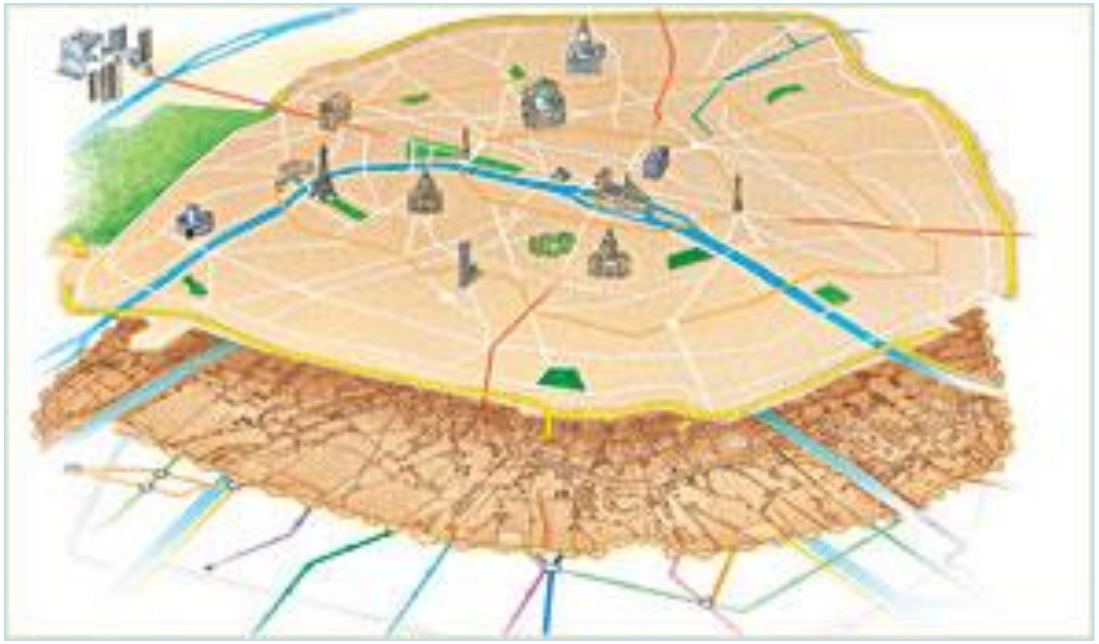
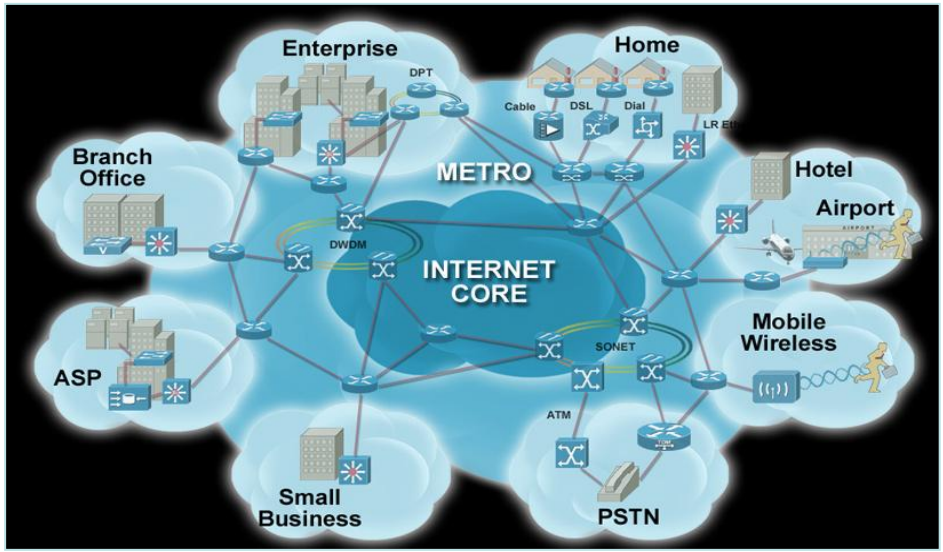
Smart + Connected Communities

