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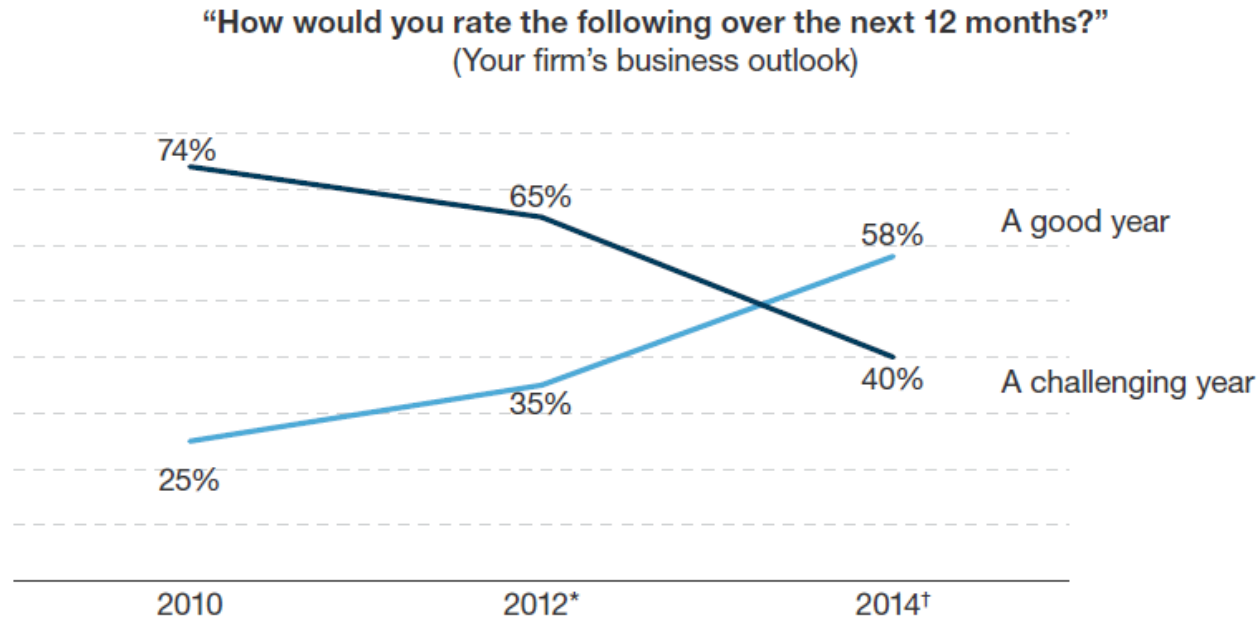
Smart Cities – A Coming of Age

