Cisco Smart+Connected Communities
Changing a Community, a Country, the World

Francesco Tripepi – ftripepi@cisco.com

http://www.youtube.com/watch?v=Kt5VulFqBm4

We Deliver Lasting Value

Our employees and partners are our strength.
They help make Cisco a strong competitor in a rapidly changing world.

World Class Expertise
20,000+ Engineers

Services and Ecosystem
11,000+ Services Professionals
70,000+ Partners

Diverse and Global
165+ Countries / 470+ Offices
Nearly 70,000 Employees

Culture

Customer Centric
Leadership across Service Provider,
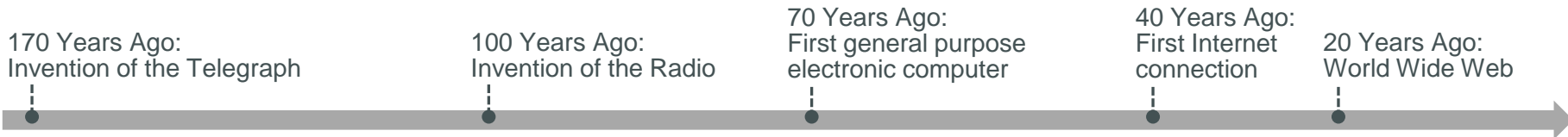Enterprise, and Public Sector

Societal Impact
10,000 Networking Academies
Nearly 170,000 Volunteer Hours

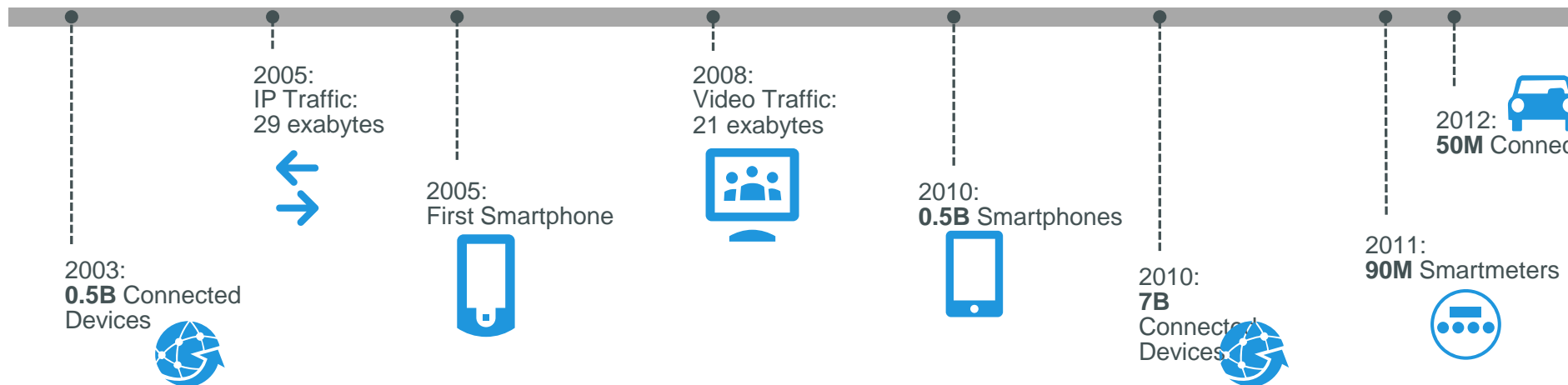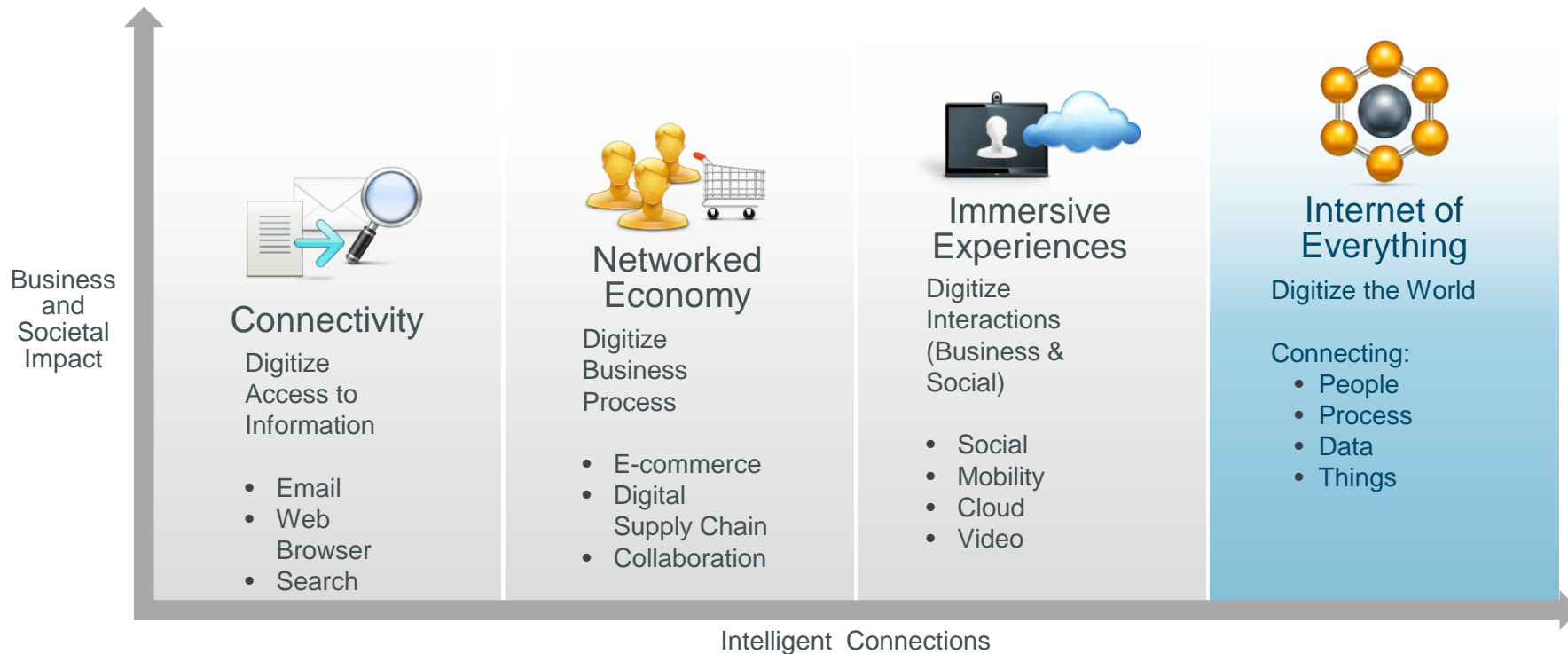# Out there