Nicola Villa

Smart+Connected communities

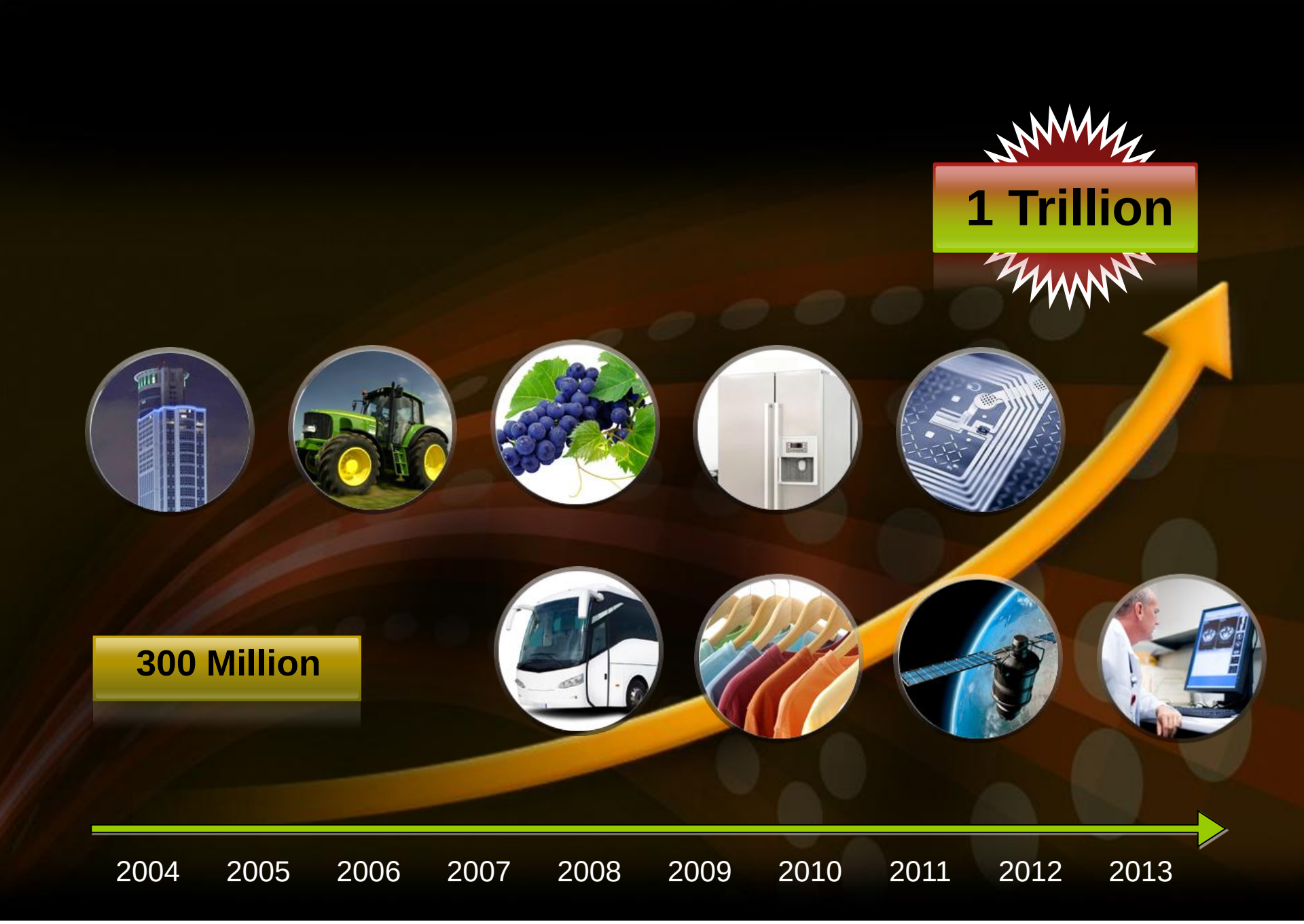
CISCO





Broadband

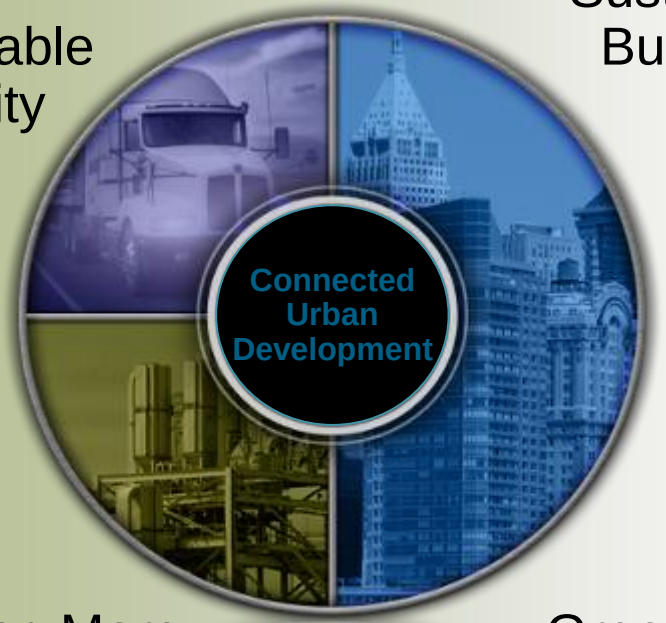
Paris



Source: Forrester Research, Cisco

Connected and Sustainable Mobility

Connected and Sustainable Buildings

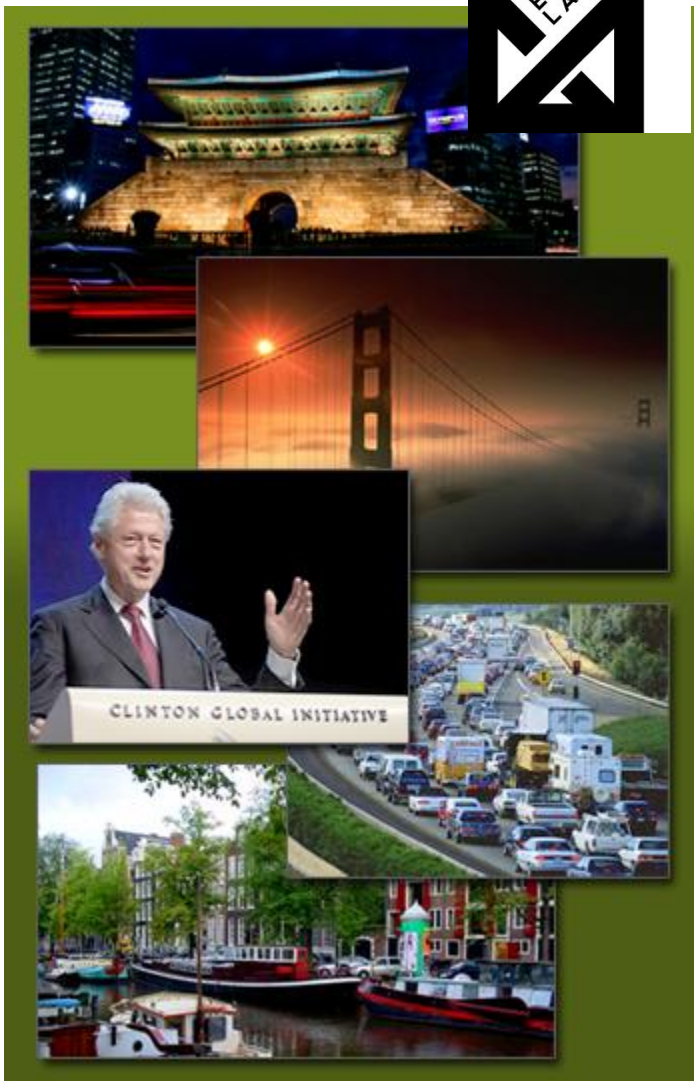


Smart Work Centers

Smart Homes

Cleaner, More Efficient Power Generation

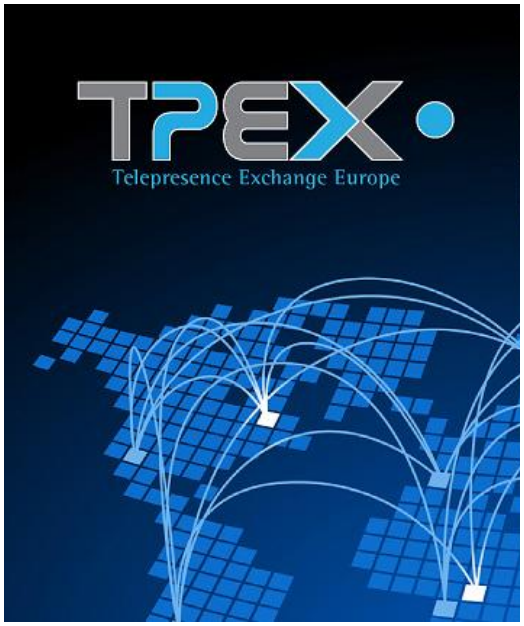
Green Information Technology



Co-Creation

