

Evolution of the Smart Customer in Smart Cities

March 2015

Navigating Smart City Initiatives

Insights across 3 Decades of Urban Customer Engagements



Agenda



1

**Evolving
Smart
Customer**

2

Case Studies

3

**Smart City
Solution
architecture**

4

**Questions
&
Discussions**

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Evolving Smart Customer

The City in Your Hand

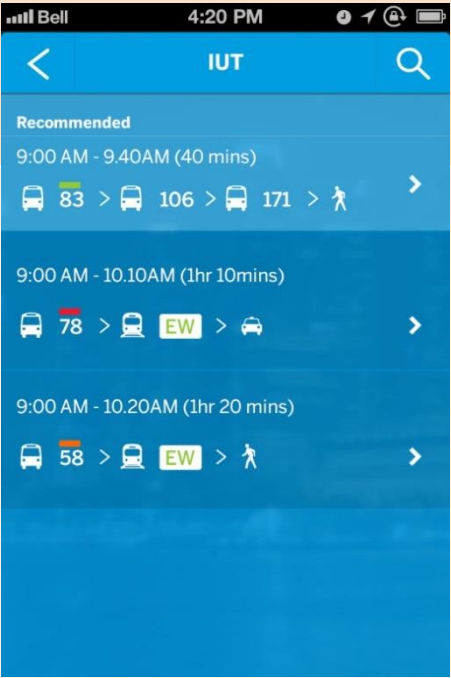
Personalization



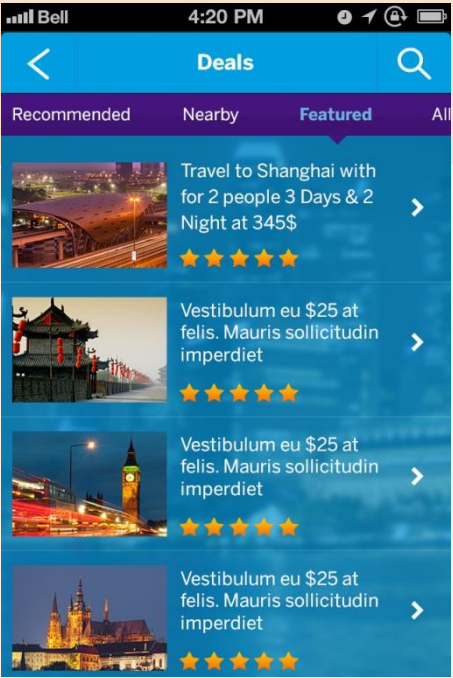
Learning



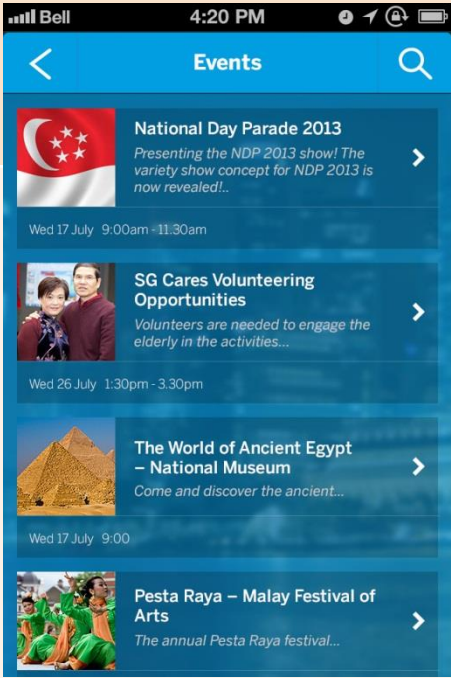
Public Transport



Deals

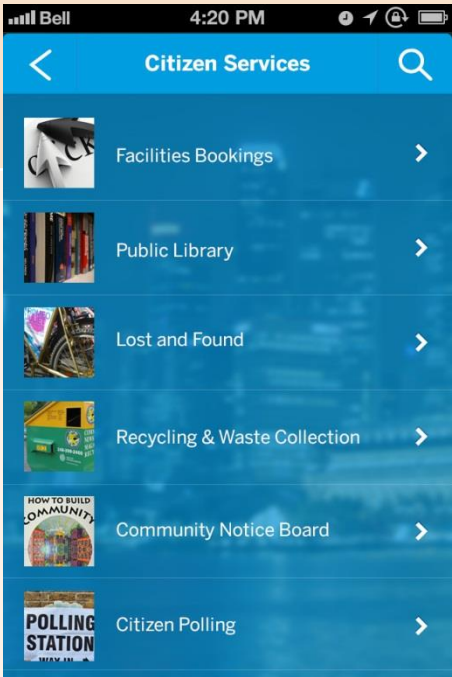
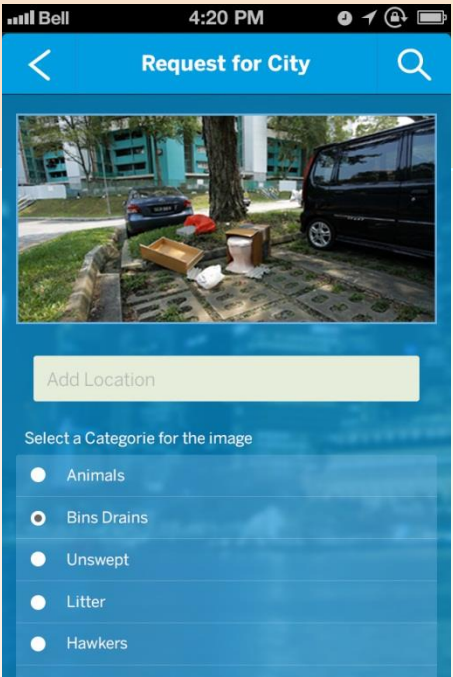
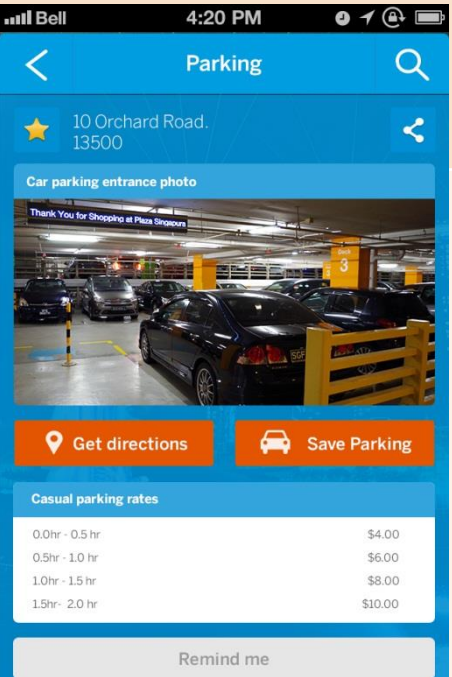
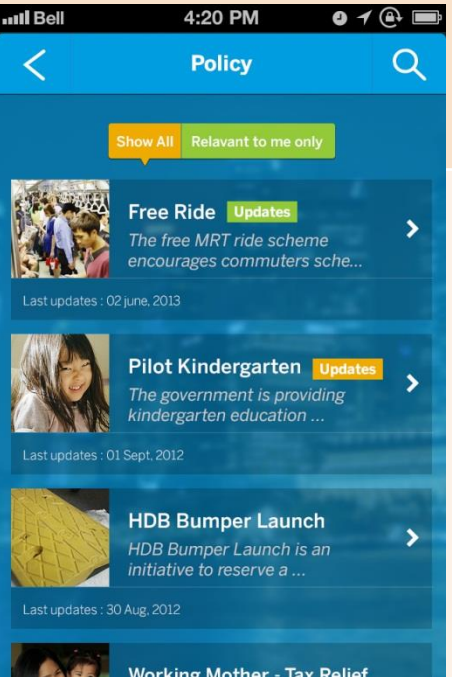
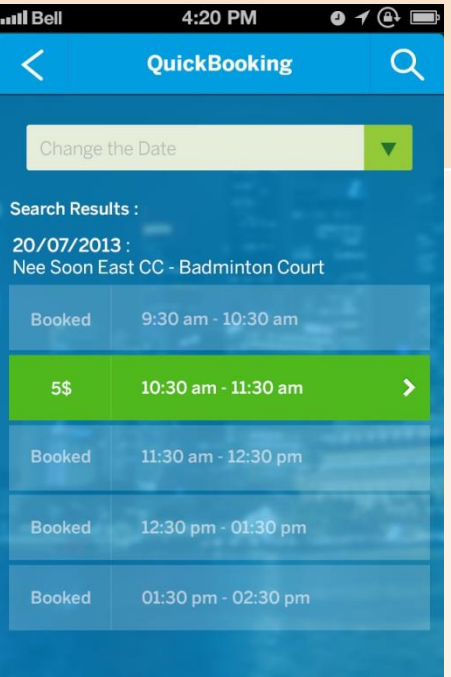


