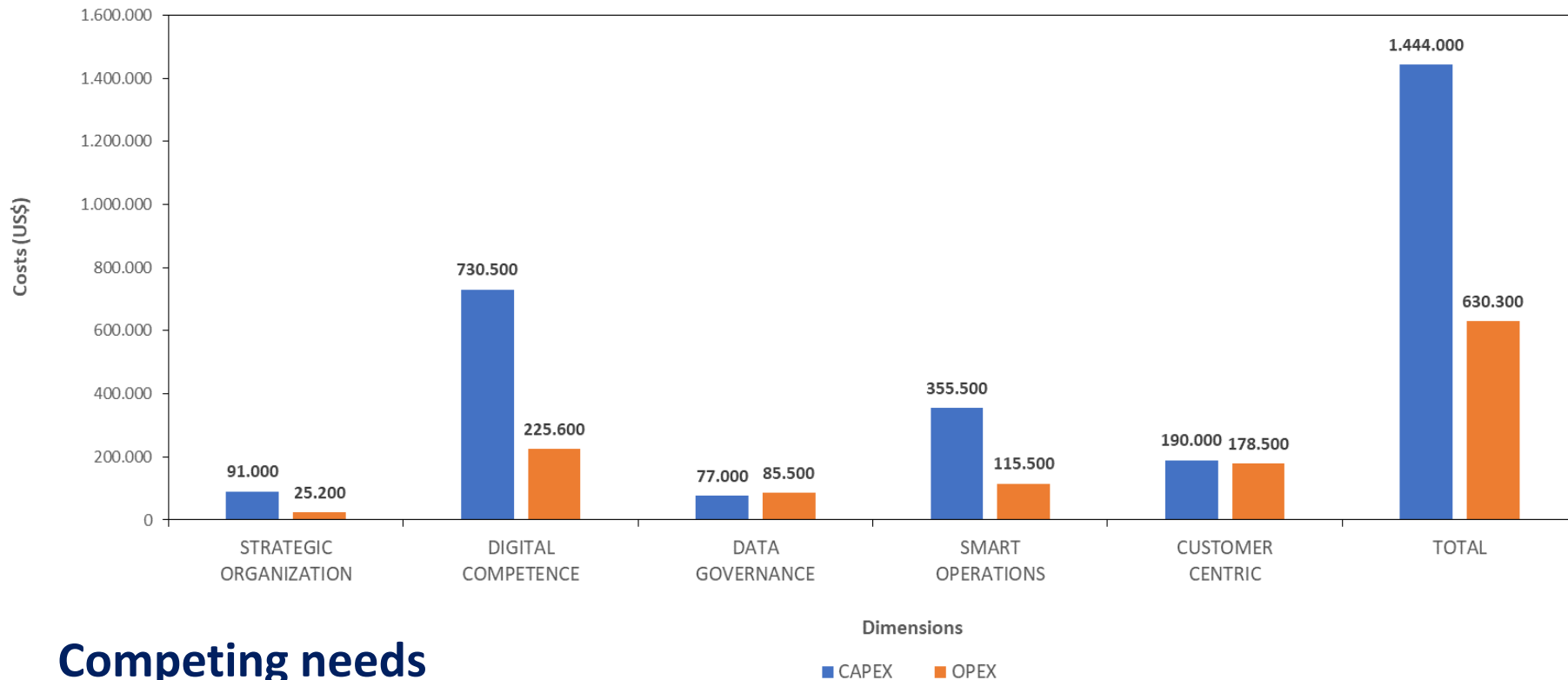
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DIGITAL ROADMAP – What should we prioritize?



BARRIERS: digital budget, but also....

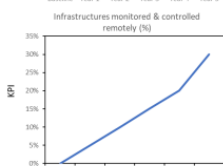
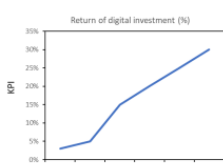


- **Competing needs**
- **Staff preparedness and behaviour to embrace digital transformation**
- **Alignment with regulator, and customer resistance to embrace technology**
- **Choice of suitable technology**

Benefits and next steps

BENEFITS

- **Awareness:** Exercise has exposed staff to digital world & brought company-wide awareness on all business areas, as well as on the need for integration and resource sharing
- **Strategic vision:** MAWASCO reviewed its Strategic Plan & included the digital action plans developed under this technical assistance
- **Capacity building:** Exercise built the utility staff's ability to unlock potential funding by customizing projects along business areas without losing focus of the company's broader digital strategy



NEXT STEP

- **Phased approach:** As funds will become available, we are now able to identify areas of priority that can be supported



A CALL FOR MORE PARTNERSHIPS

*“When digital transformation is done right,
it’s like a caterpillar turning into a butterfly
But when done wrong, all you have is a
really fast caterpillar”*

- George Westerman

THANK YOU



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www.malindiwater.co.ke