



How Technology will Transform Citizen Services

From Physical Connected Infrastructure to Virtually Connected Infrastructure

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Open Innovations

November 1, 2012

Benefits of Sustainable Communities

Energy Savings



30%

Water Consumption



50%

Crime Rates



20%

Traffic



30%



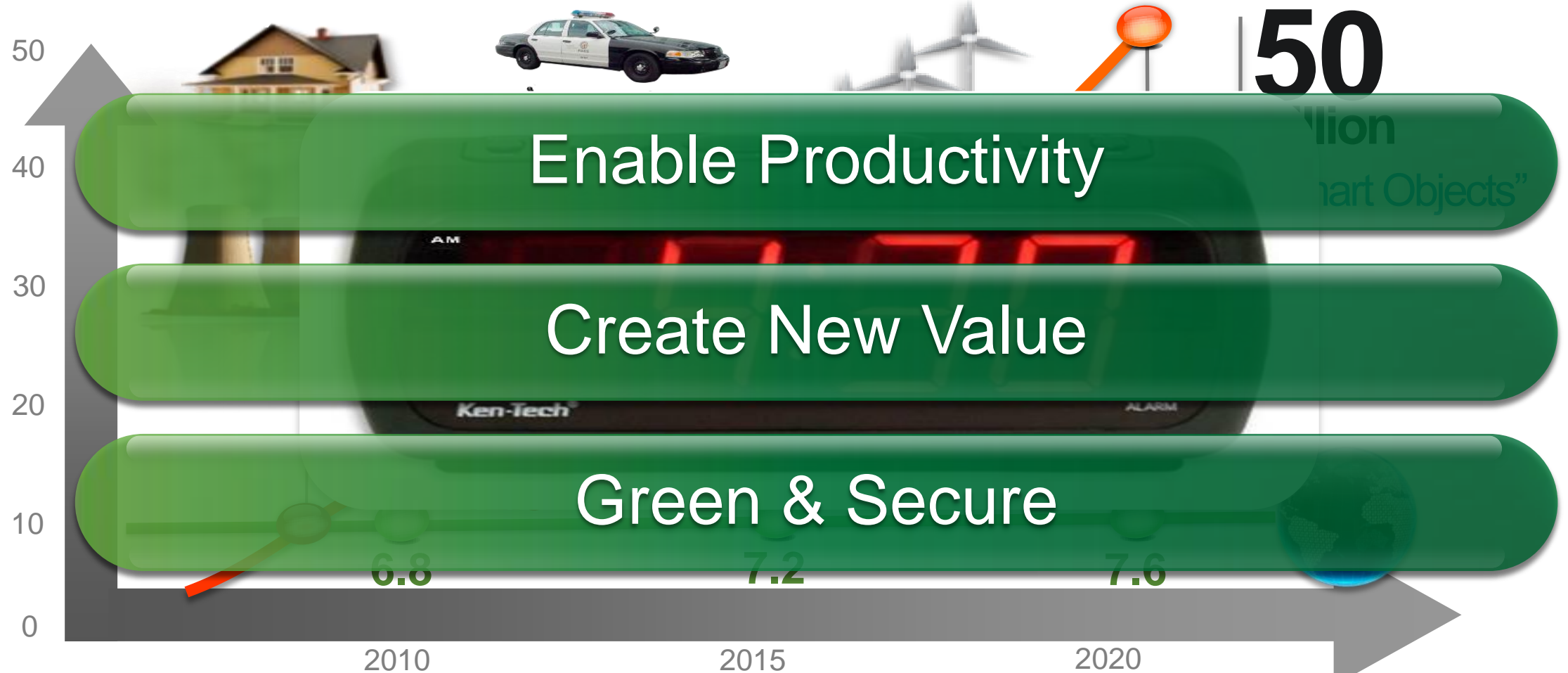
Education:
\$3/Student/Month



Healthcare:
\$3/Doctor Visit

A Safer, Desirable Environment where People are Happier
and more Productive

The Internet of Everything – “Industrialization of the Internet”