Events



Evolving Smart Customer

The City in Your Hand

Citizen Services	Issue Reporting	Parking	Policy Updates	Facility Booking
				

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An aerial photograph of Auckland, New Zealand, showing the city skyline, the Auckland Sky Tower, and the harbor. The image is used as a background for a text overlay.

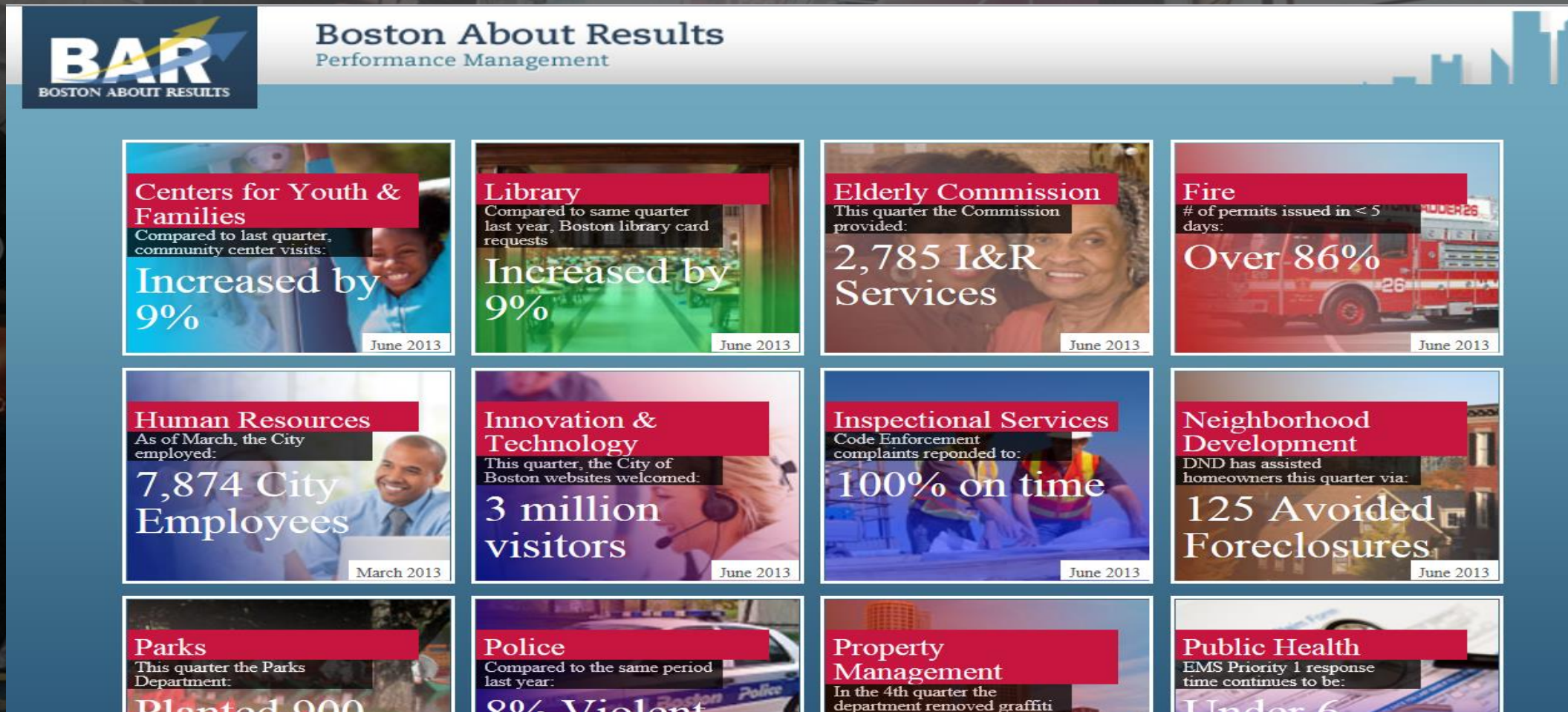
Auckland's Journey to build the
world's most liveable city