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January 2015



But Things Are Looking Up For Cities



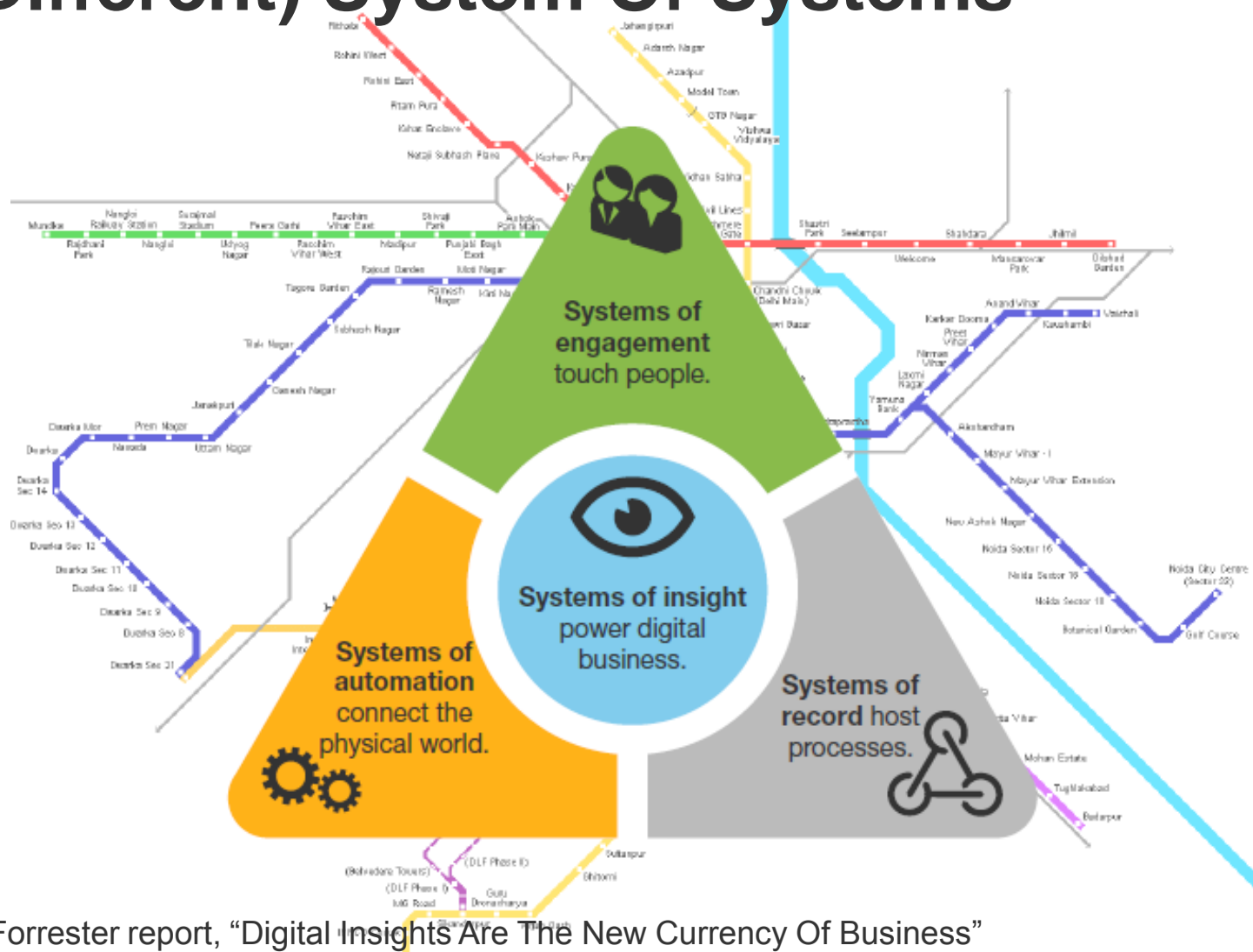
Base: 57, *49, and †52 global business and technology decision-makers who work in local government

Now, improving citizen services trumps cost reduction as the #1 priority.

Note: “Not sure” not shown

Source: Forrester’s Forrsights Budgets And Priorities Tracker Survey, Q4 2010 and *Q4 2012; †Forrester’s Business Technographics® Global Budgets Survey, 2014