Source: Cisco IBSG. **World Population**

Cities are Already Run on Networked Information

Connecting and Monetization of Citizen Services

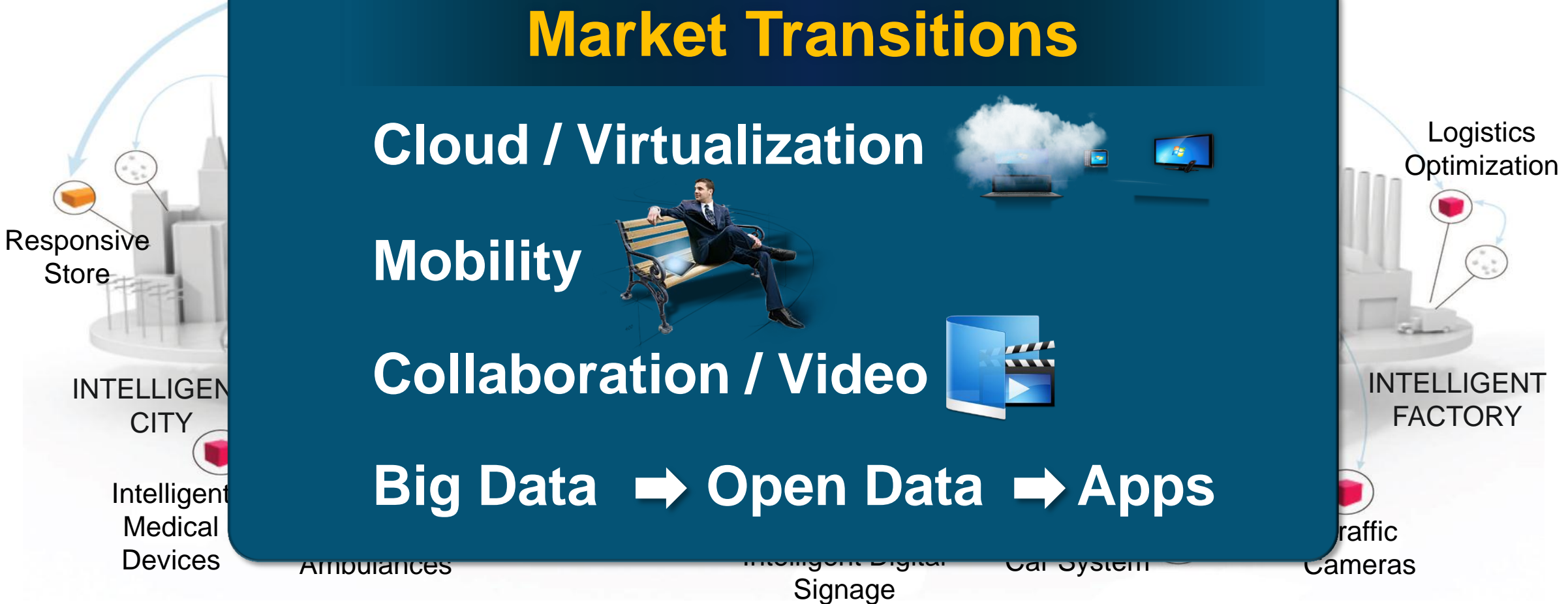
Market Transitions

Cloud / Virtualization

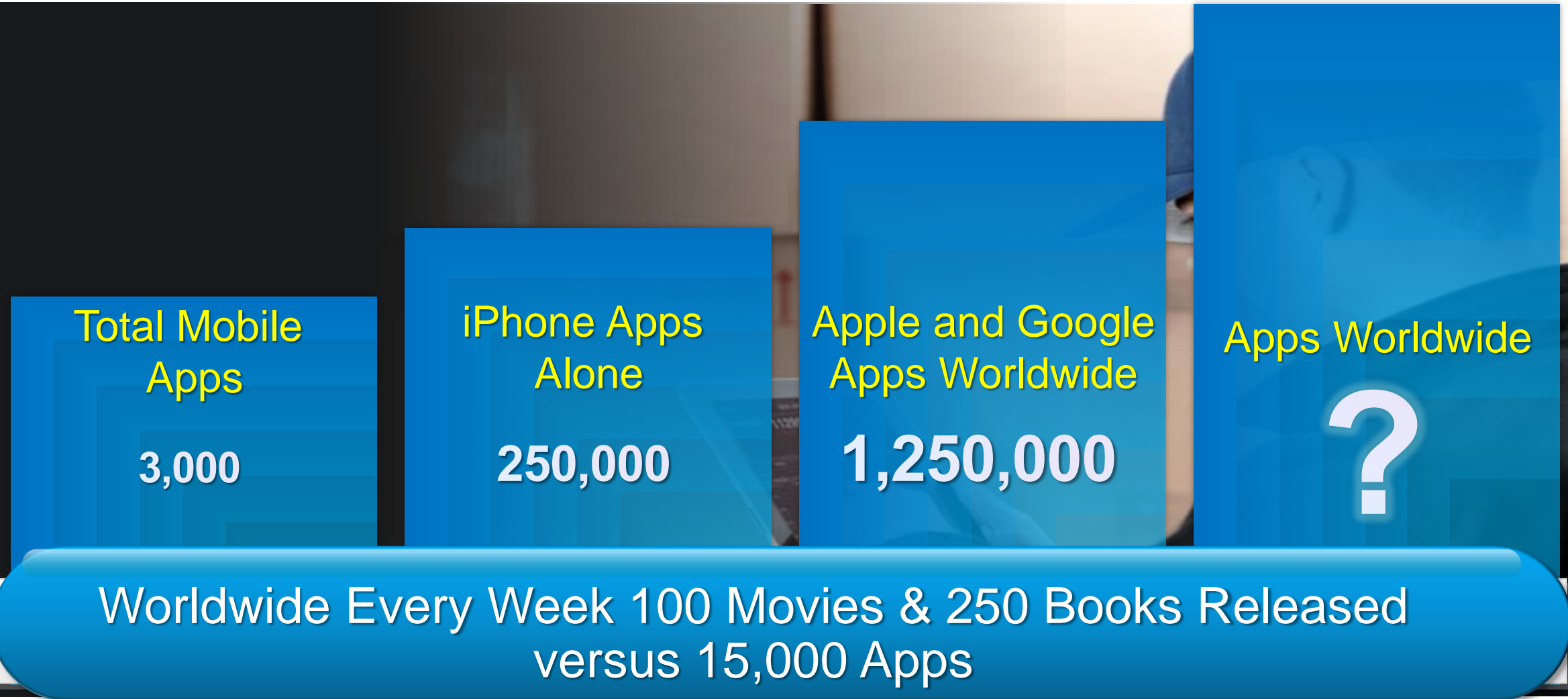
Mobility

Collaboration / Video

Big Data → Open Data → Apps



Growth of Software Applications



