



City Digitization

Revitalizing Business and Society

TJ Costello, America's Director

Smart+Connected Communities & IoT

Why Companies Will (or Won't) Invest?

Commonwealth Ranked #1 State in the Country

Why?

- Top Notch Higher Ed / K-12 System
- High Standard of Living
- Tech Hub / Venture Capital



Some Things to Consider

- Improve Public Transportation
- Reduce Cost of Energy / Increase Access to Green/Clean Power
- Cost of Housing
- Lower Taxes ... Maintain / Accelerate R&D Tax Credit
- Streamline Permitting / Reduce Regulatory Burdens

Major Trends Reshaping Global Landscape

Social Demographics



Economics



Technology Shifts



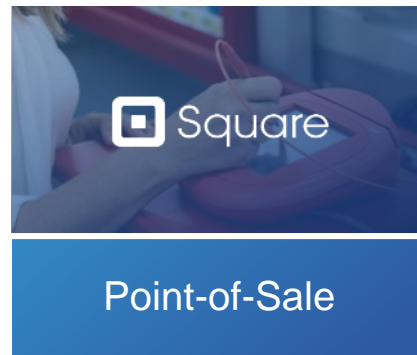
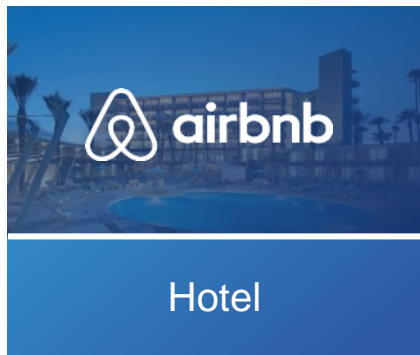
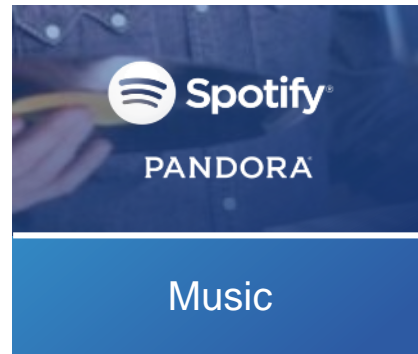
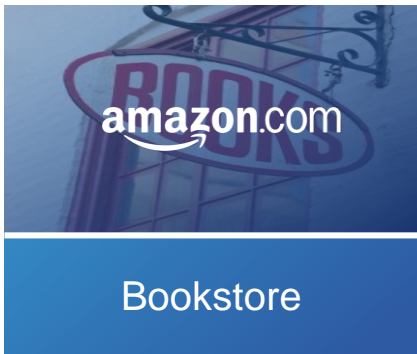
Value Creation/
Productivity Improvements

Talent Mismatch/
Competition for Talent

Energy Management/
Urbanization

Access to Healthcare
and Education

Pace of Change



Cities seek new ways to engage with citizens and deliver services



Traffic
Management



Public Safety



City Lighting



Pollution/
Environment



Waste
Management



Parking
Optimization

Cities traditionally address these **challenges in silos....**
This fragmented approach is **inefficient**, challenges aren't solved,
citizens are uninspired...

By harnessing the power of digitization...



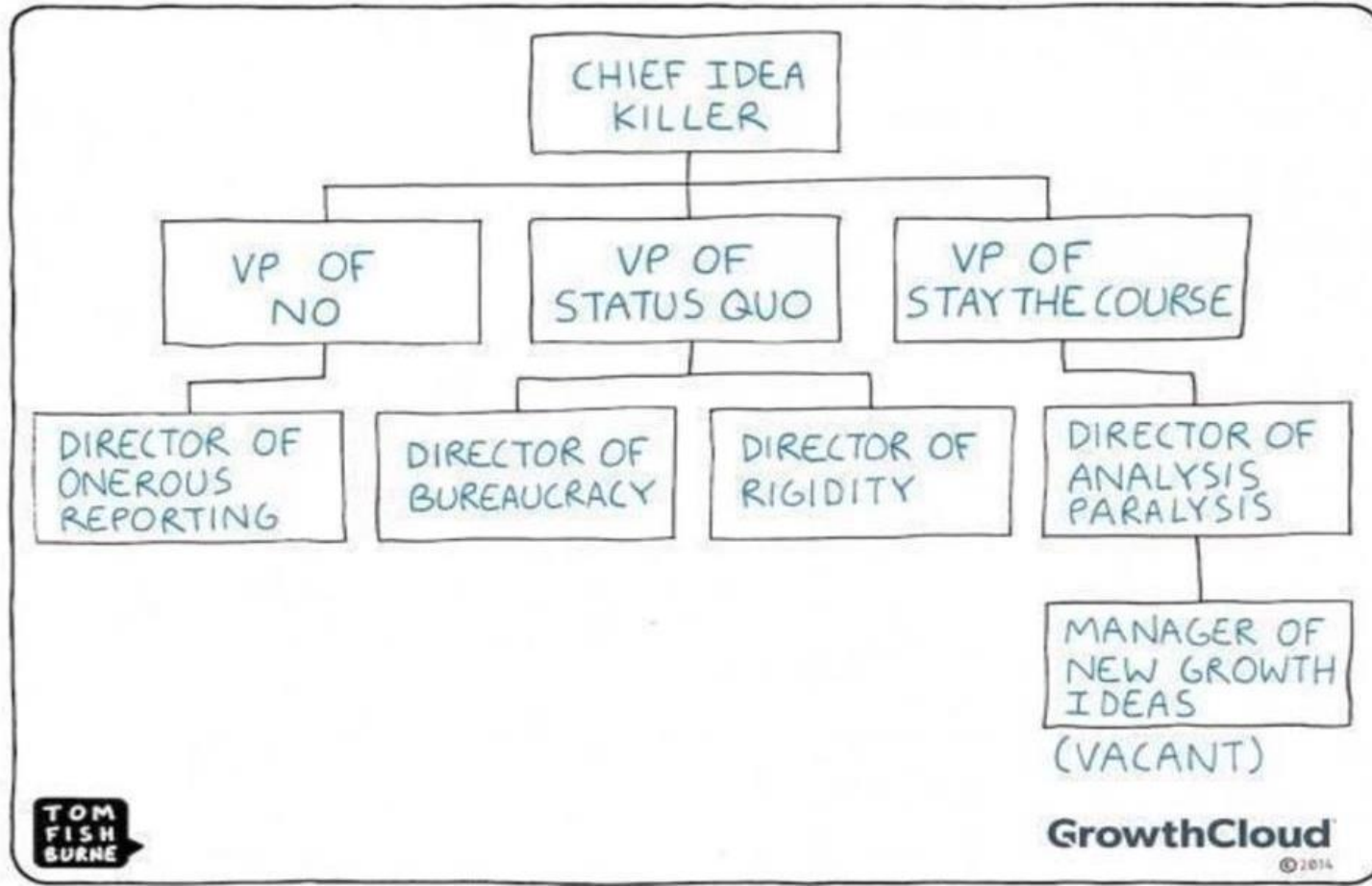
Cities can create a fully connected environment.



Dubrovnik deployment platform view



Innovation Killer Org Chart



Key elements of success for Smart City projects

Visionary Leadership



Global Open Standards



Smart Regulation



Public-Private Partnerships



New Ecosystem





CISCO

TOMORROW starts here.