



**MANILA WATER
TOTAL SOLUTIONS**

*DELIVERING PEACE OF MIND
TO FAMILIES AND
COMMUNITIES*

Agos

The Official Magazine of Manila Water Company
Volume 20 | Number 145 | April - June 2016

MESSAGE FROM THE PRESIDENT OF
MANILA WATER TOTAL SOLUTIONS

To our valued stakeholders,

Manila Water has developed deep relationships with its corporate and individual customers through its provision of water and used water services over the last 19 years, within and outside the Metro Manila East Zone.

In our many intimate conversations with our various customers, we have often been asked what else we can do for them, given their excellent customer experience with our concession services. To respond to this clamor, Manila Water Total Solutions was born to create and deliver ingenious solutions for difficult, cumbersome and hard-to-notice problems of customers and communities.

To deliver against this mission, we are leveraging capabilities built over the many years of running a successful water and used water concession, and we have adopted a world-class product and service innovation process to provide solutions to day to day pain points of businesses and residential customers. Our initial portfolio consists of pipelaying and integrated used water solutions for industrial and commercial entities, while for individual and household consumers, we have manufactured Healthy Family purified water for families searching for high quality yet affordable drinking water.

Our pipeline is getting filled with more jobs to be done for our valuable customers and we are excited to roll out more innovative products and services soon.

Let's continue to have more conversations so we can have healthier families and communities.

FERDINAND M. DELA CRUZ

President
Manila Water Total Solutions





What's *INSIDE*

4 BRIDGING THE GAP
Learn about other water and used water products and services offered by Manila Water Total Solutions

10 PIPELINES TO THE FUTURE
Experience our brand of quality pipelaying service

16 SOLVING USED WATER WOES
Rely on the used water experts to address your environmental compliance issues

22 WHAT'S IN THE BOTTLE?
Be mindful in choosing your drinking water

24 THE HEALTHY CHOICE
Make the switch to 'Pure and Sure' water for you and your family

26 JOIN THE HEALTHY FAMILY MOVEMENT
Help bring peace of mind to your community by becoming one of our partner-distributors

28 FOSTERING A CULTURE OF INNOVATION
Get to know the passionate people behind Manila Water Total Solutions

30 TRAILBLAZING SOLUTIONS
Envision a future with innovative solutions to everyday water and used water problems

BRIDGING THE GAP

The growth story of Manila Water over the past 19 years has been enriched by the transformation of the lives of more than six million customers in the East Zone of Metro Manila. This was achieved through the provision of reliable and quality water supply and improved sanitation services which are key components in the development of communities and businesses. As the company aims to achieve greater heights in improving lives, it has expanded its services across other regions outside of Metro Manila, replicating the strategic business approach geographically, in nearby provinces of Luzon, key cities in Visayas and Mindanao, and to other Asia-Pacific regions such as Vietnam, Myanmar and Indonesia. With this tremendous expansion came the need to continuously cater to the varying and growing needs of customers for water, used water, and environmental services.

Manila Water Total Solutions (MWTS) was created to enable the Manila Water enterprise to develop new products and services for our customers to reach new heights for inclusive growth. It utilizes a strategic innovation approach in order to gain customer insights on cumbersome, hard-to-notice problems which are then developed and tested to create ingenious and sustainable solutions. MWTS goes beyond the meter in creating products and services that add value to its customer's lives. Rooted in advocacy and building on core Manila Water principles and expertise, this expanded portfolio of products and services has the specific purpose of providing peace of mind to current and new customers in unique and exciting ways.

MANILA WATER TOTAL SOLUTIONS Portfolio of Services

Giving peace of mind to customers and communities through end-consumer and system solutions across the entire water value chain



Master Planning
and Design



Water and
Sewer Pipelaying



Integrated
Usedwater
Solutions



Construction
Management



Purified
Drinking Water



Product
Innovation and
Development



Manila Water Total Solutions Head Office

AIMING FOR AHA!