Services we provide



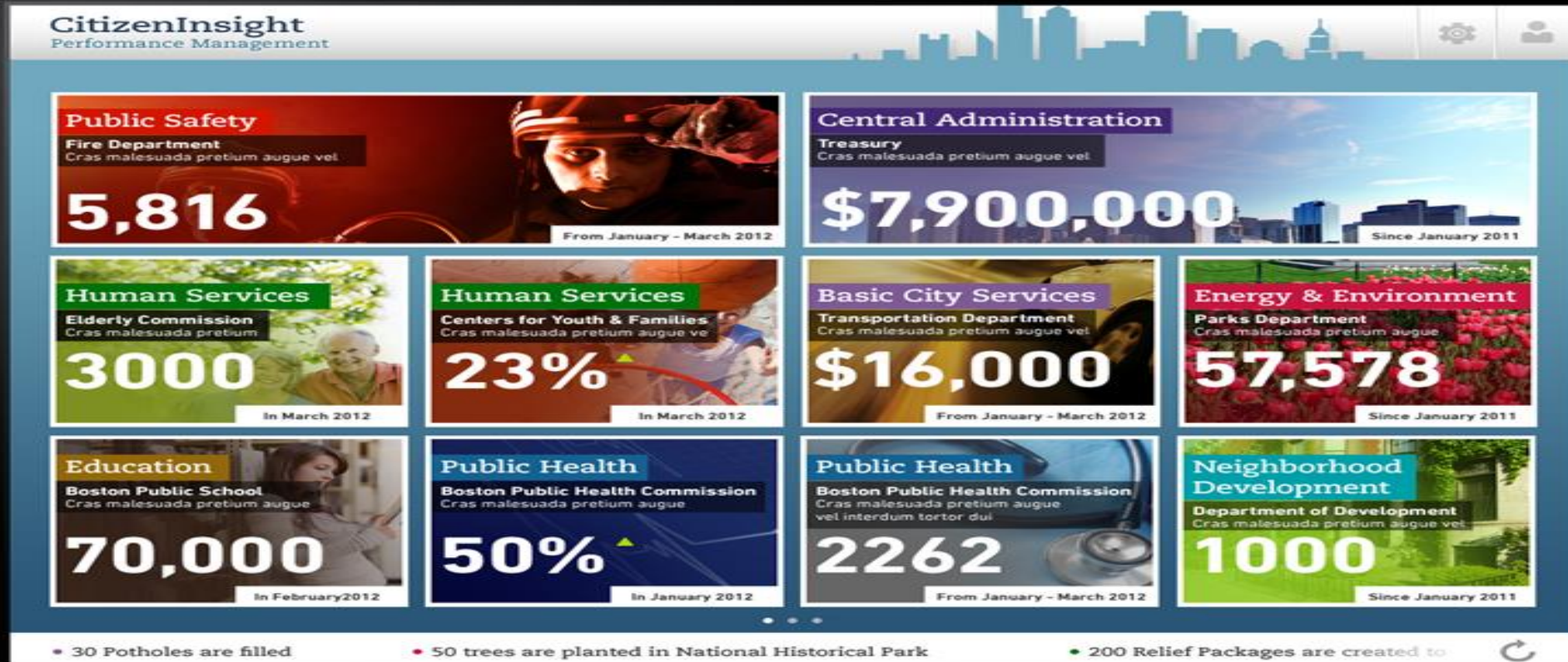
Customer Example – The City of Boston

The Beginning in 2011 to Monitor Performance



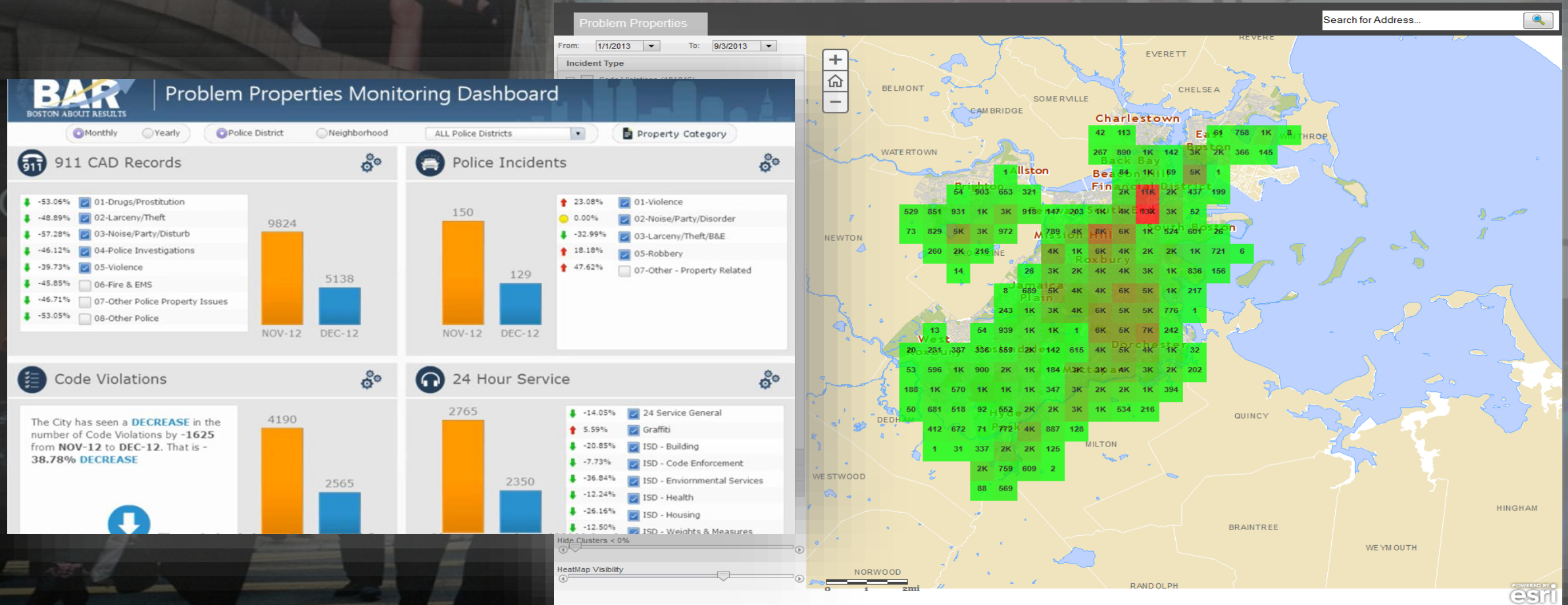
Customer Example – The City of Boston

Co-Innovation for Simplified User Experience



Customer Example – The City of Boston

SAP HANA and BI to *Improve Performance*



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Value Map – 37 Urban Scenarios



