

Smart Mobility in Digital cities


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Agenda

- Digital cities: the need – the opportunity
- The trends driving digital cities
- Challenges behind digital cities
- Smart Mobility
- Dell Technologies Solution

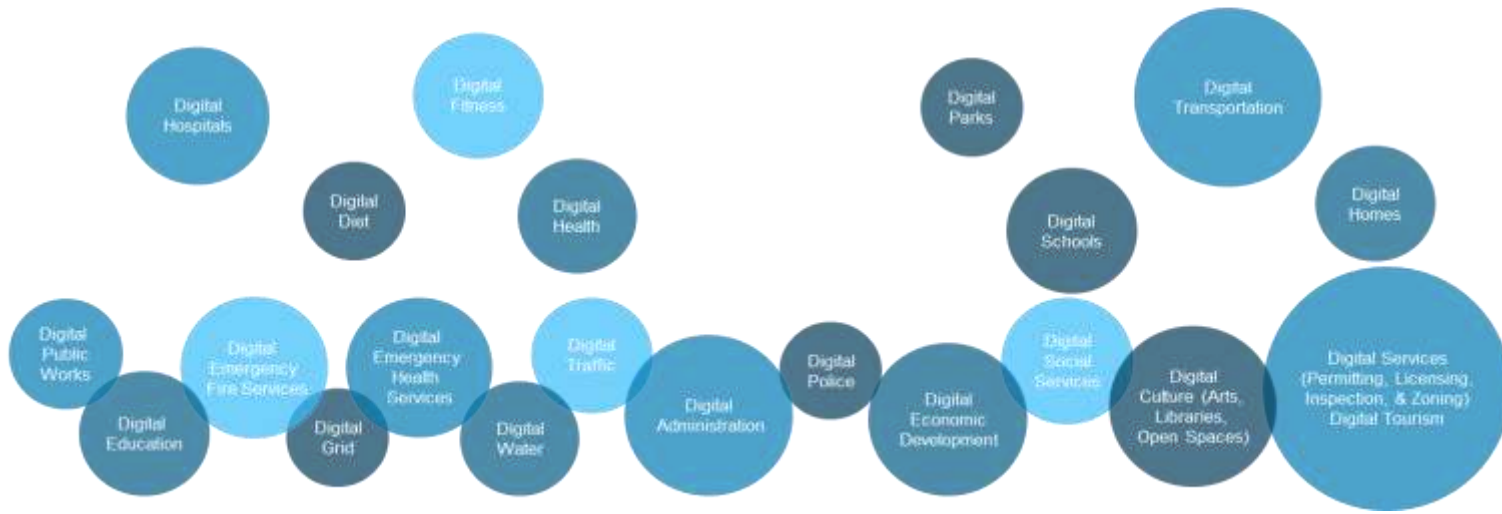


Digital Cities

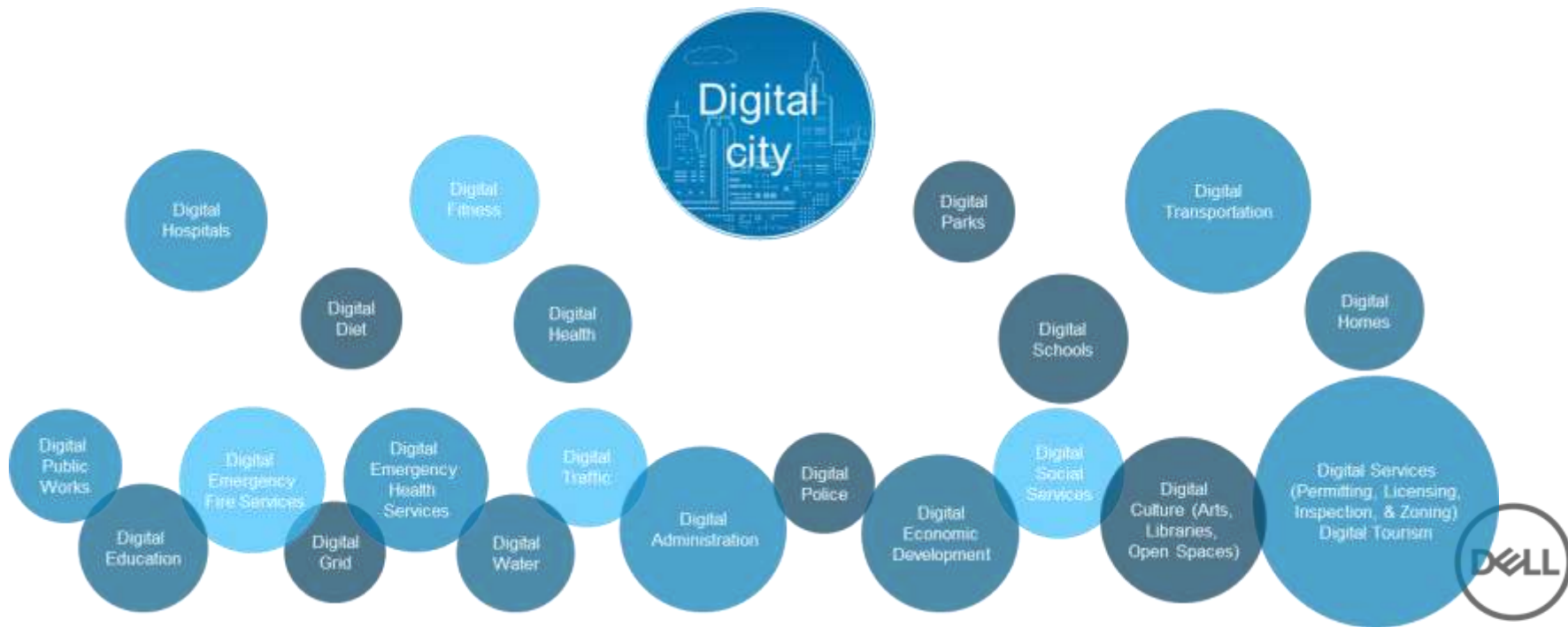


Digital Cities: the need – the opportunity

Rethink living



Rethink of living



Vision for cities of the future

Become an innovative city



Efficient

Optimized use of city