A (Different) System Of Systems

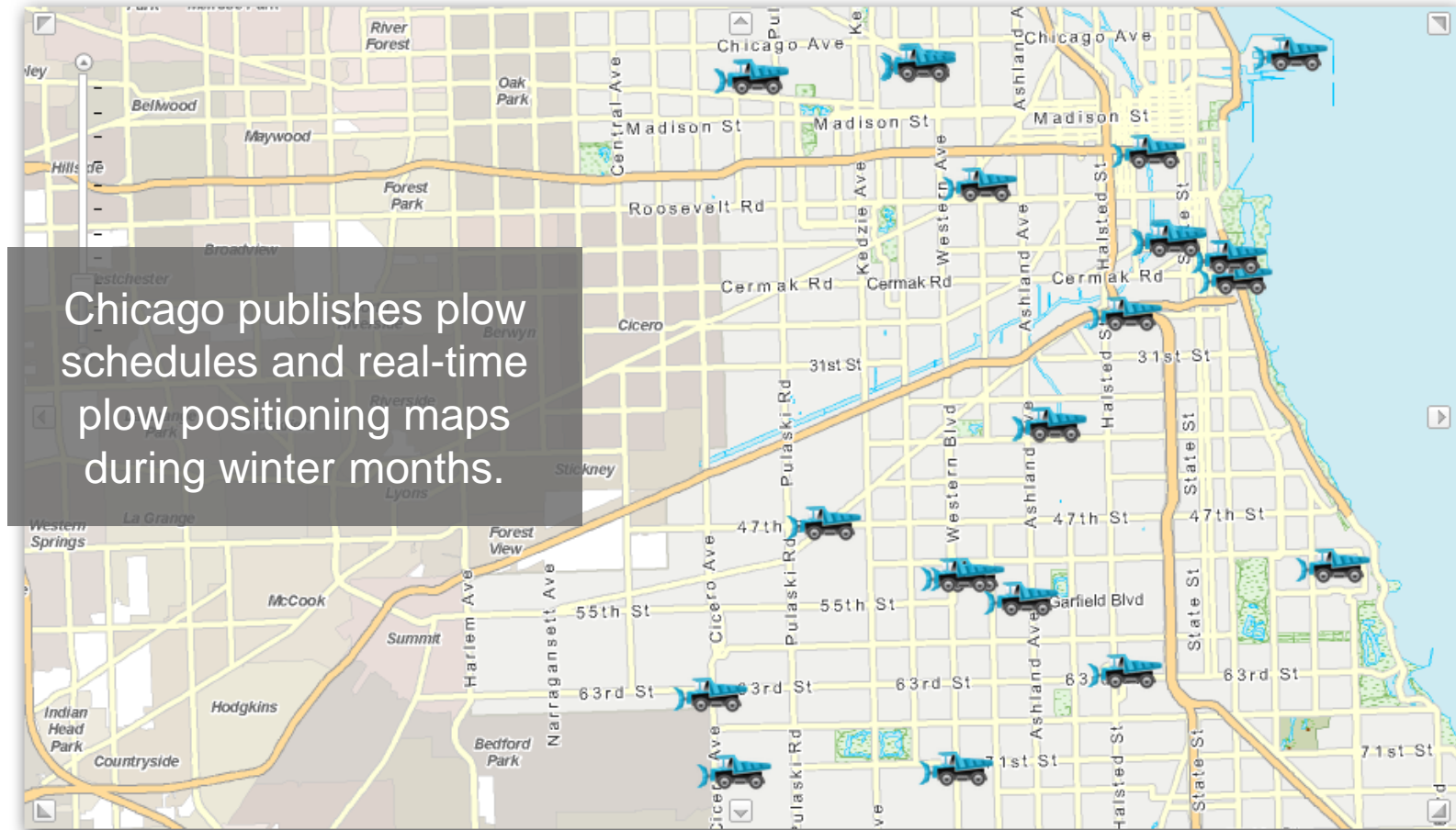


Source: Forrester report, “Digital Insights Are The New Currency Of Business”

Background image source: Delhi metro map (<http://www.urbanrail.net/as/delh/delhi.htm>)