Amsterdam, SF, Seoul

ZUIDAS
A'DAMBRIGHTCITY
Touchdown
CENTER
FlexOffice
Gluu
SPACES.
Amsterdam
Almere
The Hague
Rotterdam
SMARTWORK



Open data

Amsterdam, London

Virtualization

Human-centred design

Rome

Innovation Seoul

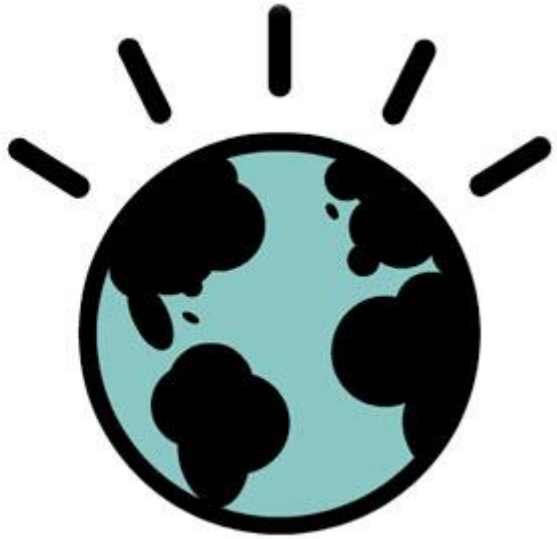
The new and the old London

What makes us human

Damascus

Welcome to a Smarter Planet

People want it. We can do it.

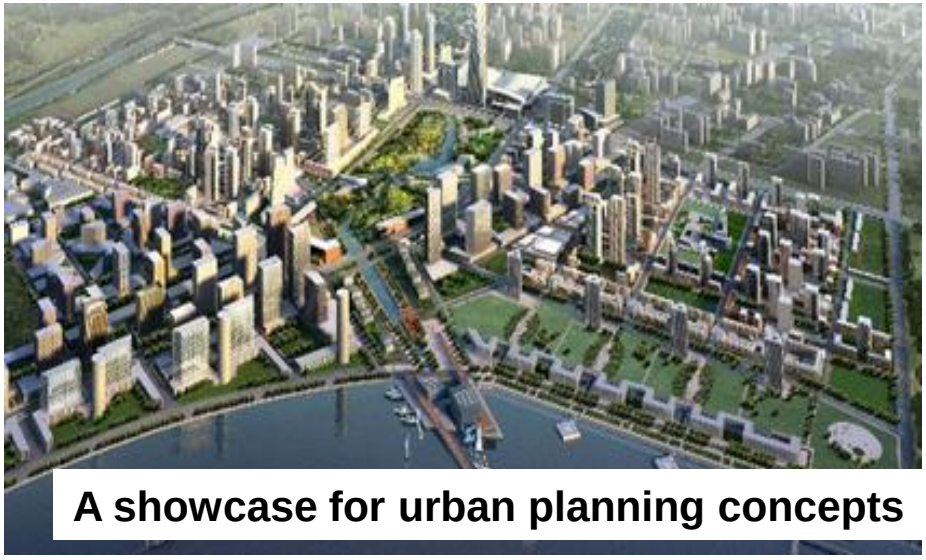


Haydee Sheombar

IBM

Vision for Amsterdam?