IMPROVING LIVEABILITY

Healthy and Caring Population

Personal Health Excellence

Health and Human Services

Benefits and Entitlements

TRANSFORMING GOVERNMENT

Good Governance

Policy, Strategy and Governance

Engagement and Participation

Service Delivery and Innovation

Regulation and Standards

Prudent & Sustainable Stewardship

Tax and Revenue Management

Grants, Donations and Incentives

Fighting Fraud, Waste and Abuse

GROWING PROSPERITY

Long-Term Prosperity

Visioning and Planning

Innovation, Technology and Strategic Programs

Commerce, Trade and Tourism

Environment and Sustainability

Cultured, Diverse and Inclusive Society

Art, Culture and Museums

Sports, Parks and Leisure

Diversity and Inclusivity

Empowered and Enabled Communities

Collaborative Business Networks

Connected Communities

Open Data and Information Sharing

Volunteering and Social Responsibility

Safe and Resilient City

Digital Policing

Investigation Management

Emergency Management

Real-time Situational Awareness

Liberating Knowledge and Creativity

Student Lifecycle Management

Teaching and Learning

Learner Achievement Measurement and Tracking

Research Planning and Execution

Integrated Transport and Mobility

Traffic Forecasting and Management

Network and Route Performance Management

Parking, Pricing and Services

Engaging Traveler Experiences

Smart Assets and Infrastructure

Assets, Equipment and Operations

Land, Housing and Buildings

Energy and Utilities

Waste, Recycling and Environmental Services

Value Map – Theme 1 – Improving Liveability



Healthy and Caring Population

Personal Health Excellence (E2E260)

Healthcare
Consumer
Engagement
ISP1878

Patient and
Provider
Collaboration
ISP1879

Healthcare
Analytics
ISP1880

Health and Human Services (E2E 1079)

Identity
Management and
Resolution
ISP1868

Investigation
Processing
ISP2250

Real-Time Data
Management
ISP2966

Predictive
Intelligence
ISP2960

Benefits and Entitlements

Application
Processing
ISP1871

Case Management
ISP1870

Benefit Decision
Making
ISP1872

Deduction Decision
Making
ISP1873

Empowered and Enabled Communities

Collaborative Business Networks (E2E260)

Master Data
Collaboration
E2E718

Product Design and
Development
Collaboration
E2E720

Promotion
Management
ISP1832

Purchase Order
and Invoice
Collaboration
E2E802

Contingent
Workforce
Management
ISP3113

Connected Communities (E2E1052)

People Networking
and Collaboration
(Cloud)
ISP1438

Mobile Application
Platform Enterprise
Edition
ISP2472

Mobile Application
Platform Consumer
Edition
ISP2473

Open Data and Information Sharing (E2E889)

Manage Big Data
ISP2981

Strategy
Development and
Translation
ISP1399

Volunteering and Social Responsibility (E2E1224)

Campaign
Management
ISP1494

E-Learning
Management
ISP2297

Social Media and
Collaboration
ISP2298

Cultured, Diverse and Inclusive Society

Art, Culture and Museums (E2E 324)

Intellectual Property
Acquisition and
Settlement
ISP1444

Intellectual Property
Rights
Management
ISP2130

Digital Asset
Management
ISP1571

Sports, Parks and Leisure (E2E1075)

Ticketing
ISP3067

Ticketing Analytics
ISP3068

Membership
Management
ISP3043

Loyalty Rewards
and Recognition
ISP3044

Omnichannel
Commerce
ISP3042

Diversity and Inclusivity (E2E1060)

Campaign
Management
ISP1494

E-Learning
Management
ISP2297

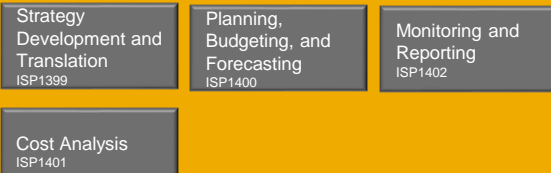
Social Media and
Collaboration
ISP2298

Value Map – Theme 2 – Transforming Government



Good Governance

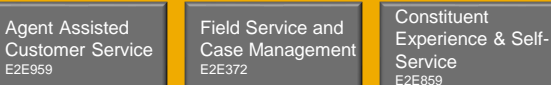
Policy, Strategy and Governance (E2E628)



Engagement and Participation (E2E635)



Service Delivery and Innovation (E2E388)



Regulation & Standards (E2E1178)



Safe and Resilient City

Digital Policing (E2E994)



Investigation Management (E2E333)



Emergency Management (E2441)



Real-time Situational Awareness (E2E995)



Prudent & Sustainable Stewardship

Tax and Revenue Management (E2E436)



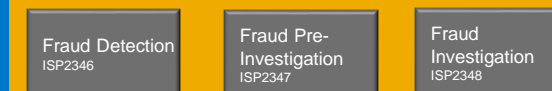
Grants, Donations and Incentives (E2E351)