Increase Transparency

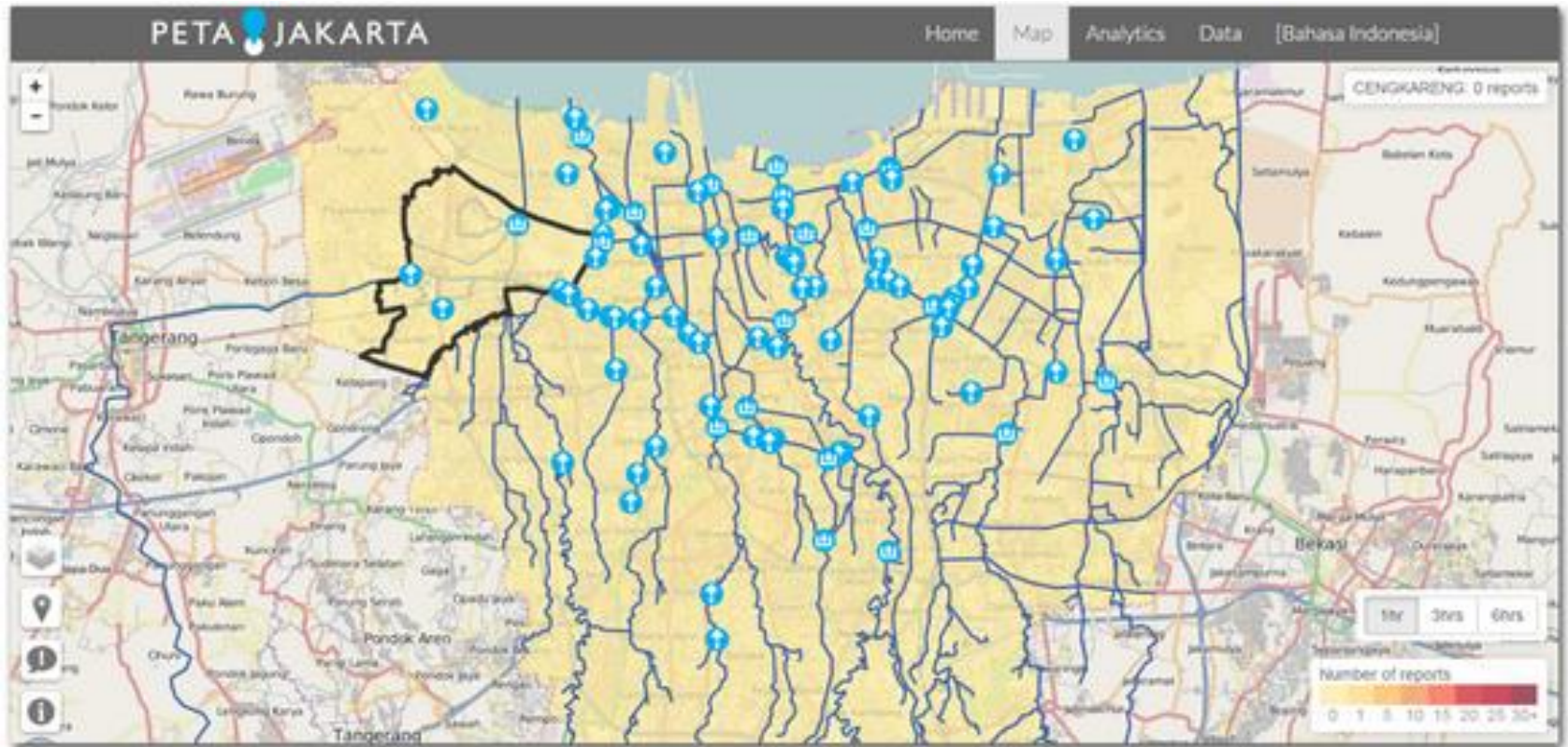
City Of Chicago Dispels Criticism With Data



Source: Plow Tracker app, City of Chicago.

Reduce Risks

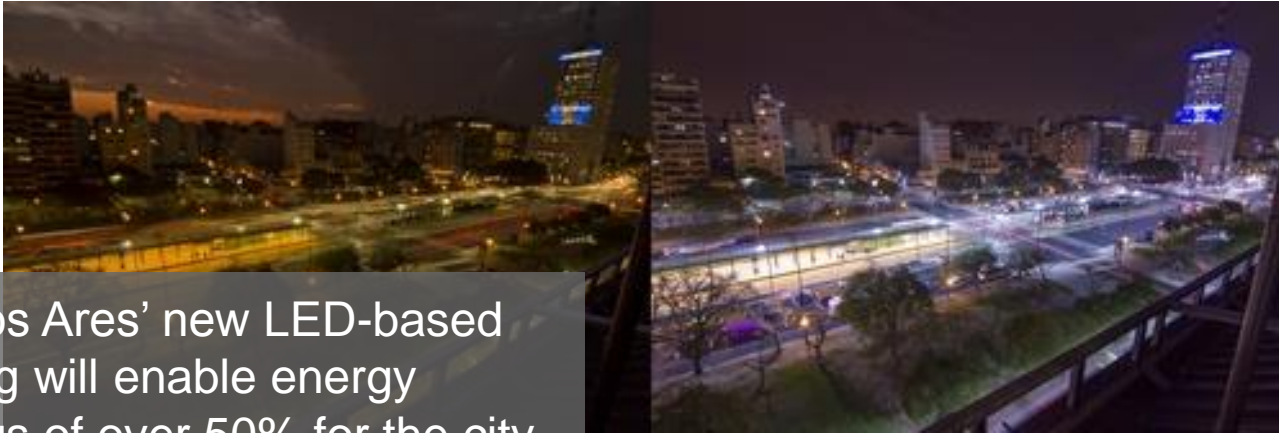
Jakarta Mines Twitter To Enable Faster Responses To Flooding