resources



Seamless

Integrated daily life
services



Safe

Anticipate risks and protect
people and information

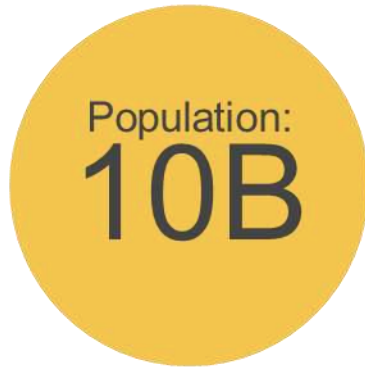


Impactful

Enriched life and business
experiences for all



Surviving urbanization



BY 2050



Implications to the city

Empower the city, citizens, visitors, and businesses

Improve

Quality of
urban living

Create

Efficient city and
transparent government

Develop

Vital
economy

Reduce

Environmental
impact

Address

Infrastructure, buildings
and urban planning

Improve

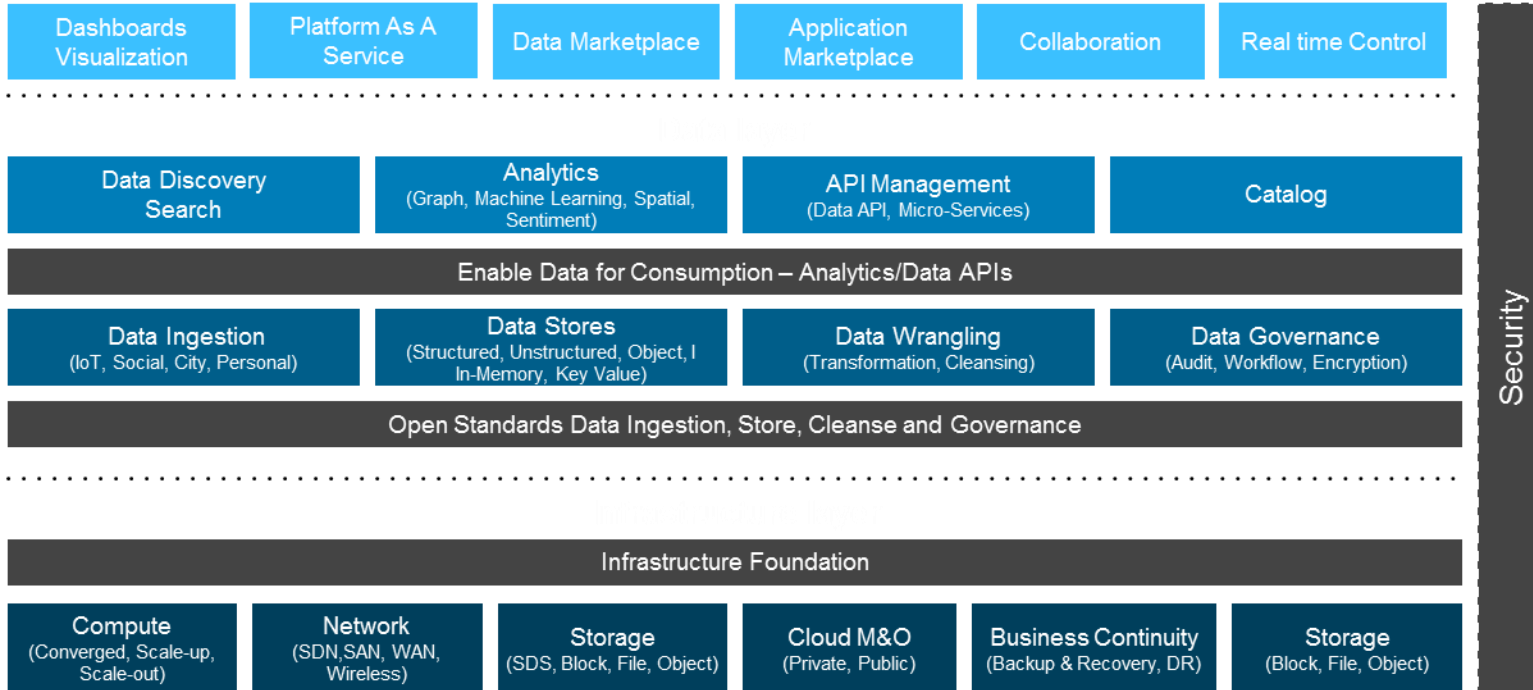
Tourism, recreation,
and city image



Emerging technology trends



Digital City Solution



Smart Mobility



What is Smart Mobility

Allows continuous, well-organized and flexible travel across various transport modes



Smart Mobility - Objectives

- Empower citizen to contribute the city's welfare and planning
- Enable 360 degree view of city's mobility issues and problems
- Ease the citizen's service request w.r.t transport
- Monetize the platform for city through market place