A History of Connections

170 Years Ago:
Invention of the Telegraph

100 Years Ago:
Invention of the Radio

70 Years Ago:
First general purpose
electronic computer

40 Years Ago:
First Internet
connection

20 Years Ago:
World Wide Web

Intelligently Connecting People, Process, Data, and Things

2005:
IP Traffic:
29 exabytes

2008:
Video Traffic:
21 exabytes

2012:
50M Connec

2005:
First Smartphone

2010:
0.5B Smartphones

2003:
0.5B Connected
Devices

2010:
7B
Connected
Devices

2011:
90M Smartmeters

The Evolution of the Internet

Business and Societal Impact

Connectivity

Digitize Access to Information

- Email
- Web Browser
- Search

Networked Economy

Digitize Business Process

- E-commerce
- Digital Supply Chain
- Collaboration

Immersive Experiences

Digitize Interactions (Business & Social)

- Social
- Mobility
- Cloud
- Video

Internet of Everything

Digitize the World

Connecting:
- People
- Process
- Data
- Things

Intelligent Connections

Cities challenged to improve delivery of services to highly mobile citizens and provide impetus to local economy

Closing the digital divide

Boosting economic recovery and city prospects

Greater public safety and security

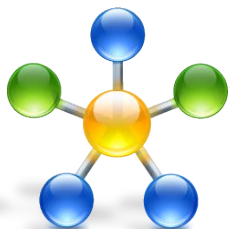**Greener, more efficient management of city infrastructure**

