

# Digitizing Smart Cities and Communities

## Smart+Connected Communities

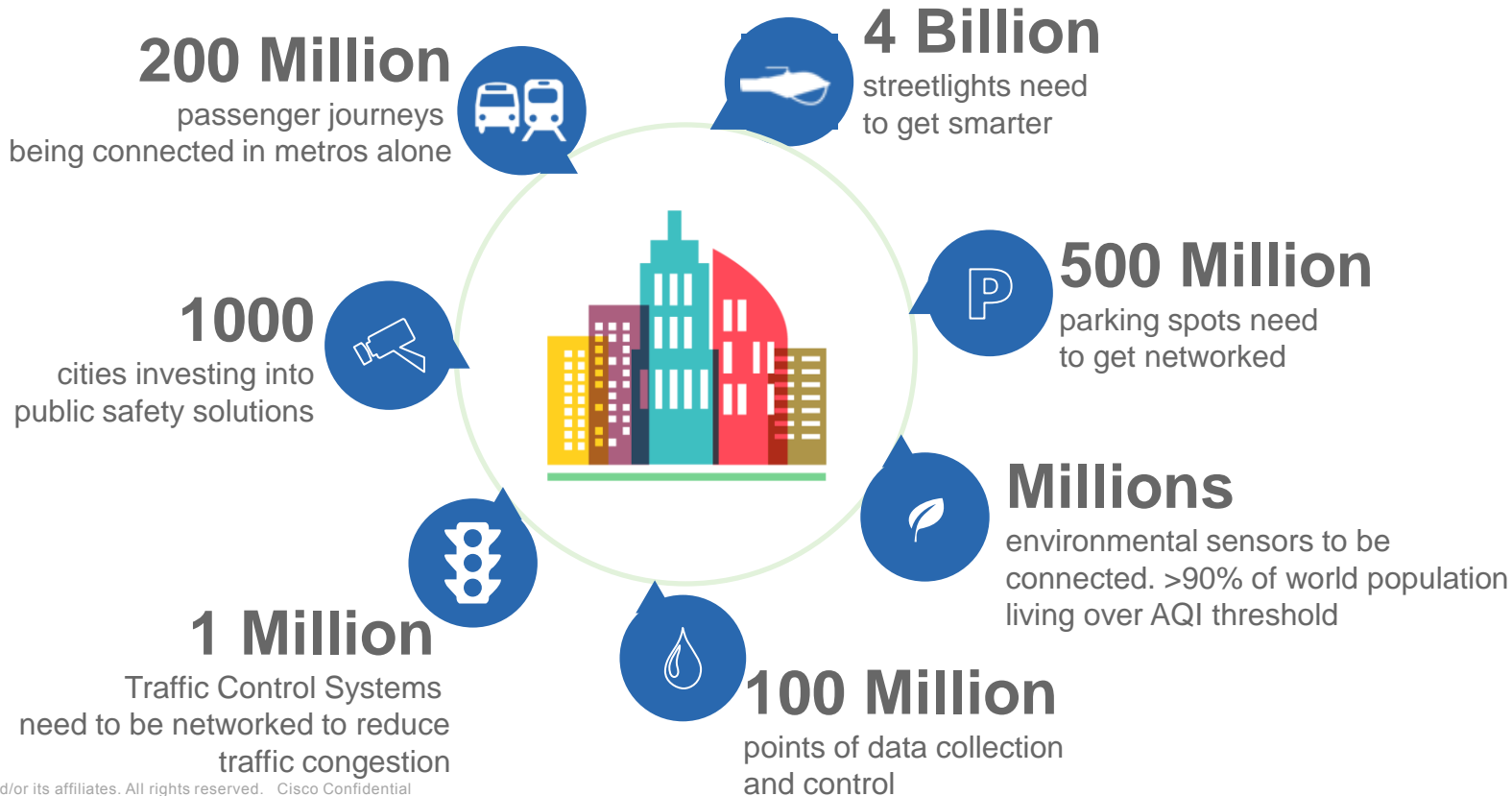
Markus Wissmann  
Director Operations & Sales  
Smart Cities, EMEAR