At the core of the Manila Water Total Solutions is the Product Innovation and Development (PID) Team, dedicated to identifying and developing value-adding products and services which are customized to the specific needs of various markets. The PID team employs a strategic innovation process that allows for the discovery of deep and unmet customer pain points which are then translated into ingenious solutions that are de-risked and shaped further through market-facing tests prior to commercialization. This disciplined process leverages core capabilities and enables the team to quickly and cost-effectively create viable business models that are unique and scalable.

PID paves the path for further growth of the Manila Water enterprise, as it infuses out-of-the-box elements into their business model designs and increases the overall portfolio of Manila Water products and services.



THE INNOVATION PROCESS: Turning Ideas into Value





Manila Water Total Solutions Head Office



ROBERT "BOOGZ" BAFFREY
*Head, Product Innovation and Development
Manila Water Total Solutions*

"Our two-pronged strategy is to develop and scale after-the-meter services with special focus on real estate developers. We also aim to develop and launch new business models in the East Zone market and beyond. As part of our thrust to grow and diversify our business outside of the original concession, Manila Water Total Solutions is focused on creating innovative products and services that fulfill the needs and provide peace of mind to our customers."





WATER AND SEWER **PIPELAYING**



*Water and Sewer Pipelaying Project
Rismonte, Nuvali, Laguna*

PIPELINES TO THE FUTURE

The pioneer and core service offering of Manila Water Total Solutions is pipelaying. This service addresses the water distribution and used water collection needs of land developers, and the communities they serve, by providing expertise on the design and construction of water, used water and greywater networks.

As the Philippine economy and real estate business have exponentially grown in the past decade, so has the demand for quality and cost-competitive pipe networks that are guaranteed to stand the test of time.

Manila Water Total Solutions guarantees the effectivity of this service by offering holistic solutions from demand forecasting to commissioning, which are all supported by qualified experts, key partners, and a robust supply chain for materials and equipment.

*Water and Sewer Pipelaying Project
Riomonte, Nuvali, Laguna*





The Pipelaying Portfolio

Manila Water Total Solutions envisions to support customers in all their water and used water needs such as:



Water, Used Water and Greywater Pipelaying



Demand Forecasting, Master Planning and Network Design



Design-and-Build of Water and Used Water Facilities and Related Appurtenances

Target Market

Property Developers, Industrial and Commercial Companies, Government Agencies and Residential Subdivisions

Value Proposition

Leveraging core expertise, key partners and a robust supply chain to provide a holistic, cost-effective, and customized value-chain of water and used water pipelaying services that allow customers to focus on their core business

■ WATER AND SEWER PIPELAYING

FROM TOWNHOMES TO TOWNSHIPS

Getting its start from small townhomes and subdivisions in the East Zone of Metro Manila, the Manila Water Total Solutions pipelaying service has grown to large-scale and complex township projects for major land developers such as Ayala Land and Megaworld.

From an initial service offering dedicated solely to water networks, the pipelaying portfolio has since expanded to system projects that include used water, greywater, and related facilities such as deep wells, cisterns, lift stations, and other appurtenances. MWTS is anticipating further evolution through customization of this service of specific customer groups and continuing to improve cost-competitiveness.



*Water and Sewer Pipelaying Project
Lumira, Nuvali, Laguna*



“



Building Better Lives.

CHRISTIAN MOTOS

Technical Assistant for Water Works
Sta. Lucia Land Inc.