Source: Apple, Google, Windows Mobile, Cisco Analysis, NY Times

Exponential Growth In IP Traffic

By the end of 2011, **20 typical households** generated more internet traffic than the entire internet in 2008

By 2015, **1 Zettabyte** of data will flow over the internet

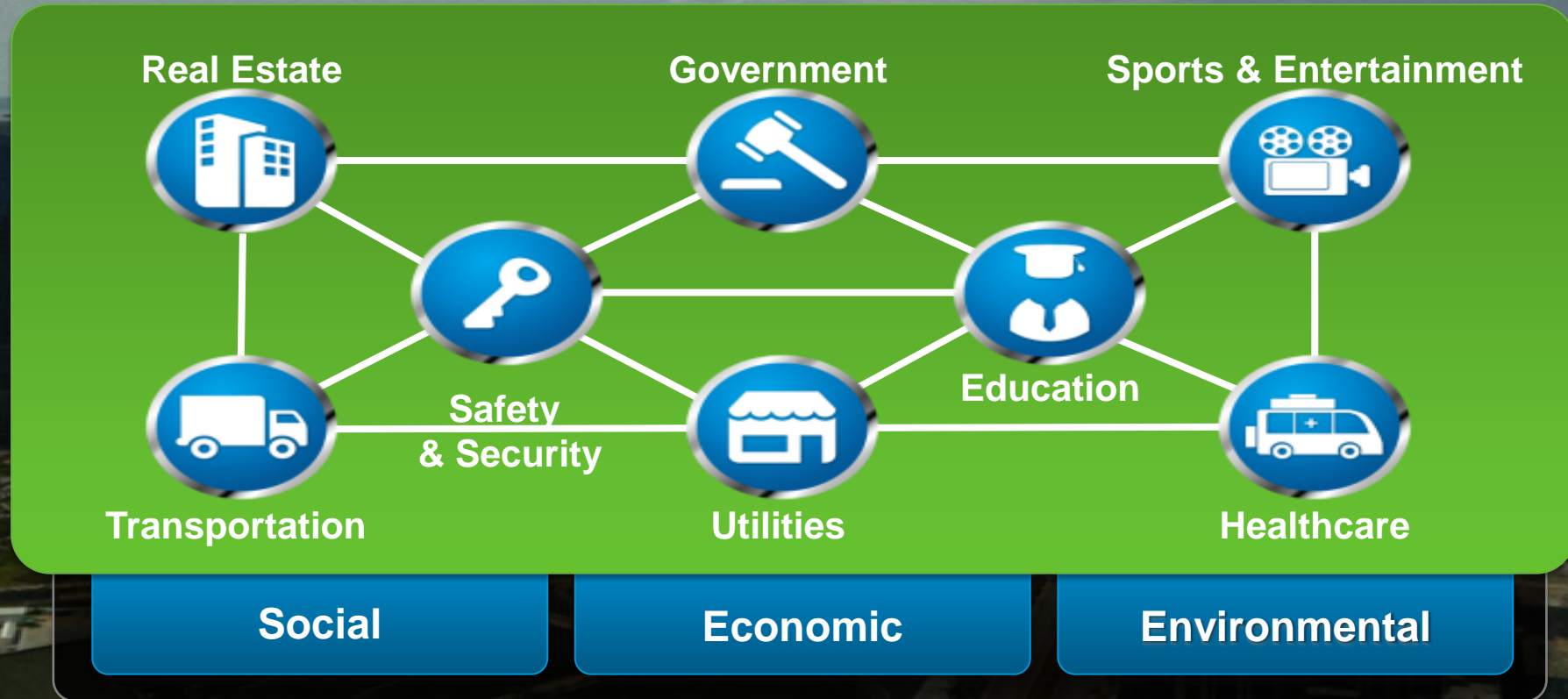
1 Zettabyte: Stack of books from Earth to Pluto 20 Times (72 billion miles)