January 2019



**Business  
for Smart Cities**  
Expocongress

# Cities are investing in technology to improve urban operations

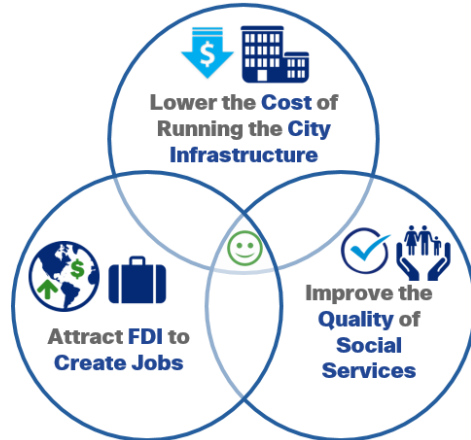


# Smart Cities is a Journey, not a Destination



It is not about Technology, it is about the **People**, the **Citizens**

How do you deliver a better city to the **citizens**?



1 Initiative across all departments to get buy-in



2 Ecosystem



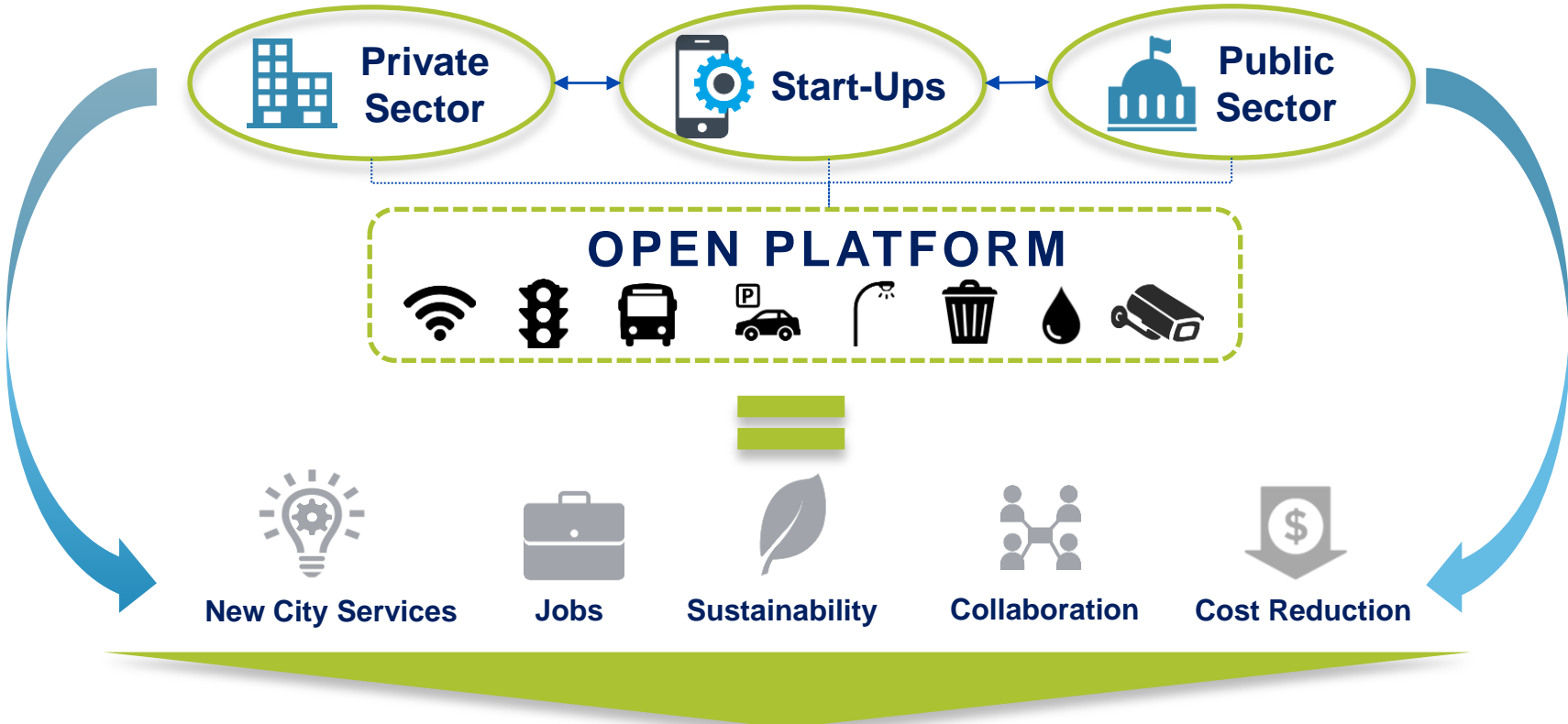
3 PPPP



4 Cross-Department Budget



# Smart Cities Boost Innovation in a Local Economy

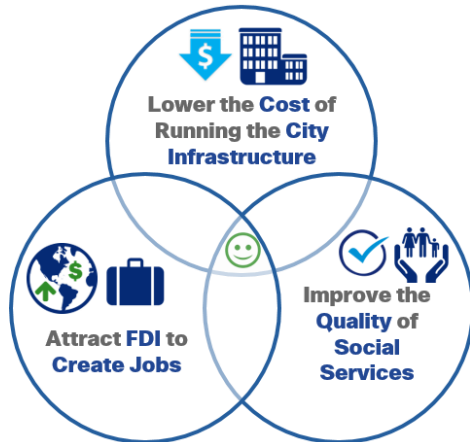


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# Silos in the typical Smart Cities approach