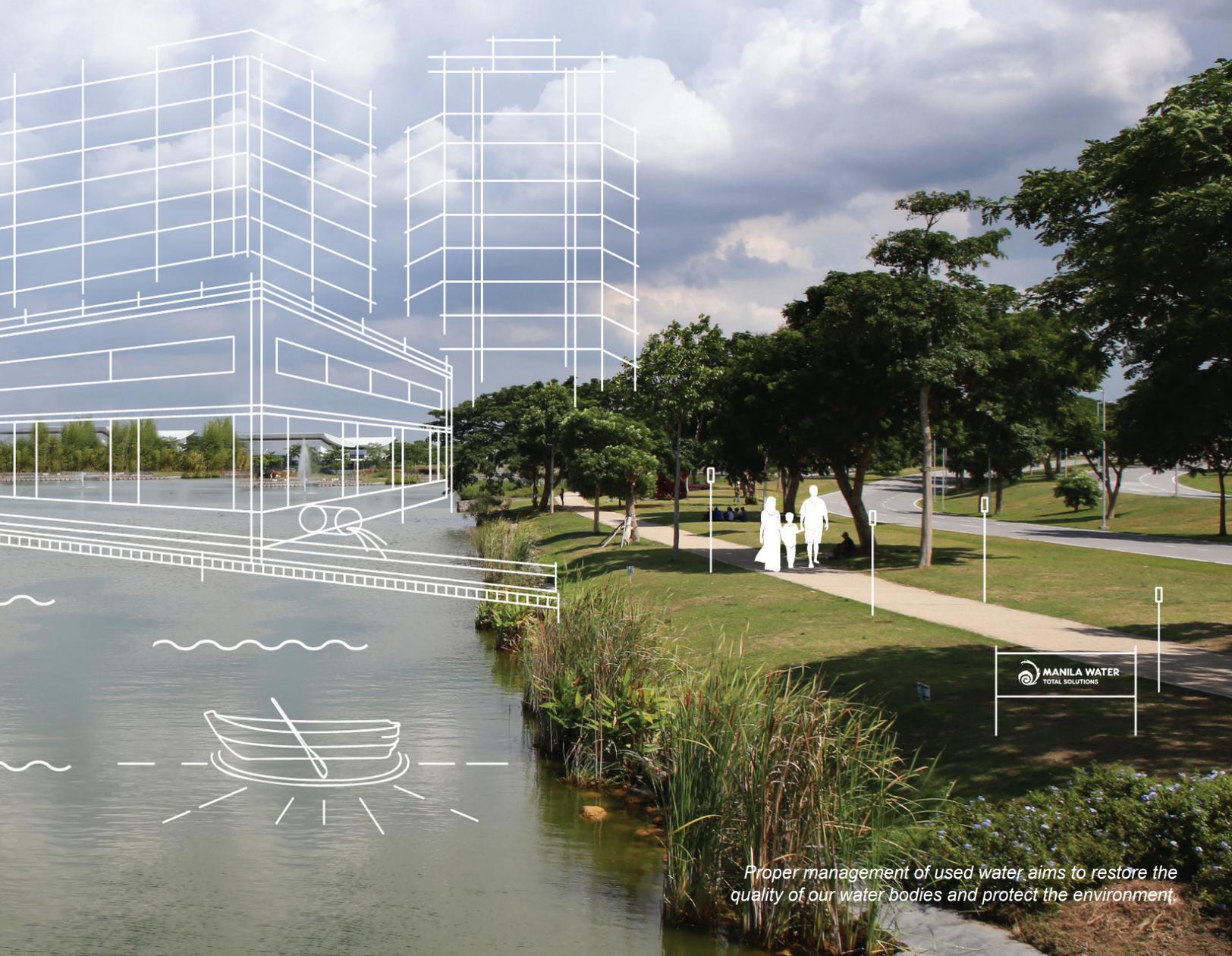
“We encountered problems in our subdivision because water pipes were not up to standard in terms of location, depth and materials. Through Manila Water, we were introduced to Manila Water Total Solutions (MWTS). MWTS personnel are accommodating and professional. We are satisfied with their service. Now, we can easily turn over our subdivisions and other expansion developments knowing we will not encounter any problem with the water supply of our present and future homeowners. Customer satisfaction has also increased. MWTS can deliver services in a timely manner and can be relied on especially when it comes to dealing with construction of pipelines, billing and after-sales.”