A “mission control” for infrastructure



A showcase for urban planning concepts

A totally “wired” city

A self-sufficient, sustainable eco-city

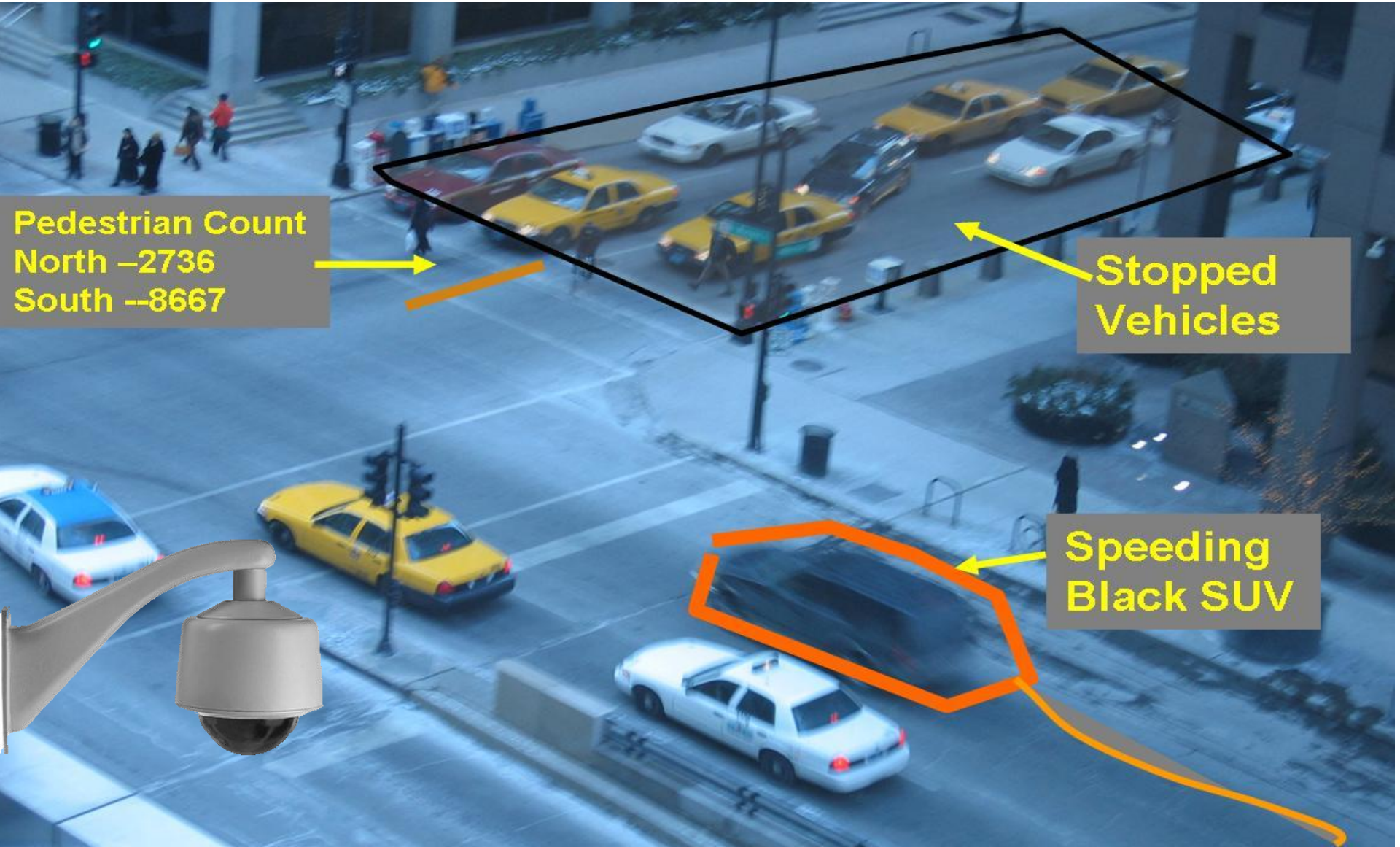
Singapore: Smart Transportation

Instrumented, Interconnected ...

.... Intelligent

Imagine ...!