## Expensive and Complex Digitization in Cities



Safety  
and Security



Traffic  
Management



Lighting



Pollution/  
Environment



Parking  
Optimization



Waste  
Management

Vertically  
Integrated  
Sensors

No  
Standardization  
Across Sensors

Lack of Cross  
Domain Data and  
Information Sharing

Fragmented  
Application  
Eco System

Limited Sharing of  
Infrastructure Costs and IT Resources

Limited Sharing of  
Operational Insights

Missed Opportunities for  
Synergies and Cost Efficiencies

**This Fragmented Approach Is Inefficient,  
Has Limited Effectiveness, Is Not Economical and Is Not Scalable**



**Inauguration Smart City  
Management Office**

**18 on-going Smart City PoC's**

**29,2 Mio. € EU funding**

**126 Partners**

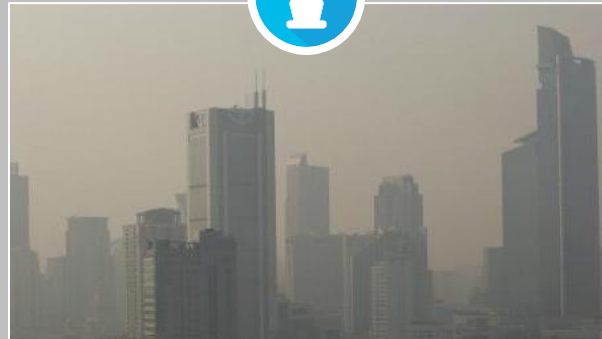
**51 steering committee members**

**6 expert Teams with 147 active members**

**[www.smartcity.dortmund.de](http://www.smartcity.dortmund.de)**



# Challenges in smart cities



Vertically integrated sensors

No standardization across sensors

Lack of cross-domain data and information sharing

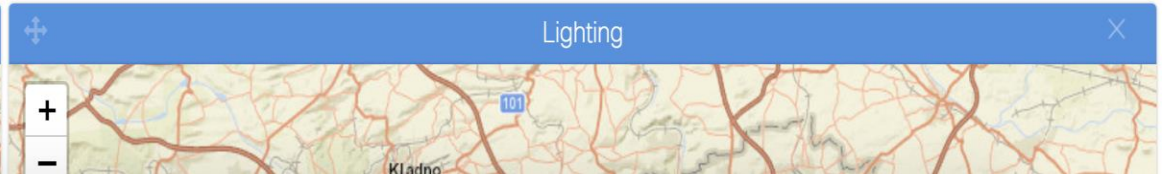
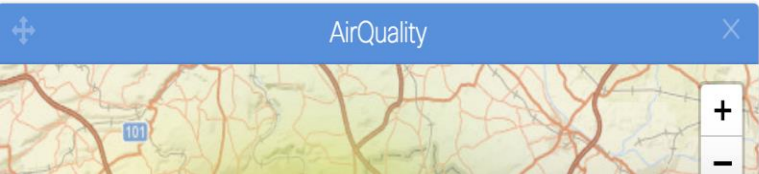
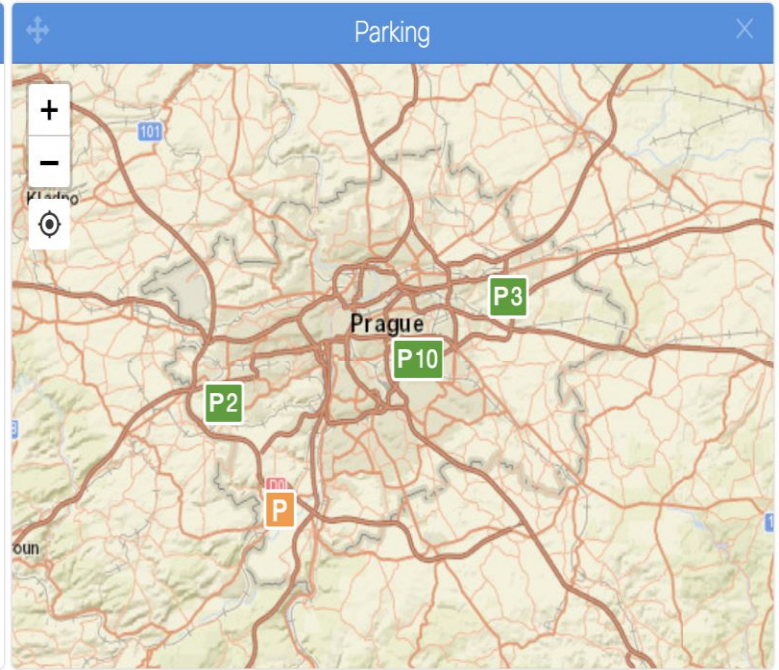
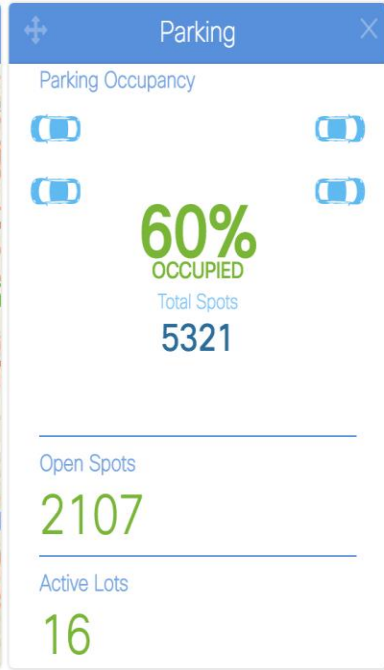
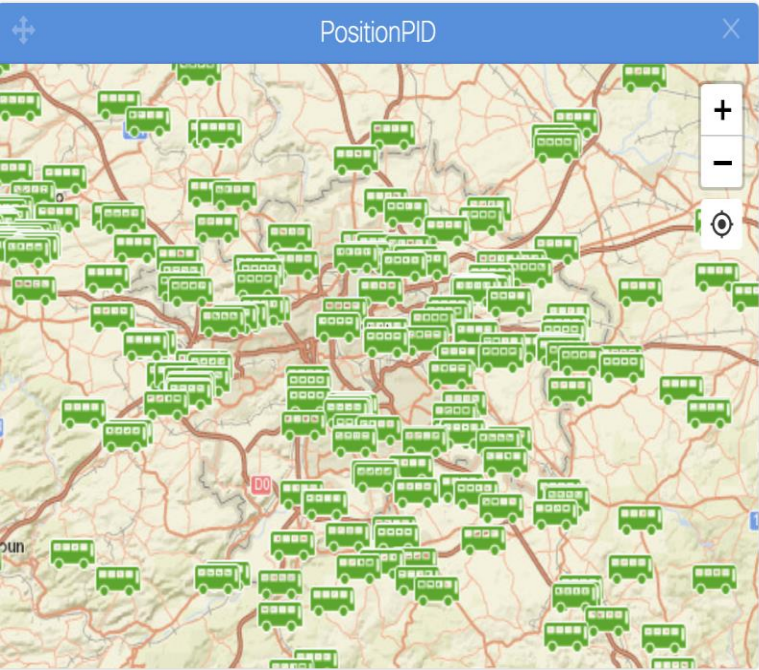
Fragmented application ecosystem