Debt Collection Management (E2E1176)

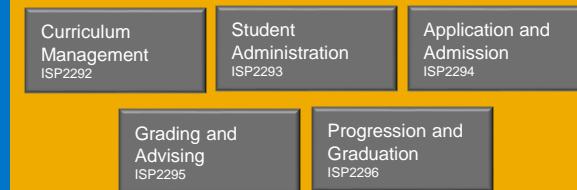


Fighting Fraud, Waste and Abuse (E2E427)



Liberating Knowledge and Creativity

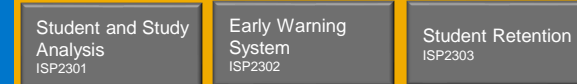
Student Lifecycle Management (E2E345)



Teaching and Learning (E2E346)



Learner Achievement Measurement and Tracking (E2E347)



Research Planning and Execution 'E2E349'



Value Map – Theme 3: Growing Prosperity



Long-Term Prosperity

Visioning and Planning (E2E1053)



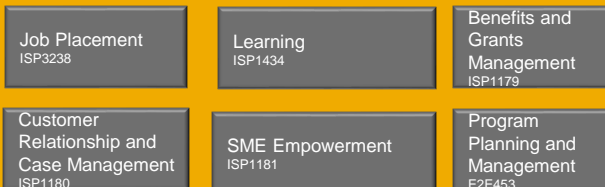
Innovation, Technology and Strategic Programs (E2E151)



Commerce, Trade and Tourism (E2E1057)



Environment and Sustainability (E2E1177)

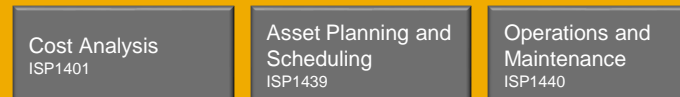


Integrated Transport and Mobility

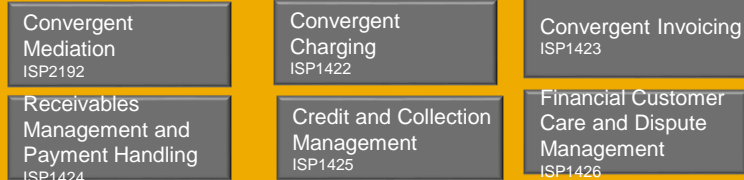
Traffic Forecasting and Management (E2E1058)



Network and Route Performance Management (E2E512)



Parking, Pricing and Services (E2E160)

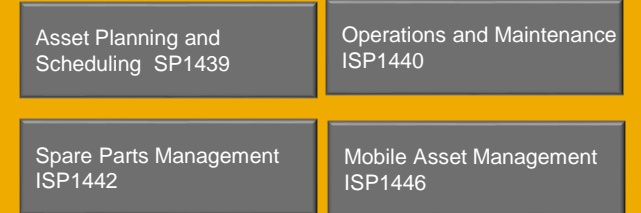


Engaging Traveler Experience (E2E849)



Smart Assets and Infrastructure

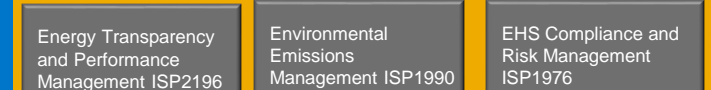
Assets, Equipment and Operations (E2E1061)



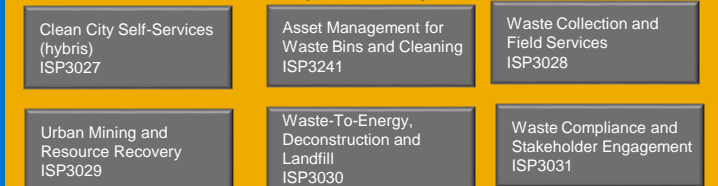
Land, Housing and Buildings (EZE310)