”





INTEGRATED **USEDWATER** SOLUTIONS



 **MANILA WATER**
TOTAL SOLUTIONS

Proper management of used water aims to restore the quality of our water bodies and protect the environment.

SOLVING USED WATER WOES

Stemming from the observed need of customers in the commercial and industrial sectors for cost-effective means to sustainably comply with environmental regulations, Manila Water Total Solutions developed Integrated Usedwater Solutions or IUS.

IUS provides end-to-end used water management services from detailed customer profiling to testing and commissioning, anchored on the integration of appropriate technologies by a team of used water experts. The aim of IUS is to allow a range of customers to unburden themselves of cumbersome used water needs by providing value-engineered solutions guaranteed to provide long-term regulatory compliance.

Integrated Usedwater Solutions (IUS) Portfolio

Manila Water Total Solutions mapped out the market by used water concentration and volume and developed the following core services:

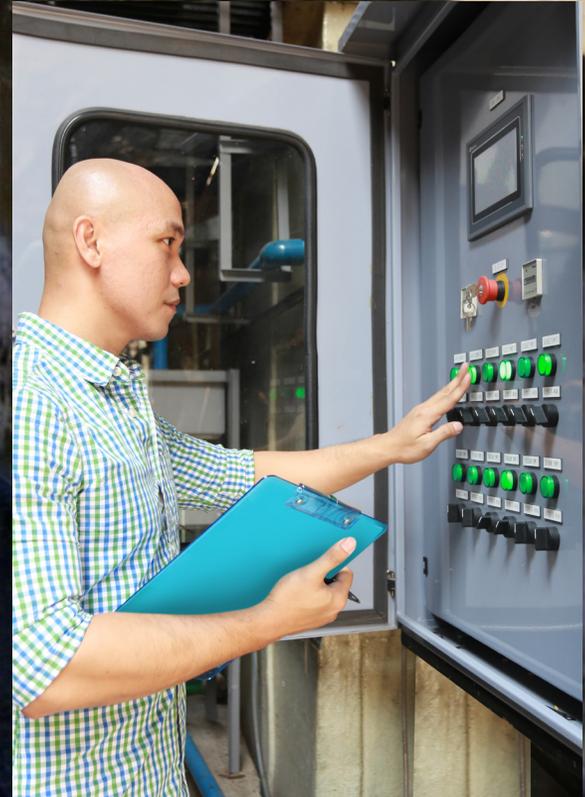
-  *Design-and-Build Solutions*
-  *Plug and Play Solutions*
-  *Pre-Treatment Solutions*

Target Market

Real Estate Developers, Commercial Establishments and Quick Service Restaurants

Value Proposition

Providing a holistic value-chain of customer-specific and cost-effective integrated used water solutions to deliver long-term ease of operation, maintenance and environmental compliance





ERWIN LI

*Construction Management Group
Makati Development Corporation
(A Subsidiary of Ayala Land Inc.)*

“Before, there was a lack of accredited and competent contractors for water and used water systems. We also encountered problems with unreliable designs and as-built plans. Through a partnership with Ayala Land Inc., we were able to work with Manila Water Total Solutions, a company known for their professional and reliable service. MWTS holds a reputation for quality and complete services from design to implementation and operation. Now, we can focus on other aspects of the project and delegate the water and used water systems to MWTS. I am assured that MWTS can deliver on our needs.”



■ INTEGRATED USEDWATER SOLUTIONS

ONE SIZE DOES NOT FIT ALL



As used water characteristics vary across all customer demographics, it is important that used water solutions are accordingly customized to guarantee long-term effectivity and cost-competitiveness.