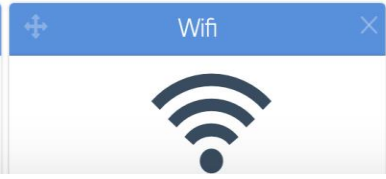
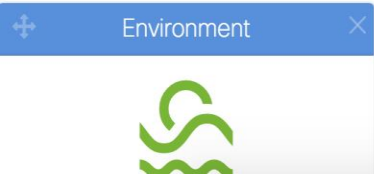
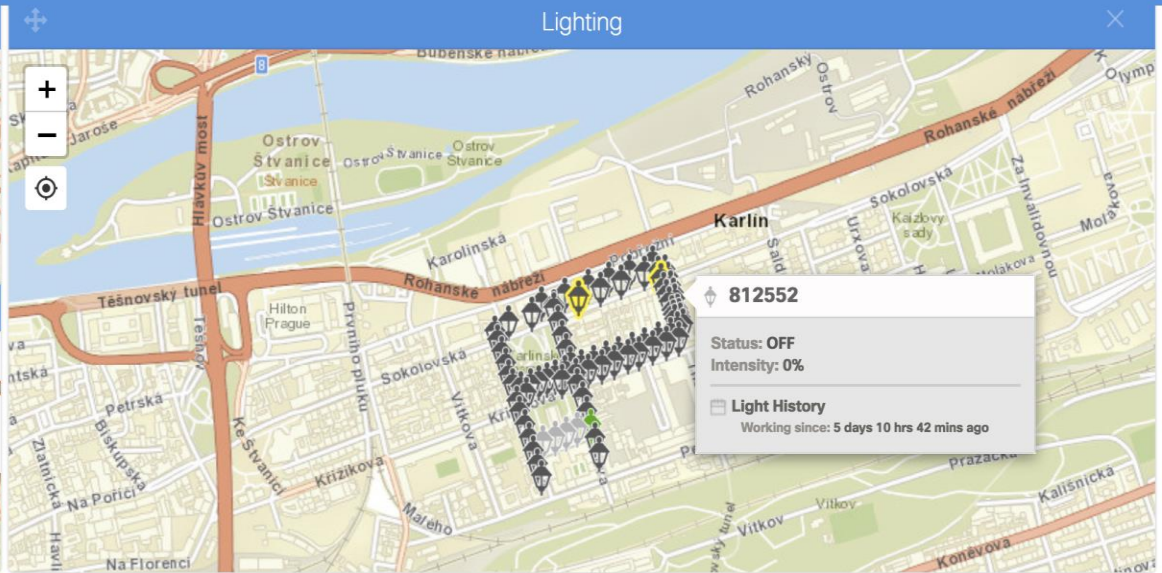
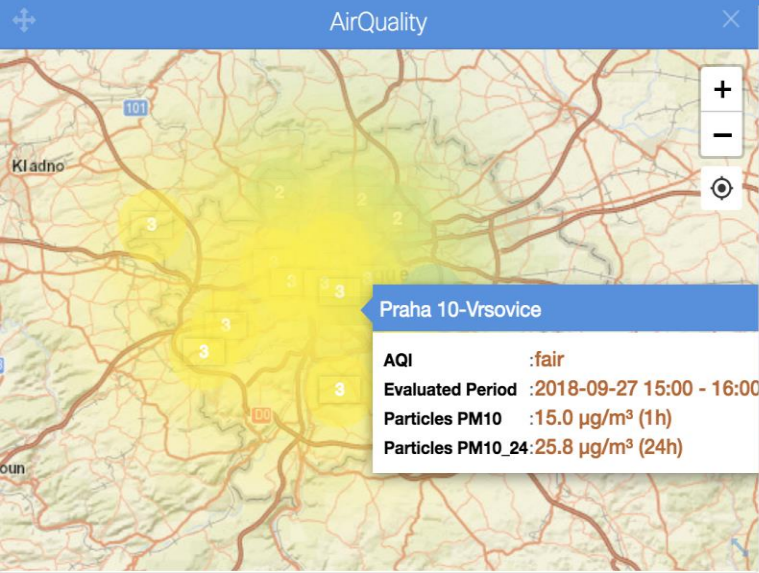