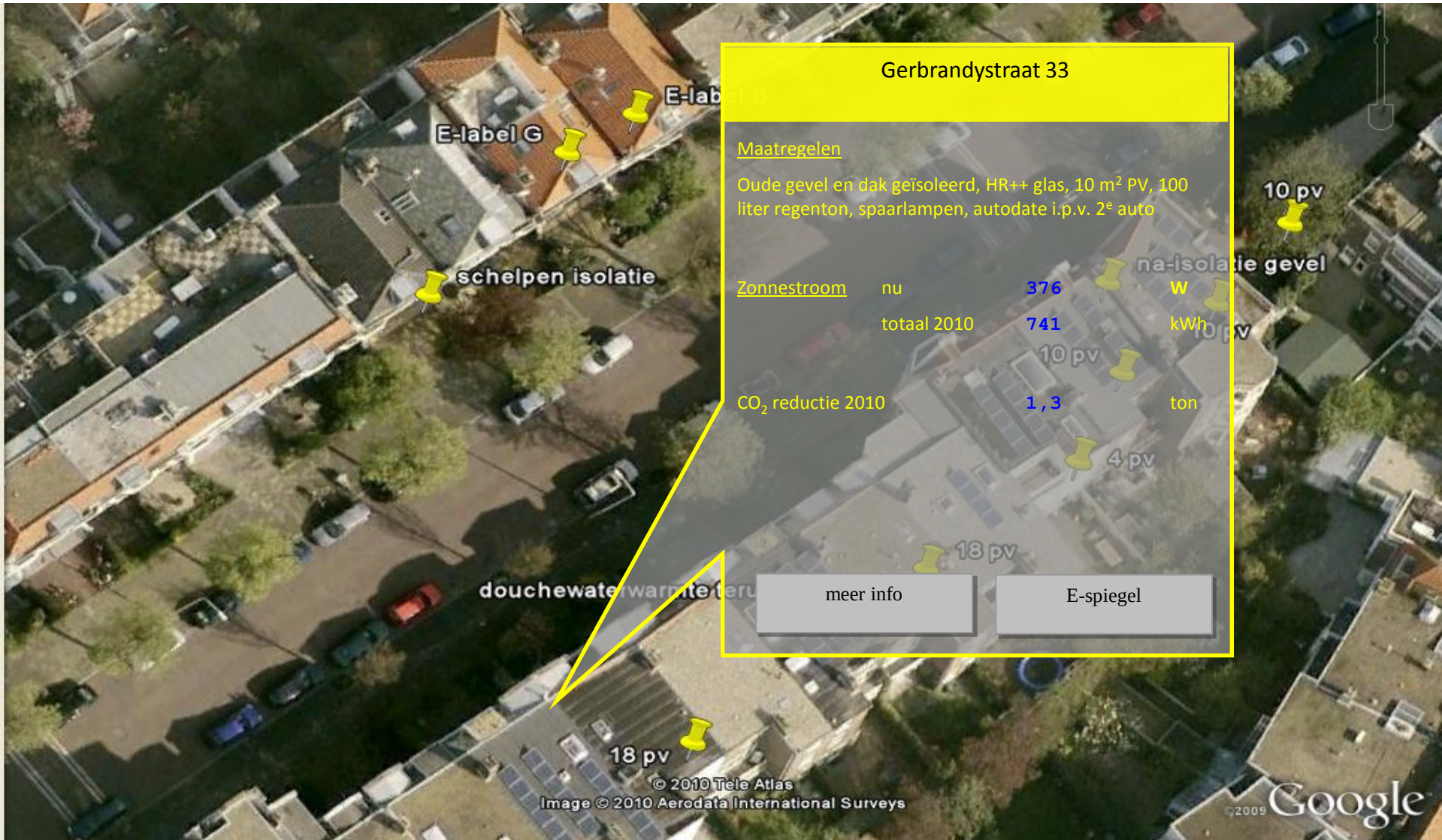
Chicago: Smart Surveillance



Melbourne: BioGrid

What does it mean for you?

Informed ...



Gerbrandystraat 33

Maatregelen

Oude gevel en dak geïsoleerd, HR++ glas, 10 m^2 PV, 100 liter regenton, spaarlampen, autodate i.p.v. 2e auto

Zonnestroom	nu	376	W
	totaal 2010	741	kWh
CO_2 reductie 2010		1,3	ton

meer info

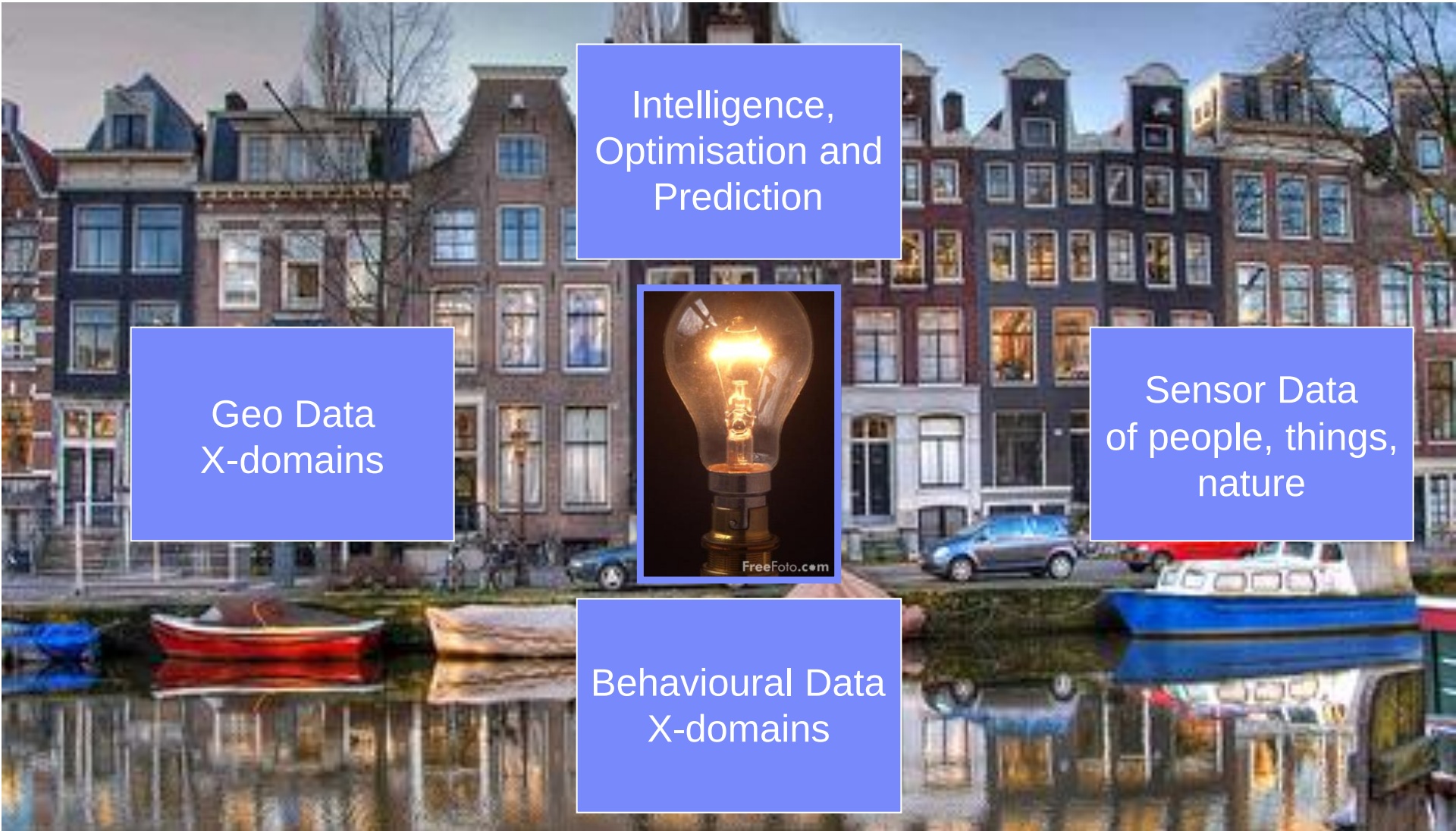
E-spiegel

... Involved ...