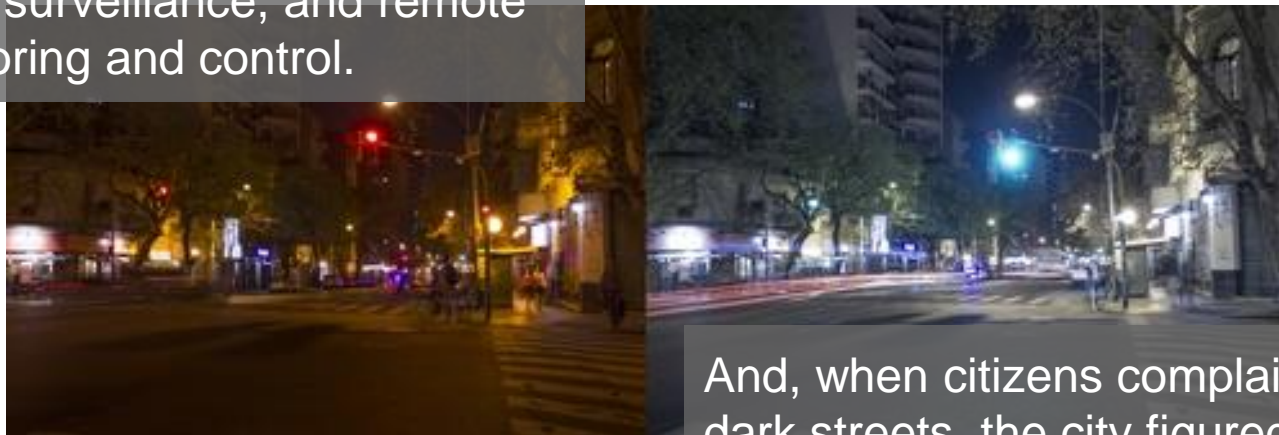
Source: PetaJakarta.org website (<http://petajakarta.org/banjir/en/map/>)

Solve Mysteries

Buenos Aires Combines Data From Lights And Citizens To Solve A Mystery



Buenos Aires' new LED-based lighting will enable energy savings of over 50% for the city, better surveillance, and remote monitoring and control.



And, when citizens complained about dark streets, the city figured out why and addressed the problem.

Governments Face A Data Maturity Gap



65%

Of government decision-makers say that they use data and analytics daily

But...



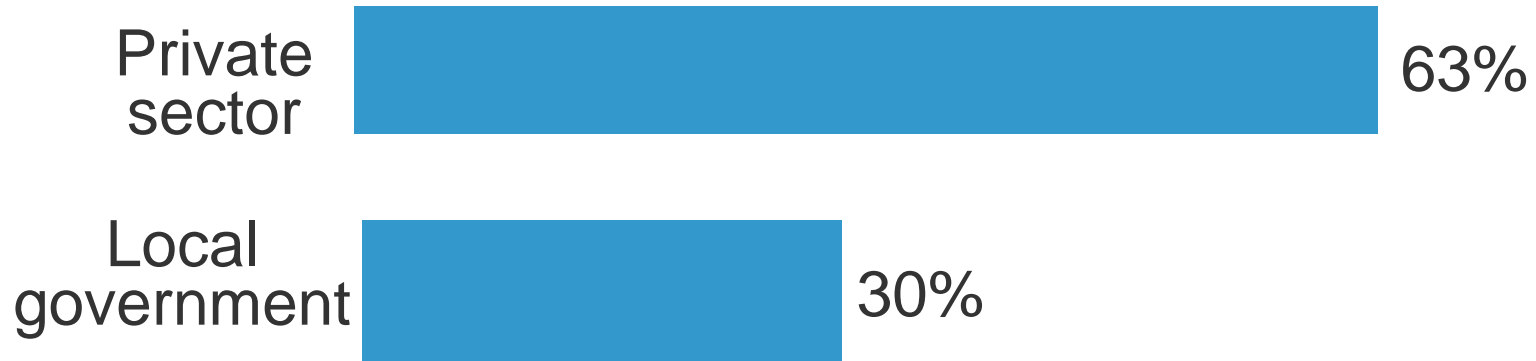
20%

Of local government decision-makers report that they have formal organizational structures for data and analytics, or that they have a strong data architectures in place; compared to almost 60% in the private sector.