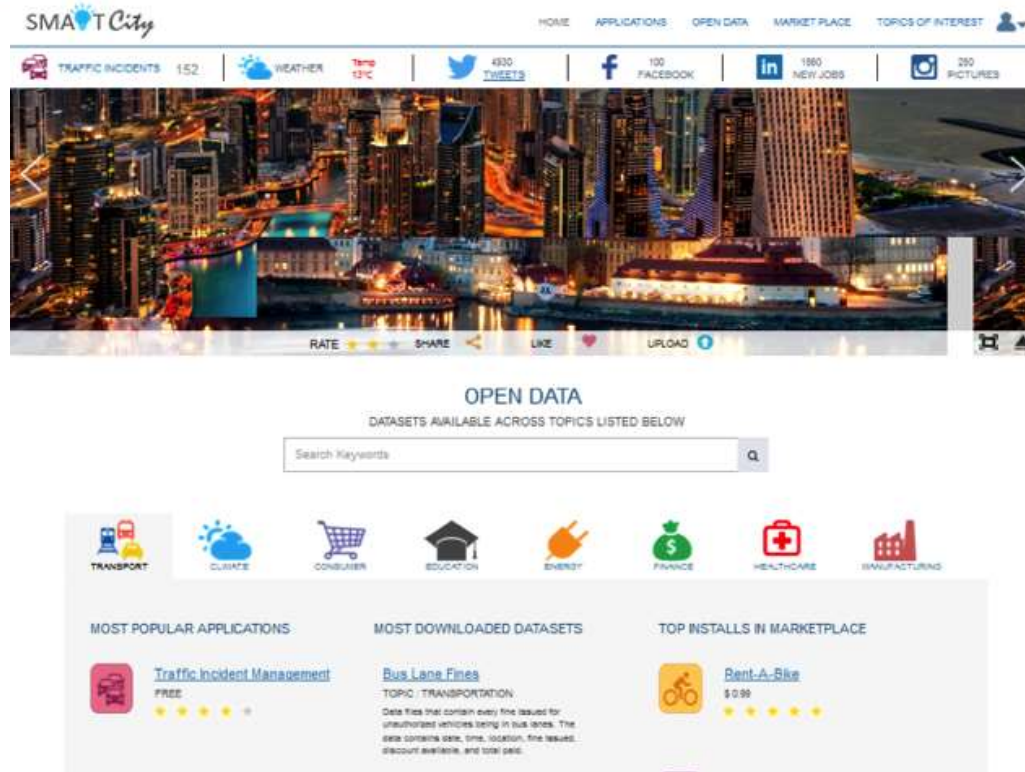


Working use cases...



Digital city

Window to the city



SMART City

HOME APPLICATIONS OPEN DATA MARKET PLACE TOPICS OF INTEREST

TRAFFIC INCIDENTS 152 WEATHER Temp 13°C 430 TWEETS 100 FACEBOOK 1860 NEW JOBS 280 PICTURES




RATE SHARE LIKE UPLOAD

OPEN DATA

DATASETS AVAILABLE ACROSS TOPICS LISTED BELOW

Search Keywords

TRANSPORT CLIMATE CONSUMER EDUCATION ENERGY FINANCE HEALTHCARE MANUFACTURING

MOST POPULAR APPLICATIONS	MOST DOWNLOADED DATASETS	TOP INSTALLS IN MARKETPLACE
 Traffic Incident Management FREE ★★★★★	 Bus Lane Fines TOPIC / TRANSPORTATION Data files that contain every fine issued for unauthorized vehicles being in bus lanes. The data contains date, time, location, fine issued, discount available, and total paid. ★★★★★	 Rent-A-Bike \$ 0.99 ★★★★★