# Cisco solution architecture for smart cities

## Open, vendor and network agnostic









Dashboard

Map View

Alerts

Policies

Events

Reports

Module Layers

Search

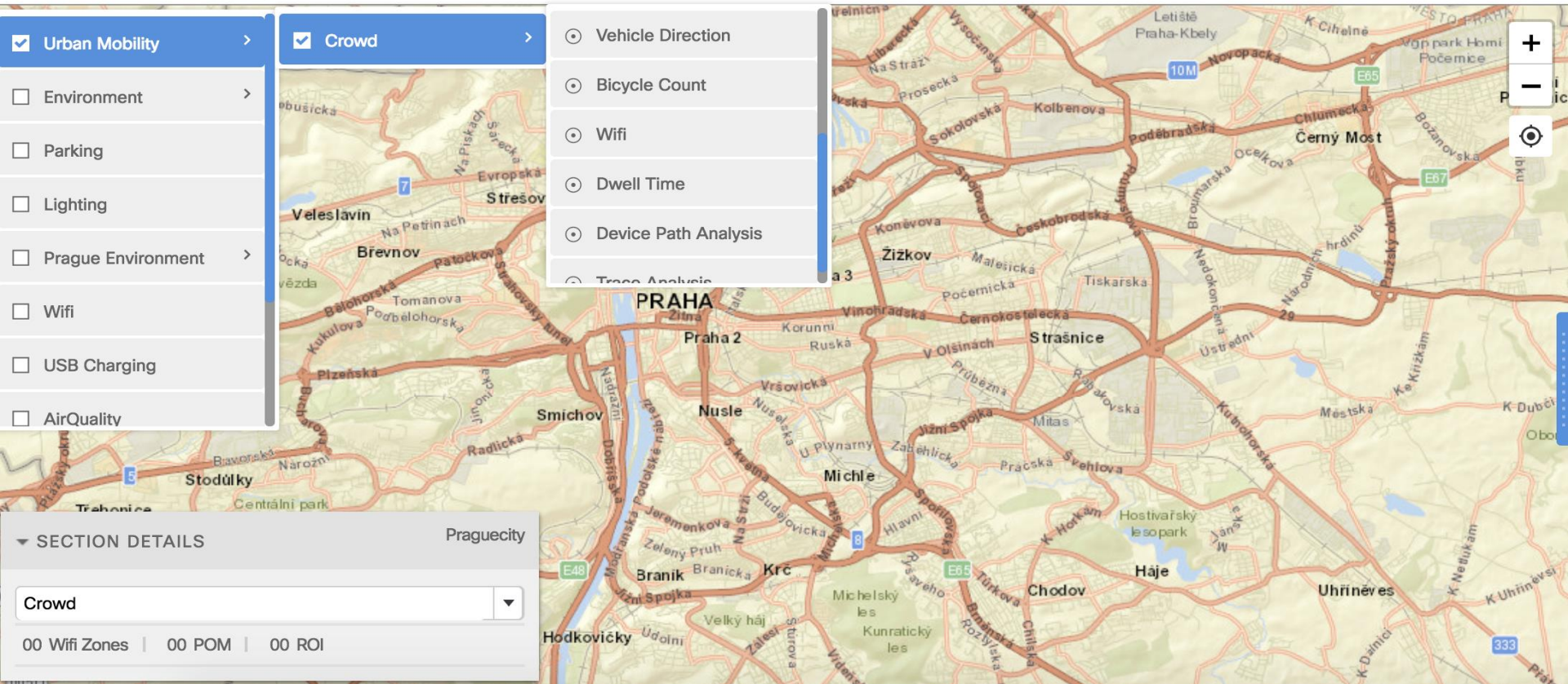
 Urban Mobility Environment Parking Lighting Prague Environment Wifi USB Charging AirQuality Crowd Vehicle Direction Bicycle Count Wifi Dwell Time Device Path Analysis Tree Analysis