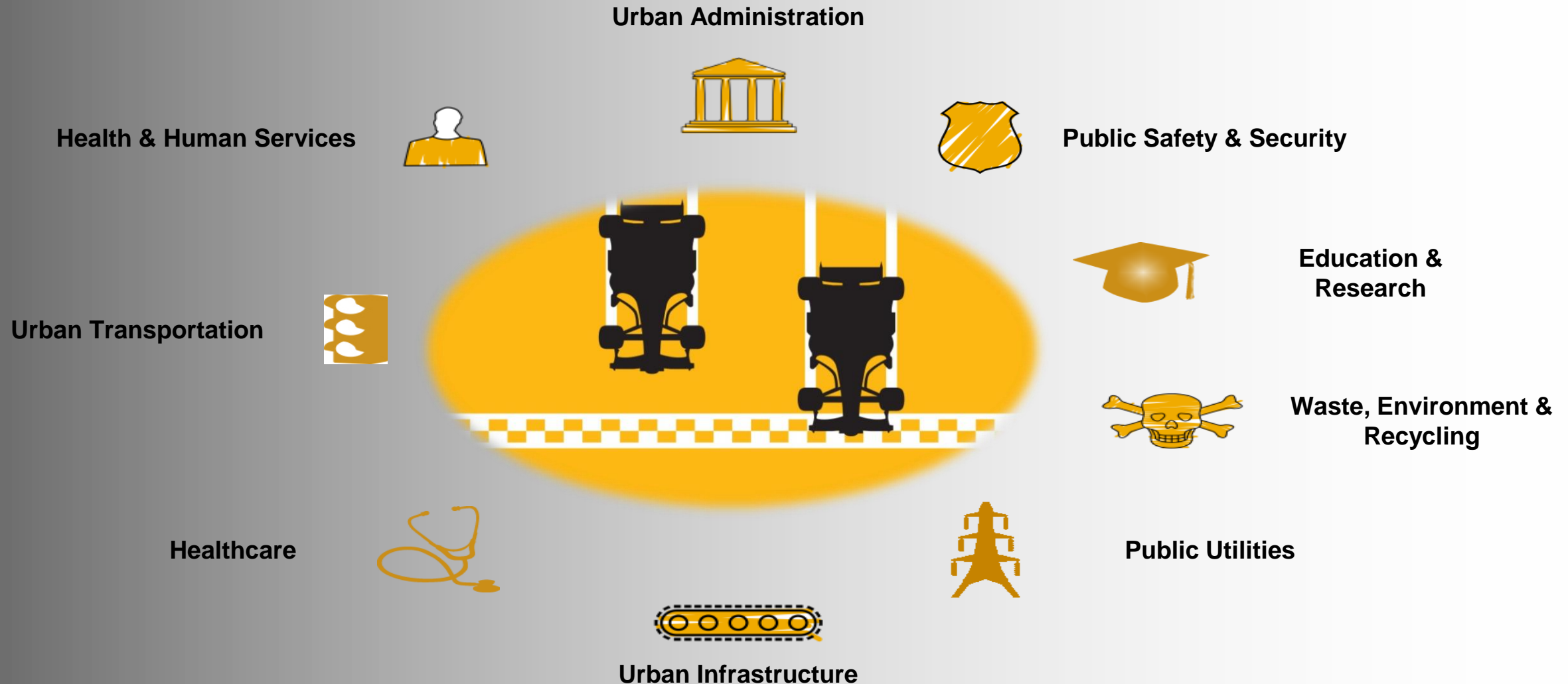
Energy and Utilities (EZE397)



Waste, Recycling and Environmental Services (EZE1062)



Smart City Solution Architecture – Supporting Fundamental Areas



Smart City Solution Architecture – Core Components

Smart Urban Administration & Safe City Applications



Smart Utilities (Electricity, Water & Gas)



Smart Mobility



Smart Citizen Engagement & Commerce



Smart Waste Management & Recycling



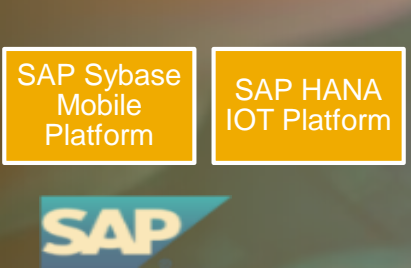
Smart Data Analytics



Omni-Channel



Smart Build Platform



Core Application Suite & System Software



Smart Innovations



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