Building on the expertise developed from years of used water facility operations, Manila Water Total Solutions has the capability to utilize a fleet of technologies to provide integrated solutions that are unique to the customer's needs. In the last year, Manila Water Total Solutions has employed the following integrated used water solutions for different customers:



CUSTOMER: Water Utility

TECHNOLOGY: Integrated Fixed-Film Activated Sludge



CUSTOMER: Land Developer

TECHNOLOGY: Sequencing Batch Reactor



CUSTOMER: Industrial Park

TECHNOLOGY: Fixed-Bed Biofilm Activated Sludge



CUSTOMER: Quick Service Restaurant

TECHNOLOGY: Plug & Play STP



CUSTOMER: Country Club

TECHNOLOGY: Bio-chemical Activated Sludge



BORACAY WATER
*Integrated Fixed-Film
Activated Sludge*



CEBU I.T. PARK
*Sequencing Batch
Reactor*



McDONALD'S
Plug-and-Play STP



LAGUNA TECHNOPARK
*Fixed-Bed Biofilm
Activated Sludge*



**VALLE VERDE
COUNTRY CLUB**
*Bio-chemical
Activated Sludge*



HEALTHY FAMILY PURIFIED WATER



WHAT'S IN THE BOTTLE?

It goes without saying that the quality of water you drink greatly impacts your overall health. Because of this, Manila Water stands firm on its commitment of delivering clean, safe and potable drinking water up to the meter. However, the harsh reality is that despite the company's best efforts, studies have revealed that eight out of 10 customers still do not drink water from the tap primarily because of the following reasons: lack of trust in after-the-meter reticulation systems and taste preferences.

And this is where water refilling stations enter the picture. As of 2015, there have been a recorded 20,000 number of refilling stations operating across the country with 40% of households nationwide depending on them for their drinking water needs. In Metro Manila, 60% of its residents buy water from refilling stations.

However, what customers need to know is that more than 80% of these stations do not comply with all of the Department of Health's (DOH) requirements, such as wearing proper attire to prevent water contamination and employing the correct procedure for thoroughly cleaning and sanitizing the water containers. Because of these shortcomings, the unmet needs being underscored by such negligent practice are customers' peace of mind and product quality assurance.

“



SHARON MARCIAL

*General Manager
Healthy Family*

“Healthy Family is more than just simple bottled water—it provides the peace of mind of customers. Beyond the quality product, we at Healthy Family aim to deliver quality service. Our distributors have been trained on inventory management, product handling and customer service. The launching of the Healthy Family brand of purified drinking water is our way of creating shared value as we partner with social entrepreneurs to address customer needs. Our team is committed to finding innovative solutions to developmental challenges as we take part in nation building.”



The Healthy Family Journey

Over the years, the worry about the quality of drinking water that refilling stations have been doling out, especially after reports that many of them have not been adhering to the standards set by the DOH, has been on the rise. Through market-based insighting, Manila Water Total Solutions discovered that there was an unmet customer need for quality drinking water.

In response to this, MWTS developed Healthy Family to cater to customers who only want the best for their families. Healthy Family's main goal is to ensure peace of mind through clean and safe drinking water at an affordable price.

From 2013 to 2014, the Healthy Family product was piloted in strategic areas in the cities of Taguig and Makati. The first FDA-compliant bottling plant located in Taguig was built to produce 5,000 five-gallon bottles of water per day. As it progressed from pilot to scale-up, Healthy Family has become the brand of choice of more and more homes and even offices, hotels and hospitals. From three initial partner-distributors and one bottling plant when it started its initial operations, Healthy Family has now grown with around 240 partners and five bottling plants.

In the years ahead, Healthy Family is poised to expand further and cover the whole of Metro Manila and even areas beyond.



Pure and Sure



DOH



It is guaranteed by the Department of Health (DOH) and the Food and Drug Administration (FDA).



Automated bottling is conducted in a centralized and highly regulated plant.



Each bottle features a one-time use cap and has a six-month shelf life.



Superior quality safe for babies.



An innovative palletized storage system ensures that your bottle is protected from production to distribution.