Issue Monitoring
Go to Edit
2010-04-01 7 AM
2010-04-01 8 AM
2010-04-01 9 AM
2010-04-01 10 AM
2010-04-01 11 AM
2010-04-01 noon
2010-04-01 1 PM
netneutrality
ads
bye
give
annoying
doesn't
bad
getting
service
vs
up
again
i'm
everybody
phone
looking
streaming
more
stronger
duke
airfare
chicago
CommGuru Why is streaming vid on BigCom the slowest around?
CommGuru 243 Topical tweets; 13% negative; influence level: HIGH
Trend
Based on analysis of prior negative postings with strong sentiment, CommGuru is a leading influencer and reliable predictor of negative coverage in broader media.
(click for details)
Recent Sampling
Tech Herald New questions about BigCom
Betsy Davis
Press Relations
Corp HQ
Terry Stevens: Hey Betsy, you see this? CommGuru is trying to slam us again. Vid streaming performance this time.
Betsy Davis: Whoa... doesn't look like we can ignore this one. We actually come out very strong on streaming in the latest test - we're preparing PR on that now in fact.
Terry Stevens: Yeah - I saw. Can we push up the press release on that?
Betsy Davis: Don't see why not. I'll get it out ASAP - hopefully that will nip this one in the bud.
Send
Marketing
Betsy Davis
Press Relations
Corp HQ
Peter Osher
Media Analyst
Corp HQ
Barry Holder
Shareholder Relations
New York, NY
Performance Test
Kevin Chen
Performance Engineer
Westburg, NJ
Performance PR Release
Kevin Chen, edited today,6:37 PM
Comparative Test Results:
Audio and Video Streaming
Performance PR Activity
Updated by BETSY DAVIS today

... Inspired

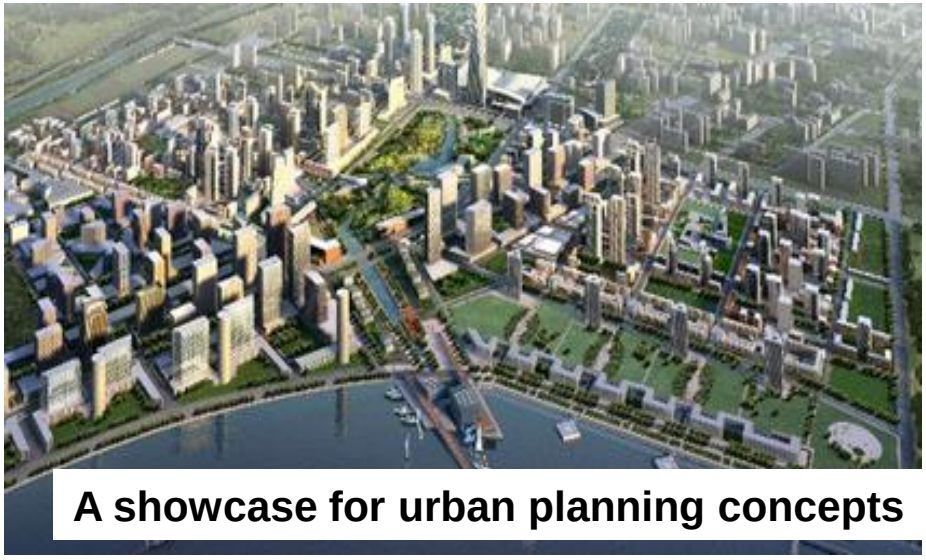
What if data “is set free”?



Playing the “Ecosystem” game

Vision for Amsterdam!

A “mission control” for infrastructure



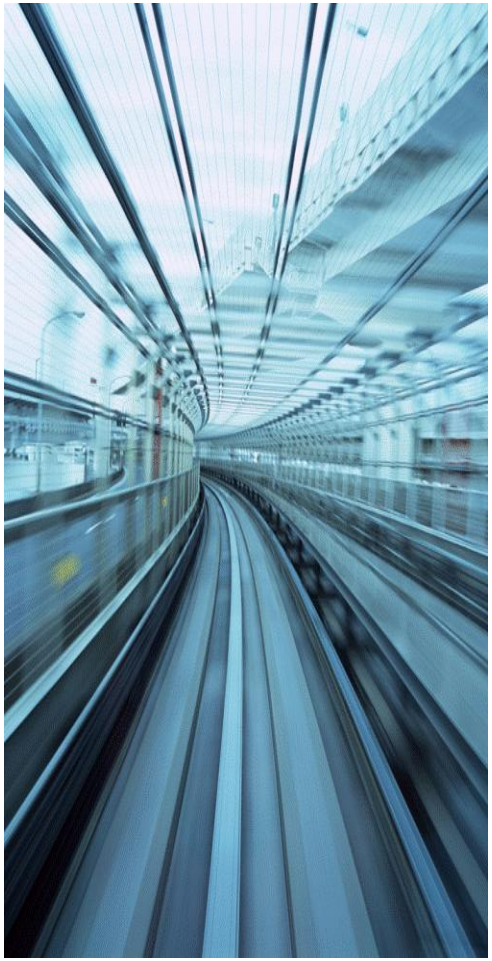
A showcase for urban planning concepts

A totally “wired” city

A self-sufficient, sustainable eco-city

Maikel van Verseveld

WE
RECYCLE



YOUR
VOTE
COUNTS

60
55
50
45
30
MIN
25
5
20
10
15

Communications & Data
Communications & Data
Communications & Data
Communications & Data
Communications & Data
Communications & Data
Mobility
Resources Supply & Environment
Health & Safety
Construction & Buildings
Education & Culture
Waste Management
Public Administration & Services
Operational Effectiveness
Behavioural Change
Technology

