Advancing Towards Smart Cities

Justin Wu for Audience:
Verizon IoT Directors
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Illustration by Ben Fearnley

Big Data for Smart Cities

- Digital Picture of "Life"
- Big Data Management
- Smart Network Infrastructure *
- Security & Privacy

What about Telecom Companies?

Gaps in the Data and Analytics

Data Gaps:

- Proprietary Corporate Data
- Security & Privacy

Analysis Gaps:

- Advanced Algorithms
- Big Data Processing Platform
- Open Standard Technology

How to Fill the Gaps

- Focus on Cyber and Data Security
- Collaborate with Other Corporations
- Attain Consent from Citizens
- Continued Technological Developments

Who's Interested in Smart Cities and Why?

1. We (Verizon) Are!
   - Staying Relevant
   - Customer Insights
   - Revenue Generation

Opportunities and Obstacles for Verizon

1. Developing more Smart Products
   a. HUM by Verizon (connecting and tracking car Data via the VZ Network)
2. Enhancing Data Security

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