Full-time microbiologists analyze samples daily in a world-class, in-house laboratory compliant with international standards.



THE HEALTHY CHOICE

What sets Healthy Family apart is the fact that it undergoes a very stringent treatment process in the bottling plants. There, water is treated and bottled without any human contact during the entire purification process, making it free from any risk of contamination. On top of that, Healthy Family bottling plants also employ in-house microbiologists who conduct water quality testing to ensure that only safe and clean drinking water is delivered to every customer.

From having a single plant producing 5,000 bottles per day, Healthy Family has expanded its capacity by building four more Food and Drug Administration-certified plants last year, all of which now have the combined capacity of producing around 50,000 bottles per day.



MARYJOY CABUGUANG
Customer, Healthy Family

“Buntis pa lang ako noong kabuwanan ko nang nasubukan ko ang Healthy Family water, at sabi ko, iba ang lasa niya kumpara sa mga nasubukan naming mga distilled water o purified water. Kaya nagdecide ako na pagkapanganak ko hindi ko na papainumin ng ibang brand ng tubig. Kaya’t panatag kami sa Healthy Family water ng 100%.”



JR RAMON
Customer, Healthy Family

“Comparable talaga siya sa ibang leading branded water sa market. Kung ikukumpara ko siya sa branded na water, sa Healthy Family Purified Water ay 2-3 times ang savings ko, kasi marami siya and same quality rin naman ang makukuha ko o makakasave ako para sa milk ng baby ko.”





Healthy family
Pure and Sure

Healthy family
Pure and Sure



JOIN THE HEALTHY FAMILY MOVEMENT

Tap your entrepreneurial drive and adapt a can-do attitude now! Help bring peace of mind to your community by becoming a partner-distributor of Healthy Family.



Only P90,000.00
as initial start-up
investment



A Partner-Distributor
package includes
initial product
inventory and
marketing materials



4,973 Bottle sales
per month can yield
a net profit of
P27,374.00

**Learn more about this
business opportunity by
contacting the Healthy Family team
at (02) 737-1588 or
by e-mailing them at
healthy.family@manilawater.com*



MIRIAM CRUZ

Partner-Distributor, Healthy Family

"Trusted na namin ang Manila Water so alam ko na mahusay 'yung Healthy Family Purified Water. When I went there sa planta nila, nakita ko na walang human contact kasi direktso from their equipment 'yung water. Also, the way they clean the bottles, super kasi talagang bina-brush 'yung loob. And then another thing that I noticed is that nagti-testing sila ng tubig every day, which is very important. 'Yung mga customers ko, natuwa sila kasi hindi na nila kailangang bumili ng ibang tubig for their babies. At the same time natutuwa rin sila kasi masarap daw 'yung water at saka mayroon silang peace of mind na safe 'yung water na binibili nila. I am happy na finally mayroon nang water na madi-distribute sa community. Maganda na 'yung service, maganda pa 'yung product so it's a really big help sa community natin."



MANILA WATER TOTAL SOLUTIONS Leadership Team

FERDINAND DELA CRUZ, *President*
ROBERT BAFFREY, *Head of Product Innovation and Development*
SHARON MARCIAL, *General Manager of Healthy Family*
JESON CAMPOS, *OIC of Corporate Accounts Management*
KAROLINE SANGALANG, *Head of Finance and Governance*
VIVIENNE TORRES, *HR Business Partner*

FOSTERING A CULTURE OF INNOVATION

Manila Water Total Solutions brings together technical expertise and a fresh perspective on how to address the water and used water needs of its customers through a pipeline of innovative products and services.

Focusing on deep customer problems, implementing a disciplined innovation process and fostering an entrepreneurial culture are the key drivers of MWTS. Essentially a start-up company, MWTS values collaboration, flexibility and resourcefulness in its talents. Aligned to this, everything from uniforms to working spaces are designed to be consistent with the envisioned culture of open collaboration and diversity, while also aiming to utilize the best-available technologies such as mobile and cloud-based systems.

