

ANNOUNCING NOTEWORTHY PODCAST GUEST, JUSTIN NICHOLS

National Sales Manager for OptConnect's industrial markets



The future of remote monitoring and IoT technology

The Scaling UP! H2O podcast is proud to announce the upcoming episode featuring **Justin Nichols**, National Sales Manager of **OptConnect's** industrial markets, discussing the future of remote monitoring and IoT technology for water treatment companies.

In the episode, Justin shares his expertise on futureproofing water treatment companies with remote monitoring solutions, allowing them to better serve their customers with their existing staff. "The more we can leverage technology, the more valuable our service contracts will be and the more systems we'll be able to manage," said Nichols.

Trace Blackmore, Founder and CEO of Blackmore Enterprises and former AWT President, also shared his thoughts on the topic, stating, "Soon we will be on-site less because we will be able to do so much more remotely"

Don't miss this episode

If you want to stay ahead of the curve in the water treatment industry, then this episode is a must-listen. Justin Nichols' insights and strategies will help you futureproof your business, better serve your customers, and excel in your craft. So, tune in to this episode of Scaling UP! H2O podcast on **Friday, April 7th, 2023**, at scalinguph2o.com/302 to learn from the best in the industry.



Save your client money and time

Nichols also discusses the impact of IoT technology on the water treatment industry, stating, "IoT allows the end user that's trying to scale a connected solution to be able to do it more efficiently and more cost-effectively. IoT allows us to manage those sites without needing an operator on site, or human-to-human interaction, or even human-to-machine interaction, and just leveraging all this technology autonomously provides more analytics, more feedback."

About the Scaling UP! H2O podcast

Scaling UP! H2O is the leading podcast for professionals in the industrial water treatment industry, providing easily accessible educational content for experts worldwide. Hosted by Trace Blackmore, CWT, former AWT President, and recipient of the Ray Baum Memorial Award, Scaling UP! H2O features groundbreaking weekly podcast episodes and daily digital content on social media platforms. With over 10,000 weekly downloads and a ranking in the top 3% of all podcasts globally by Listen Notes, Scaling UP! H2O delivers the very best digital content for professionals in the water industry. For more information on Scaling UP! H2O and to access previous episodes, visit scalinguph2o.com. To request an interview or for other inquiries, please contact the executive podcast producer, Corrine Drury, at corrine@blackmore-enterprises.com