Connecting the dots

Intelligent Network Transforms Business

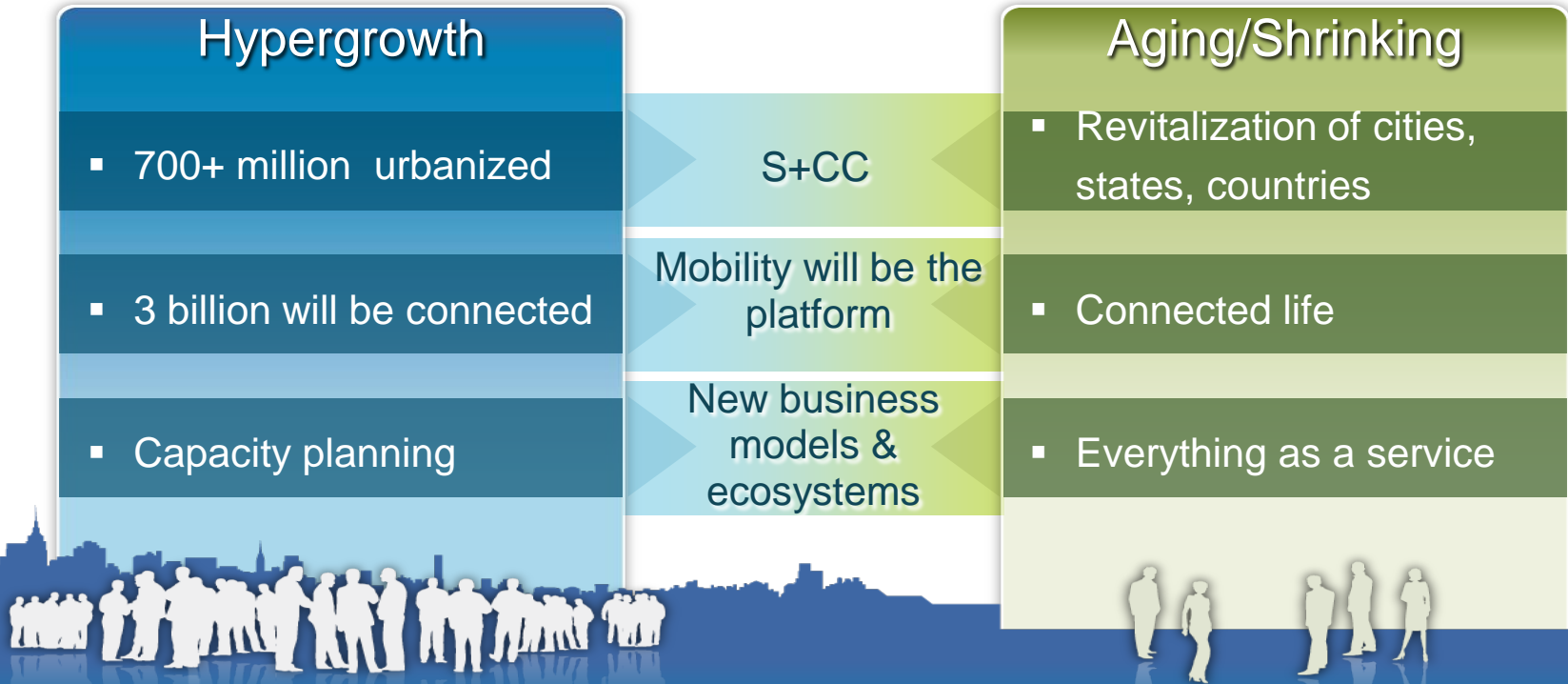## Connecting the Unconnected

Rapid Service Creation
and Market Agility

Connecting to
More Things for
More Insights

Intelligent
Infrastructure

Secure, Unified
Experiences

Drivers of Economics and Social Transformation

Hypergrowth

- 700+ million urbanized
- 3 billion will be connected
- Capacity planning

S+CC

Mobility will be the platform

New business models & ecosystems

Aging/Shrinking

- Revitalization of cities, states, countries
- Connected life
- Everything as a service

The Network as the Transformational Platform

We've Only Just Begun …

Solve Environmental Challenges

Thrive in Smart Communities

Live Enriched, Healthier Lives

Redefine Work Models

Focus on Improved Safety

Achieve Energy Efficiency

… to change the way the world works, lives, plays, and learns

Cisco S+CC Vision

Smart+Connected Communities

**Running a Village, City, Community, Country, the World
on Networked Information**

Sustainability Services Delivered by Technology

Social
Enhanced quality of
life for citizens

Environmental
Protecting the world
for future generations

Economic
Continuous job and
business growth

Smart+Connected Communities

Retail

School

Health

Telecom

Utilities

Safety & Security

Travel

Sports & Leisure

Government

Home

Office

Transportation

Building

Emergency Response

COMMUNITY+CONNECT
(Citizen Services)