Every second, **one Million minutes** of video content will cross the global network in 2015

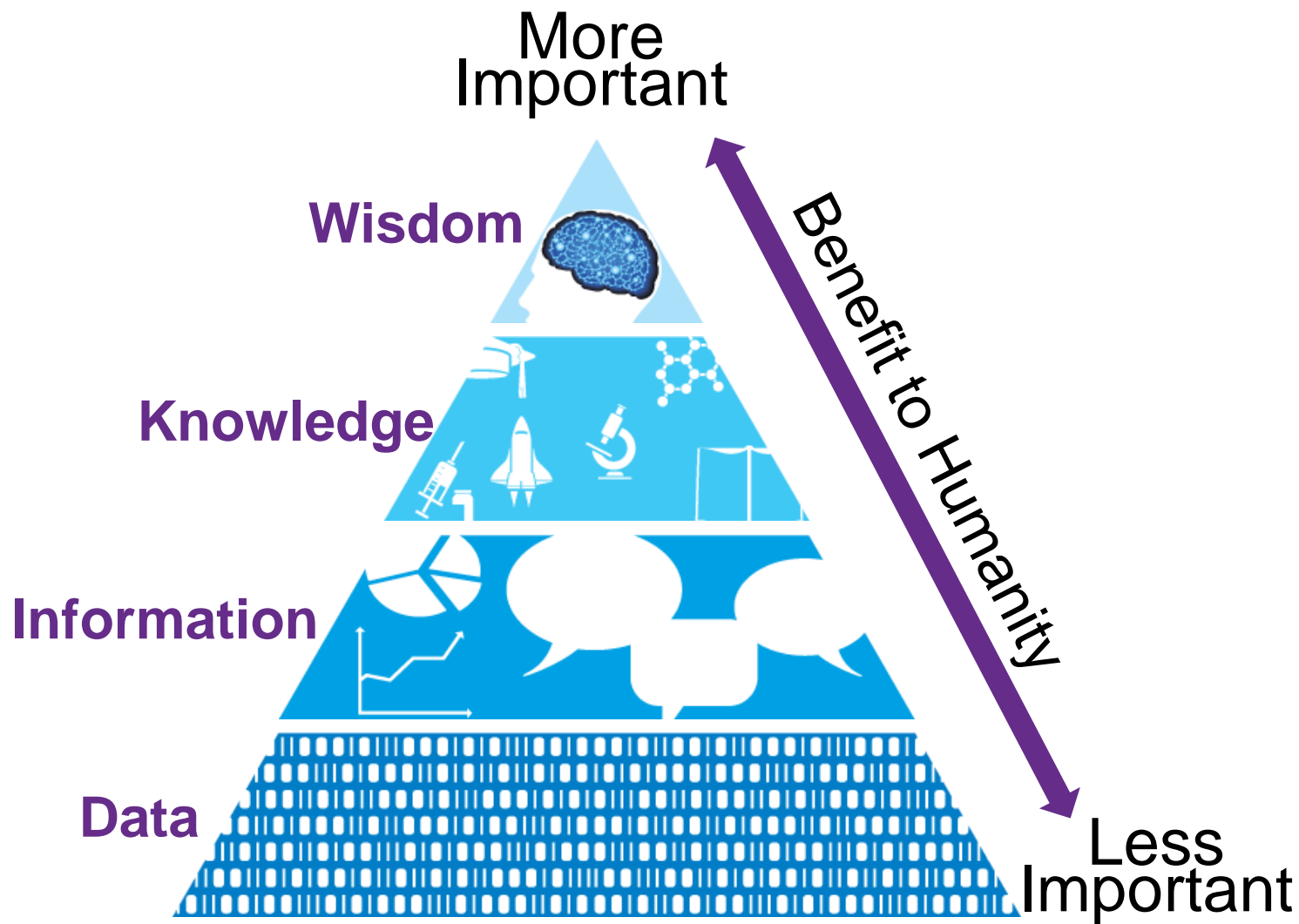
Source: Cisco IBSG, Cisco VNI Global Forecast, 2011–2016