SECTION DETAILS

Praguecity

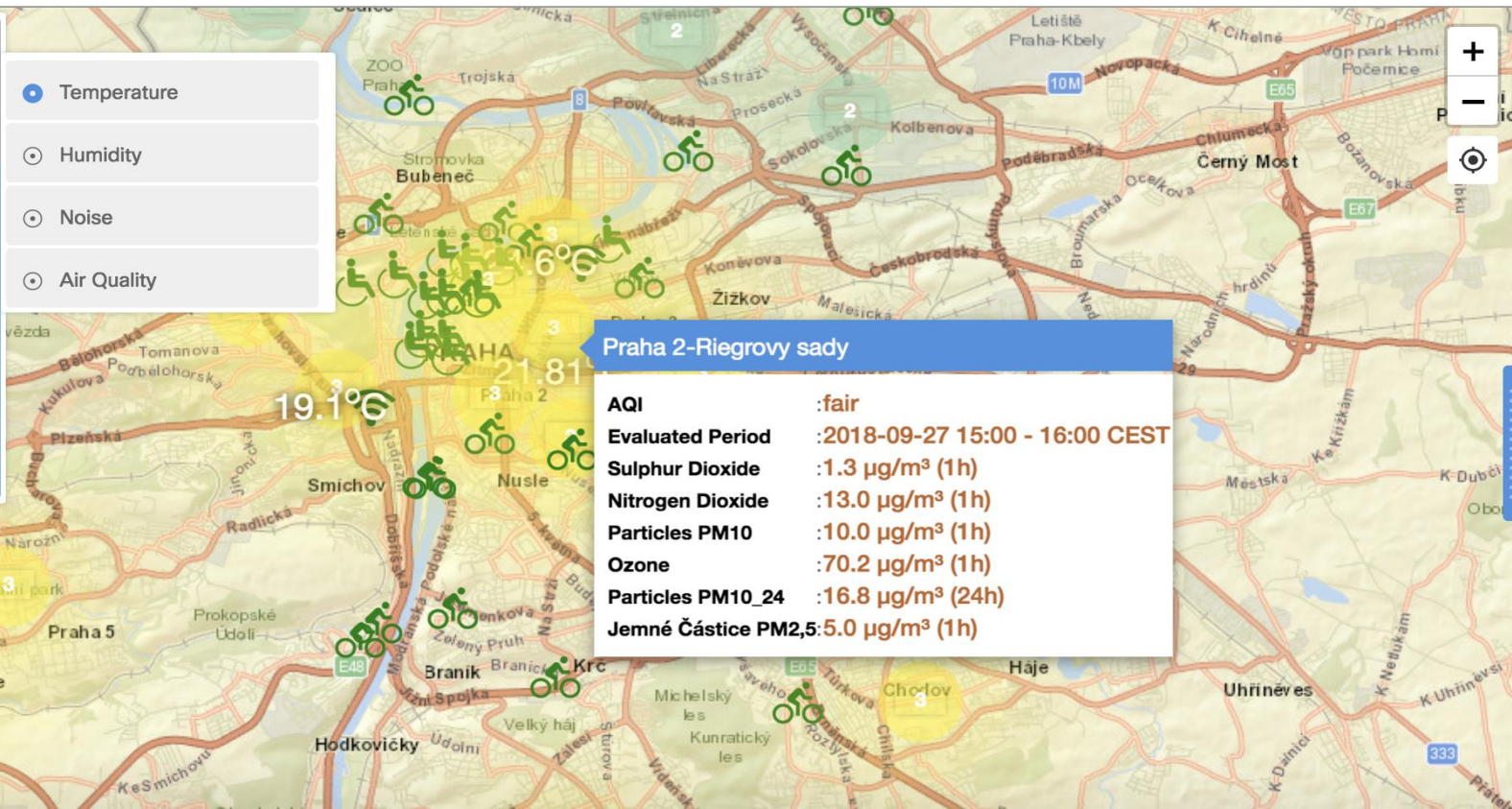
Crowd

00 Wifi Zones | 00 POM | 00 ROI



- Lighting
- Prague Environment >
- Wifi
- USB Charging
- AirQuality
- PositionPID
- CyclingCounters
- ParkingZTP

- Temperature
- Humidity
- Noise
- Air Quality



[Dashboard](#)
[Map View](#)
[Alerts](#)
[Policies](#)
[Events](#)
[Reports](#)