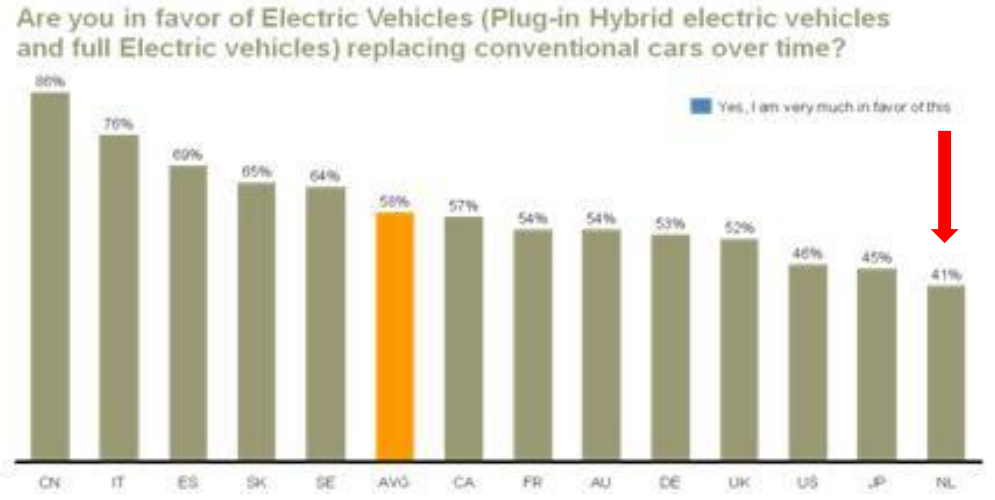
Open Data

Private Sector Engagement

Outcome-Based Contracts

Behavioural Nudges

Individual Insights



Innovation

Amsterdam elektrisch

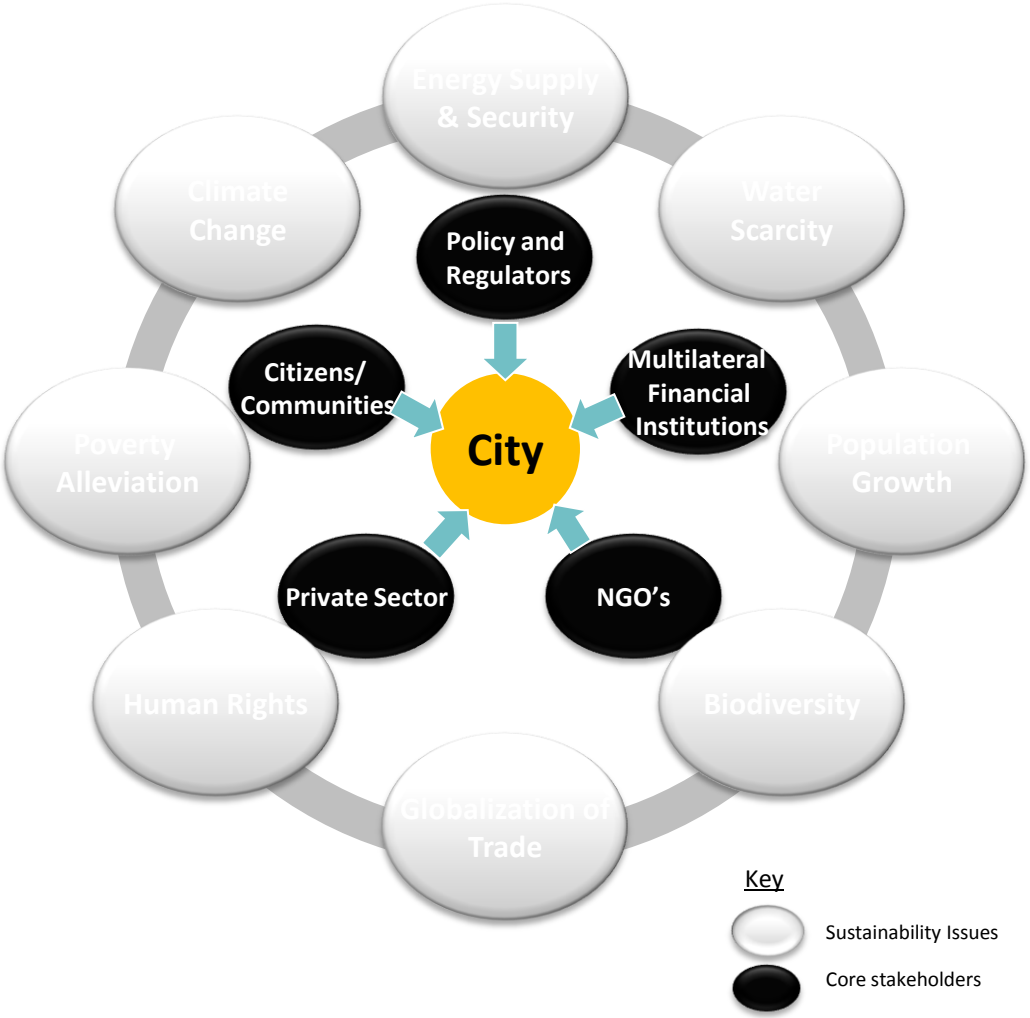
Oplaadpunten in Amsterdam

1 6 7

Scalable Development

Entrepreneurship