MWTS also aims to support the Manila Water enterprise by providing a platform for Manila Water talents to further expand their skillset by providing opportunities to operate in a commercial and less-regulated environment. As a newly-established unit with high growth potential, MWTS similarly offers the organization various learning and developmental opportunities for career advancement. At present, the company operates a lean workforce of less than 100 people, a number that is expected to increase gradually in the following years.

MWTS recognizes that its talents will be the cornerstone that will push and drive the company forward, and thus will continue to cultivate a passion to create innovative solutions that will positively impact the lives of customers.



NAP ABALOS

*Business Development Manager
Manila Water Total Solutions*

“In Manila Water Total Solutions, people are focused on achieving greater outcomes for clients and customers. There is also a positive culture that inspires everyone. Working at MWTS, which may be considered as a startup company, is like taking on a new path. You deal with a lot of challenges along the road. But if you are determined and focused, you are not just helping yourself achieve your goal, you are also helping motivate others.”



VINCENT SIAT

Operations Head, Healthy Family

“What I am today is because of the strong foundation built from Manila Water’s cadetship training program and my assignment in the East Zone from 2007 to 2014. With full trust in the management and gratitude for their confidence, I joined Manila Water Total Solutions. This decision made a big difference in my personal and professional life. What I like best about working in MWTS is the teamwork, which enables the group to make great

things happen. I will be grateful for the learning opportunities that MWTS has opened up for me. And parallel to this learning, you will see the company expanding its horizons and you are a part of it.”



Corporate Accounts Management Team



Product Innovation and Development Team



Healthy Family Leadership Team

TRAILBLAZING SOLUTIONS

Since its inception in 2008, Manila Water Total Solutions has evolved and gained initial traction with the launch of Integrated Usedwater Solutions and Healthy Family Purified Water on top of its pipelaying business.

Following its initial foray into new markets, MWTS is targeted to gather momentum and realize its full potential through the pursuit of growth opportunities while building upon the continuous development of ingenious solutions for difficult customer problems.

In the years ahead, Manila Water Total Solutions vows to establish sustainable trailblazing services and products related to water and environmental protection that can be offered to its over six million customers in the East Zone and beyond.





EDITORIAL STAFF

Publisher
Ferdinand M. Dela Cruz

Executive Editor
N. Eric T. Sevilla, Jr.

Editor-in-Chief
Carmen Helena L. Friginal

Managing Editor
Michelle Angela O. Carag

Contributing Editor
Jeffrey Ryan L. Pundanera

Editorial Assistant
Jhevralyn G. Ng

Graphic Artist
Marwell B. Arquiza

Contributors
Manila Water Total Solutions
Robert Michael N. Baffrey
Sharon May D. Marcial
Jeson Jason J. Campos
Blessille G. Par

Photographers
Marwell B. Arquiza
Reau Gutierrez (Focal Photography)
Elaine Tacubanza

Printer
Primex Printers, Inc.

Editorial Office
Corporate Communications Department
Media Center, Lower Ground Floor,
MWSS Administration Building
Katipunan Road, Balara, Quezon City

ACKNOWLEDGMENTS

Special thanks to Manila Water Total Solutions (Sam Yao, Ike Dimacali, Nap Abalos and Vince Siat) and the Vasquez Family (Robbie, Celine, Saia and Tala).



Pure and Sure

ONLY
P40.00
SRP

 **737-1-588**

-  www.healthyfamily.com.ph
-  www.facebook.com/HealthyFamilyPH
-  healthy.family@manilawater.com

A PRODUCT OF



MANILA WATER
TOTAL SOLUTIONS

NO.6 SCPI BUILDING, VETERANS VILLAGE,
WESTERN BICATAN, TAGUIG CITY

APPROVED BY



DOH



LTO NO. CFRR-NCR-FM-4771