# Policies

[+ Create](#)

[Default Policies](#)
[Custom Policies](#)

<input type="checkbox"/>	Policy Name	Domain	Policy Type			
<input type="checkbox"/>	Asdad	Lighting	Light Intensity Policy			
<input type="checkbox"/>	Farepolicy	Parking	Fare Policy			
<input type="checkbox"/>	Lightingpolicy	Lighting	Light Intensity Policy			
<input type="checkbox"/>	Lightpolicy	Lighting	Light Intensity Policy			
<input type="checkbox"/>	New_policy	Parking	Handicapped Parking			
<input type="checkbox"/>	Policy	Lighting	Light Intensity Policy			
<input type="checkbox"/>	Policy1	Parking	Standing Zone			
<input type="checkbox"/>	Sample	Parking	Standing Zone			
<input type="checkbox"/>	Test1	Parking	No Parking Policy			

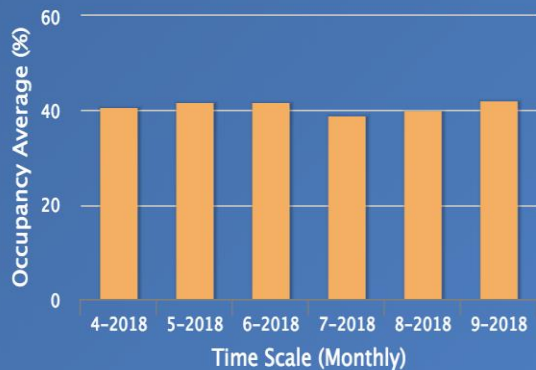


# Reports

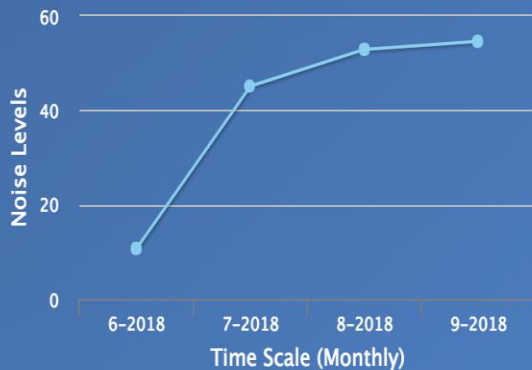
Add Widget

Save Dashboard

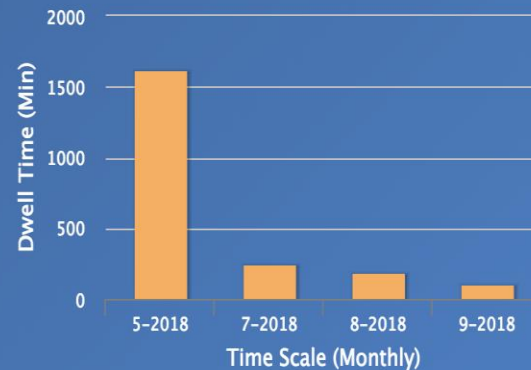
Parking Occupancy Trend



Noise Levels Trend



Average Dwell Time Trend



Light Intensity Trend

Nitrogen Dioxide Concentrations Trend

Particulate Matter 2.5 Concentrations Trend



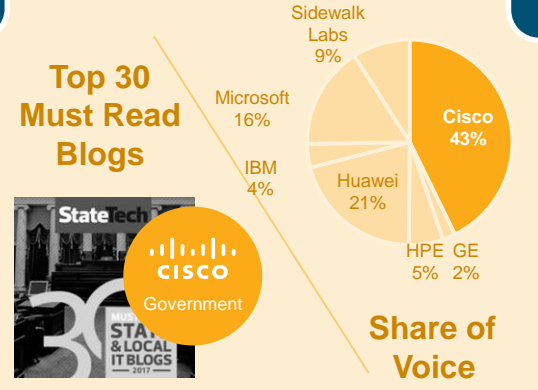
# Cisco is leading the way in smart cities



**Market Leader**  
Cisco Ranked #1 Supplier for Smart Cities



**Award Winning Platform**



**External Recognition and Capturing Share of Voice**