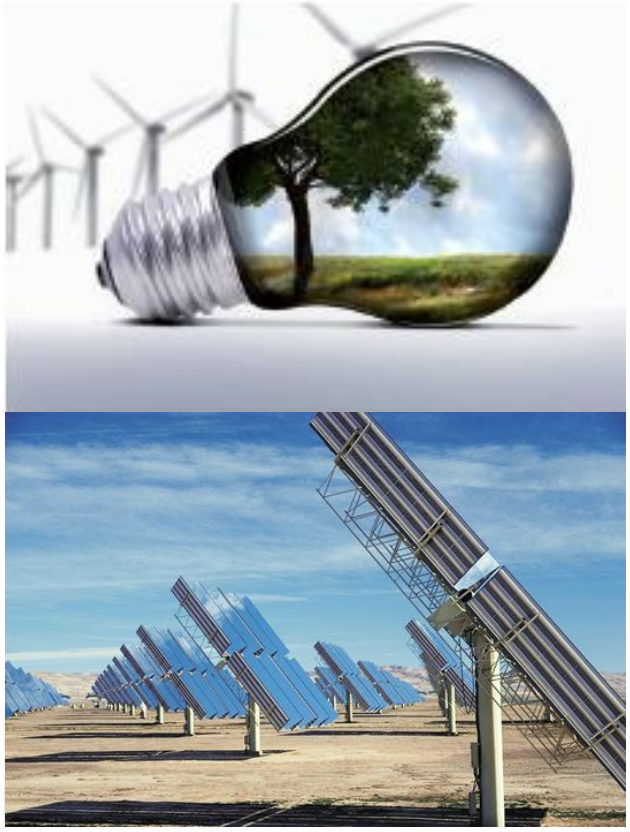
Stakeholders



Standard Metrics

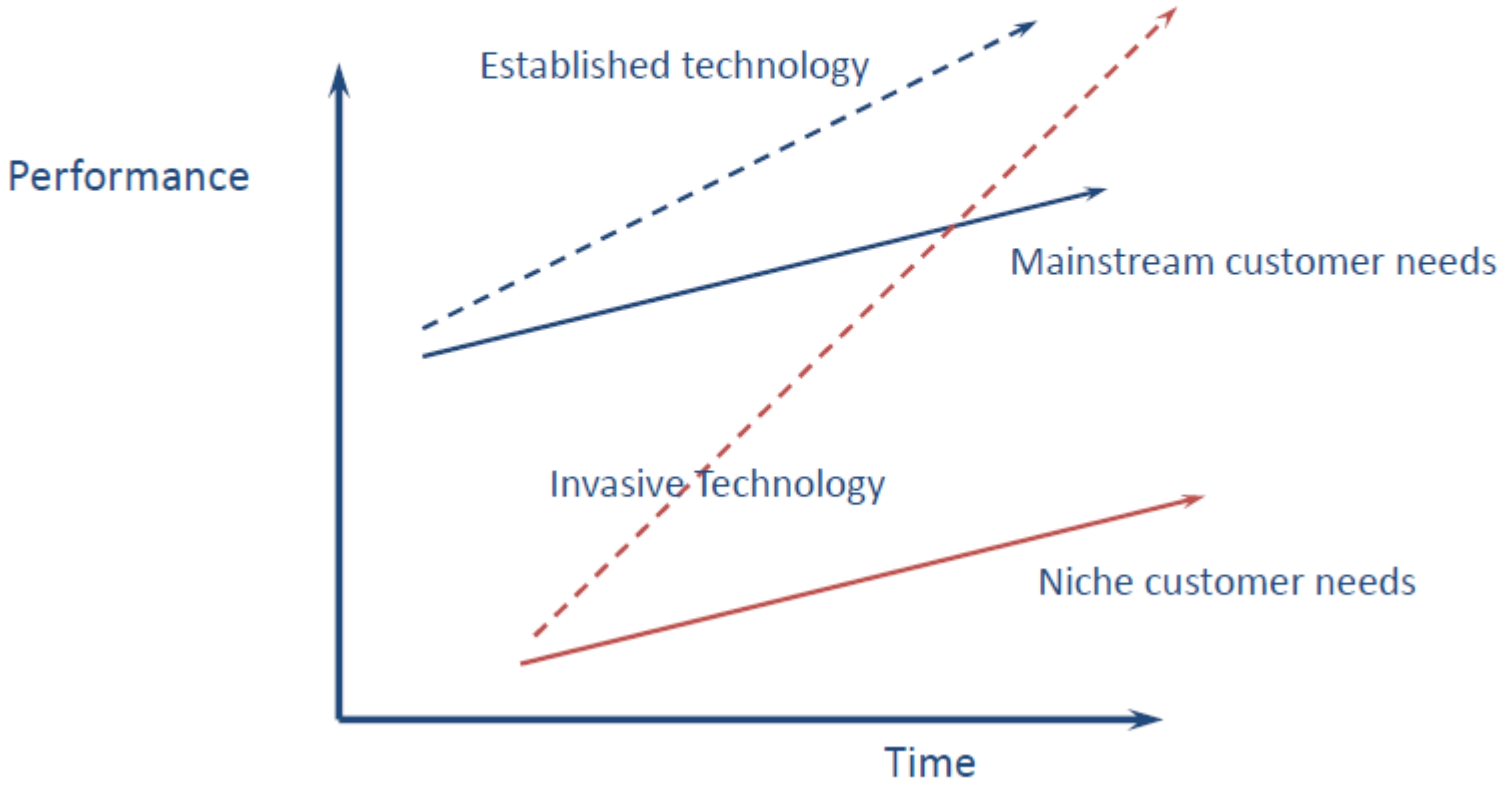
Transparency

IT Girl vs the Nerd



What happens next ?

Your best customers are often poor guides to the future



Clay Christensen: *The Innovator's Dilemma*

Business Model Innovation