Cities are Already Run on Networked Information

Connecting and Monetization of Citizen Services



Deeper Diversity, Deeper Data, Deeper Wisdom



Technology Will Be Consumed As Services



Real Estate

- Child Locator / Elder Care
- Executive Suite*
- Office Resource Management
- Green aware*
- On-premises Safety and Security
- Digital Library
- Smart Business Centre
- Info signage (I, II)*
- Smart Card (I, II)*
- Smart Kiosks
- Residential Service*
- Energy dashboard
- Smart Connected Maintenance
- Integrated Building Management
- Triple Play
- Office in a Box
- Convention in a box
- Collaboration
- Telepresence
- Virtual Concierge (residential)
- Integrated Operation Center building*
- Private Virtual Office*
- Asset Tracking*
- Virtual Attendant
- Car Park Management (I, II)
- Mobile Concierge
- Location based push advertisement



Utilities

- Monitoring
- Measurement
- Variable & co-ordination
- Energy
- Energy
- Power
- Management
- Monitoring
- Control
- Utilities for
- People
- Carbon
- Emissions
- HVAC
- back-up
- Protection
- /
- Zonation

Citizen Services Menu



Health Care Monitoring From Home

\$10



Alert That Your Child Is At School

\$5



Check mobile phone for Next Bus/ online on bus

\$3



TelePresence a Friend From Home

\$8



Access Government Services Online

\$6



“Green” Utility Awareness / Smart Grid

\$3



Automatic Guidance to Parking Spot / Elevator Held

\$5



Access to Security Services

\$15

My Total = \$52/mo

The Future of Work: Dynamic, Seamless, Connected, Virtualized

Mobile Workforce



Young Generation



Spontaneous Collaboration



Clusters of Experts



Collaboration Will Be Increasingly Virtual



Your Water Cooler Goes Virtual

Smart Work Centers: The Workplace of the Future

Amsterdam



120 Smart Work
Centers Today

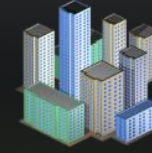


\$13 Mn Savings in
Leasing Costs



3428 Tons Reduction in
Carbon Emissions

South Korea



450 Smart Work
Centers by 2015



\$1.3 Bn Savings in
Transit Expenses



1.1 Mn Tons Reduction
in Carbon Emissions

Social, Economic and Environmental Components



Mobile

Parking

Individual Work Spaces



Social

Communal / Lounge Areas
Child Day Care. Restaurant
Collaboration Rooms.
Social Programs. Networking



Visual

Function Room

Traditional Office Space



Virtual

TelePresence
Virtual Education and
Healthcare Services

How Can We Enable... ...the creation of a new industry

**Visionary
Leadership**



**Global Open
Standards**



**Smart
Regulation**



**Public Private
Partnerships**



& People

New Ecosystem



Thank you.

