

IBM launches water-management services operation

March 13 2009, By JORDAN ROBERTSON , AP Technology Writer



In this Sept. 4, 2008 photo provided by the Marine Institute of Ireland, a buoy that uses sensors in the ocean to collect data on water quality and sea conditions is seen in Galway Bay, Ireland. The SmartBay system, developed by IBM and the Marine Institute of Ireland, provides real-time information to scientists, commercial fishermen, environmental monitoring agencies and the general public. (AP Photo/Marine Institute of Ireland)

(AP) -- IBM Corp. wants to get really deep into water.

The technology company is launching a new line of [water services](#) Friday, hoping to tap a new sales vein by taking the manual labor out of fighting pollution and managing [water](#) supplies. [IBM](#) says the overall water-management services market could be worth \$20 billion in five years.

The effort is part of a wider role IBM wants to play in [infrastructure](#)

services, including [automobile traffic](#) and [power grids](#). In each instance, IBM is trying to persuade utilities and government agencies to overhaul their computer networks and link [digital sensors](#) together for better insights.

For example, instead of a meter-reader from the power company traipsing through your backyard, IBM is banking that one day your meter and your neighbors' will feed data directly into the utility's computer network.

Same for water. IBM says its new services will help [water providers](#) become more efficient in overseeing ever-more-precious supplies and responding faster to contamination and other emergencies.

The company has been working on a project called SmartBay with an Irish marine institute to develop sensors that are monitoring pollution, marine life and wave conditions around Galway Bay and transmitting data to researchers. Among the benefits, IBM contends, is that computers can track floating debris that pose a hazard to commercial fishermen.

This "smarter planet" theme is part of IBM's strategy to keep making money in the recession. The company's chairman and CEO, Sam Palmisano, said in a letter to shareholders this week that IBM will be aggressive in drumming up business in areas like managing traffic, power grids, water, food, health care and finance. He vowed the efforts will help Armonk, N.Y.-based IBM grow by getting early starts in areas that will need help for years to come.

"We will not simply ride out the storm," Palmisano wrote. "Rather, we will take a long-term view, and go on offense."

©2009 The Associated Press. All rights reserved. This material may not be

published, broadcast, rewritten or redistributed.

Citation: IBM launches water-management services operation (2009, March 13) retrieved 9 April 2024 from <https://phys.org/news/2009-03-ibm-water-management.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--