Applications and PaaS marketplace

- Example bike rental availability

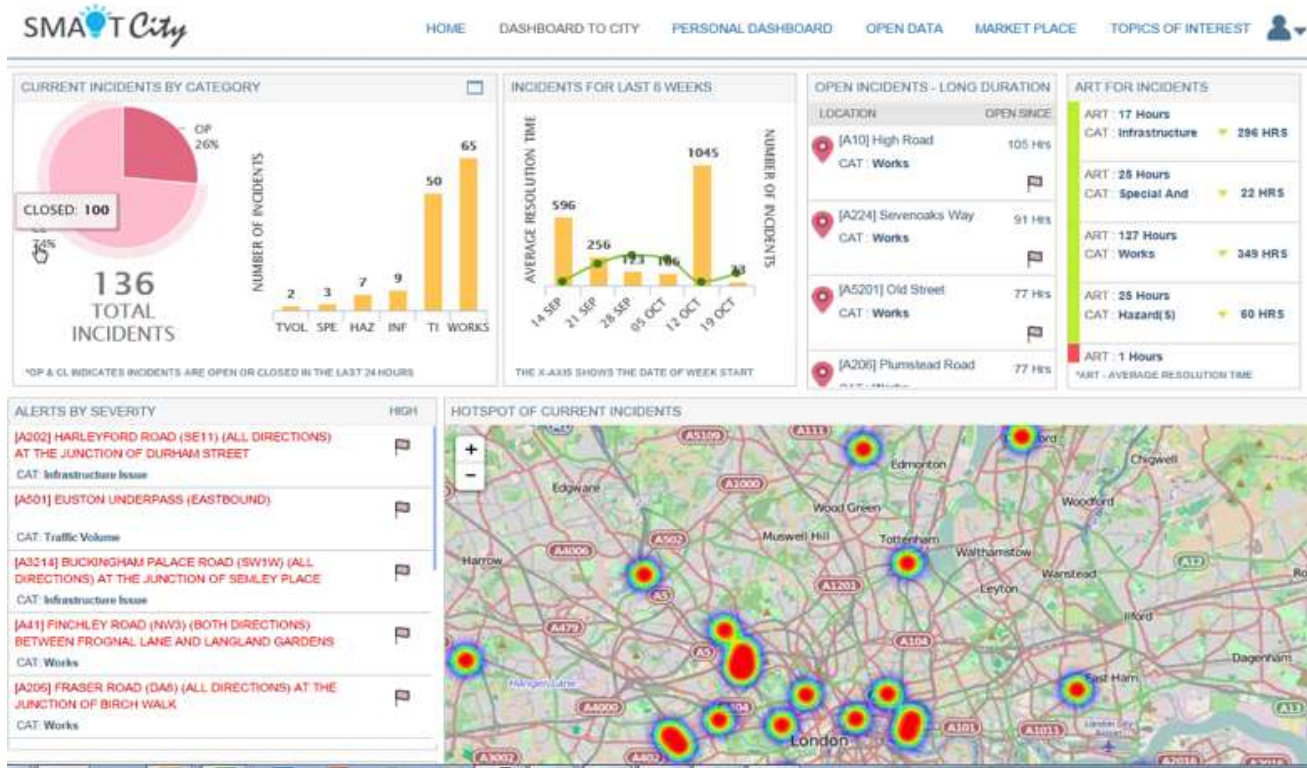
The screenshot displays the SMART City Market Place website interface. At the top, there is a navigation bar with links for HOME, APPLICATIONS, OPEN DATA, MARKET PLACE, and TOPICS OF INTEREST. Below this, a social media and statistics bar shows TRAFFIC INCIDENTS (152), WEATHER (Temp 13°C), 4830 TWITTER, 100 FACEBOOK, 1860 NEW JOBS, and 250 PICTURES. The main content area features a yellow banner with the MARKET PLACE logo and a description: "Smart City Marketplace is a rich resource for civic hackers, tech entrepreneurs, data scientists, and developers of all APIs, open source projects, and relevant developer resources across government. You'll also find updates on the City source project managed on GitHub." Below the banner are three buttons: "USE OPEN DATA", "BUILD YOUR APPS", and "PUBLISH YOUR APPS".

Overlaid on the right side of the screenshot is a Google Map of London, specifically the area around the River Thames and the City of London. The map shows numerous red location pins indicating bike rental availability. A blue line indicates a route through the city. A text box on the map provides navigation instructions:

- HEAD WEST ON SNOWFIELDS TOWARD WESTON ST
- SLIGHT RIGHT ONTO NEWCOMEN ST
- TURN LEFT ONTO BOROUGH HIGH ST/A3
- LEAVING TOLL ZONE:
- TURN LEFT ONTO HARPER RD/B240
- ENTERING TOLL ZONE
- DESTINATION WILL BE ON THE RIGHT

A smaller text box on the map indicates: "BIKE POINT (DIRECTIONS) HARPER ROAD, THE BOROUGH NO. OF BIKES 34".