Source: Business Technographics® Global Data & Analytics Survey, 2015

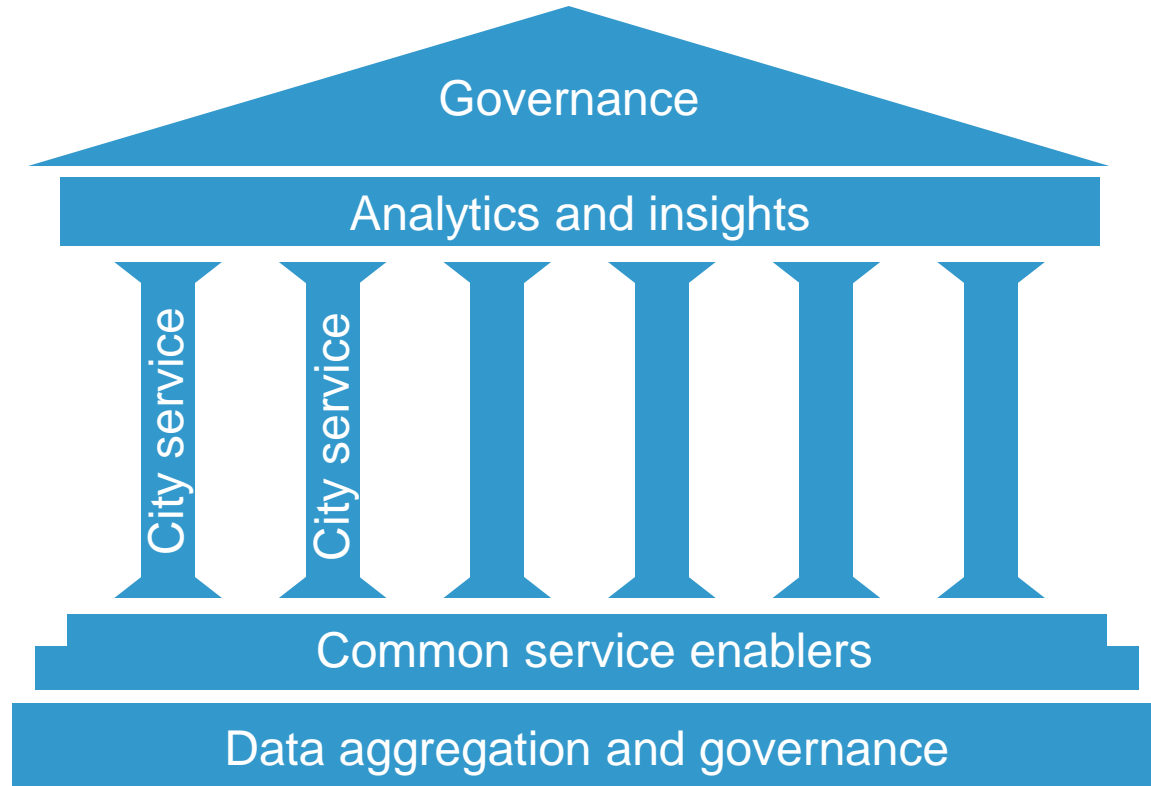
Data Maturity Gap Handicaps

We are able to access the data we need to obtain insights in a timely manner.



Base: 2859 global data and analytics technology decisions-makers, and 50 in local government.
Source: Business Technographics® Global Data & Analytics Survey, 2015

Cities Need A Better System of Insights



Lessons learned

1. Think holistically about “smart city,” define goals and priorities for digital transformation.
2. Inventory systems of record and underlying applications to establish or improve your smart city foundation.
3. Capture citizen input through engagement tools, feedback mechanisms, and regular citizen satisfaction surveys.
4. Prioritize smart city initiatives based on pain points, potential impact and citizen input.
5. Develop systems of insight by better leveraging data to improve services and operations, sharing the data and insights across city departments, with city partners and with citizens.

A night-time photograph of a city skyline with a highway interchange in the foreground. The word "Questions?" is overlaid in white text. The image shows a dense urban landscape with numerous skyscrapers and buildings, some of which are illuminated. In the foreground, a multi-lane highway interchange is visible, with light trails from vehicles. The overall scene is a mix of urban architecture and infrastructure.

Questions?

Thank you

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