KPIs for city

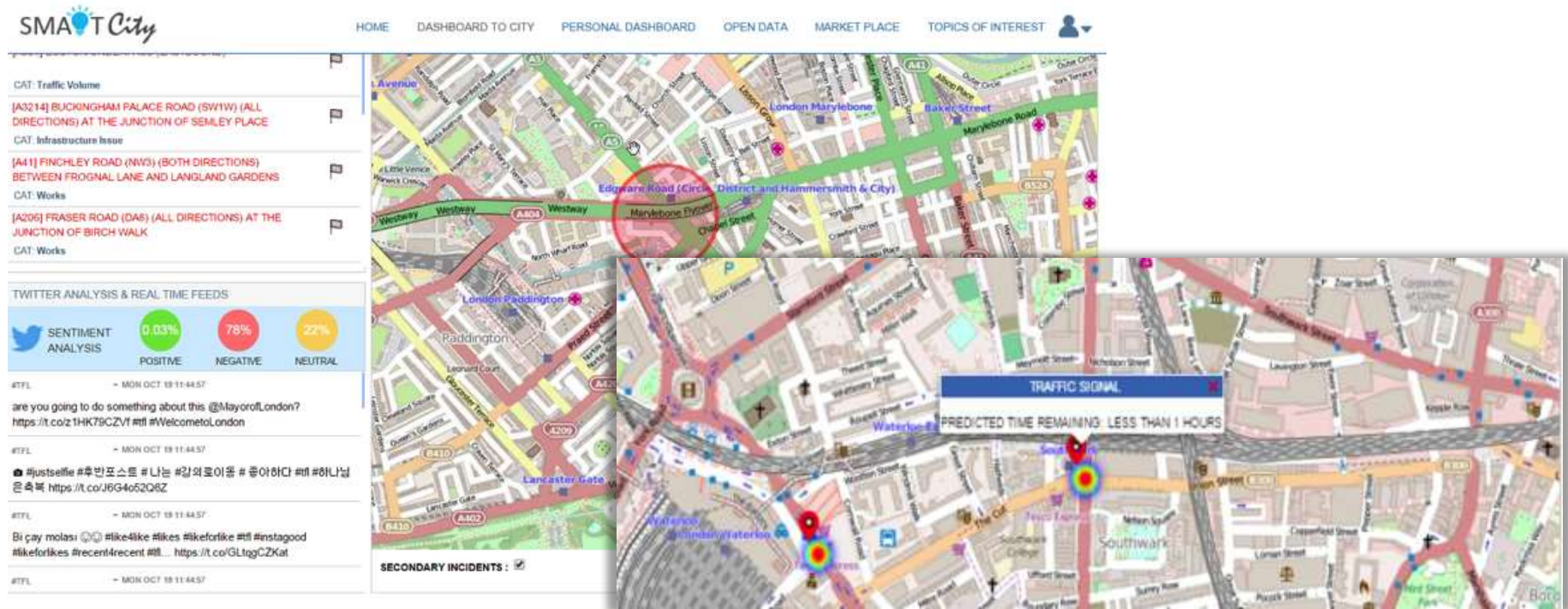


Trends: drill-down details



Analytics

Predict areas of potential accidents and related sentiment analysis



HOW CAN DELL-EMC HELP

Application Services

Big Data Transformation

Modern App Dev

DevOps Workflow

DSaaS

Data Lake Implementation

Unified Service Portal

Accelerators

Cloud Native Apps

Data Driven Portals

Platform as a Service

Pivotal PaaS



Custom Built
PaaS



EMC Data Lake



EMC Infrastructure



Store



Compute

vmware

Virtualization,
Orchestration