COMMUNITY+EXCHANGE
(Integrated Operations Centers)

SERVICE DELIVERY PLATFORM

Smart+Connected Communities Worldwide

Pilots

- **Kuwait:** Al Hamra Tower
- **Seoul:** Personal Travel Assistant
- **Amsterdam:** Smart Working Centres
- **Cisco on Cisco**
- **NYC:** Yankee Stadium
- **Singapore:** EPIC
- **Qatar:** Gate Building

Greenfield Cities

- **Abu dhabi:** Masdar
- **South Korea:** Songdo
- **China:** Chongqing
- **India:** Lavasa

Revitalization

- **Toronto**
- **San Francisco**
- **Barcelona**
- **Holyoke**
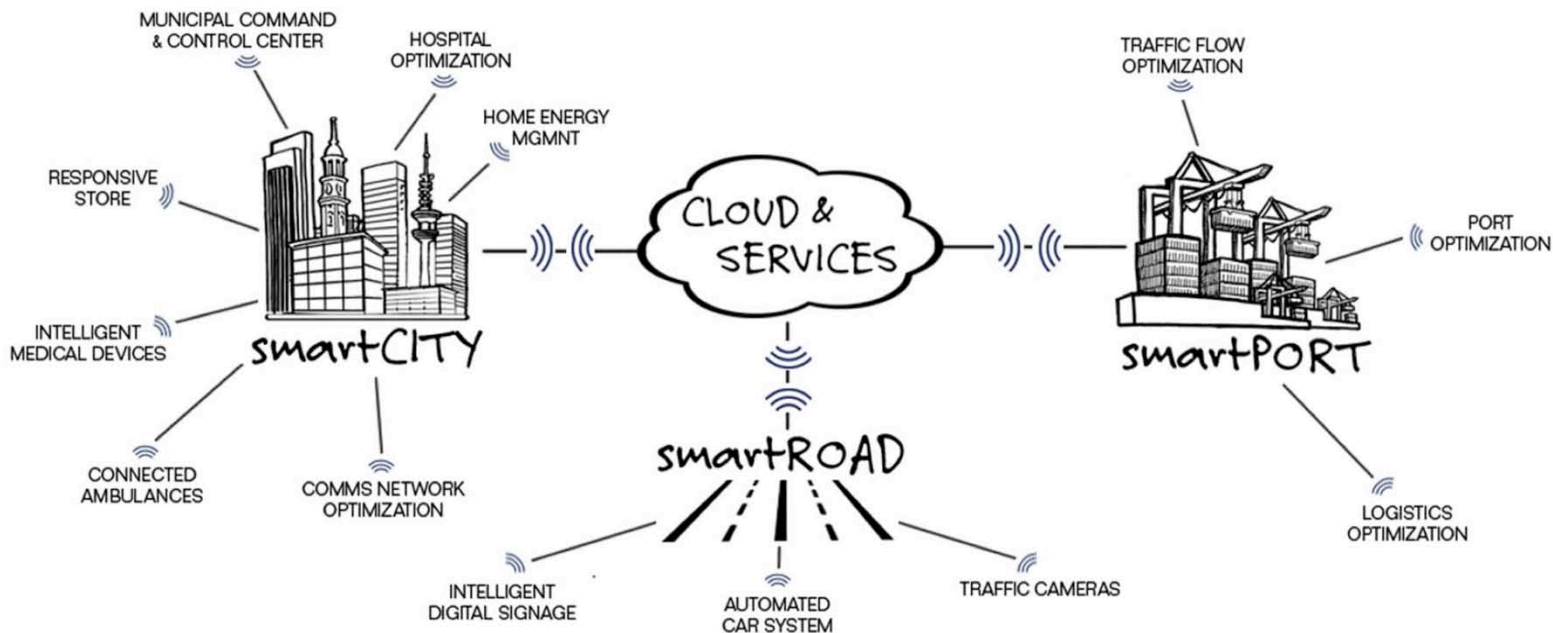- **Colorado:** Connected Communities Initiative

Connecting the dots......*(contiguosly)*

A City, Country, Company With a Digital Overlay
Connected Over Industry Standard Platforms
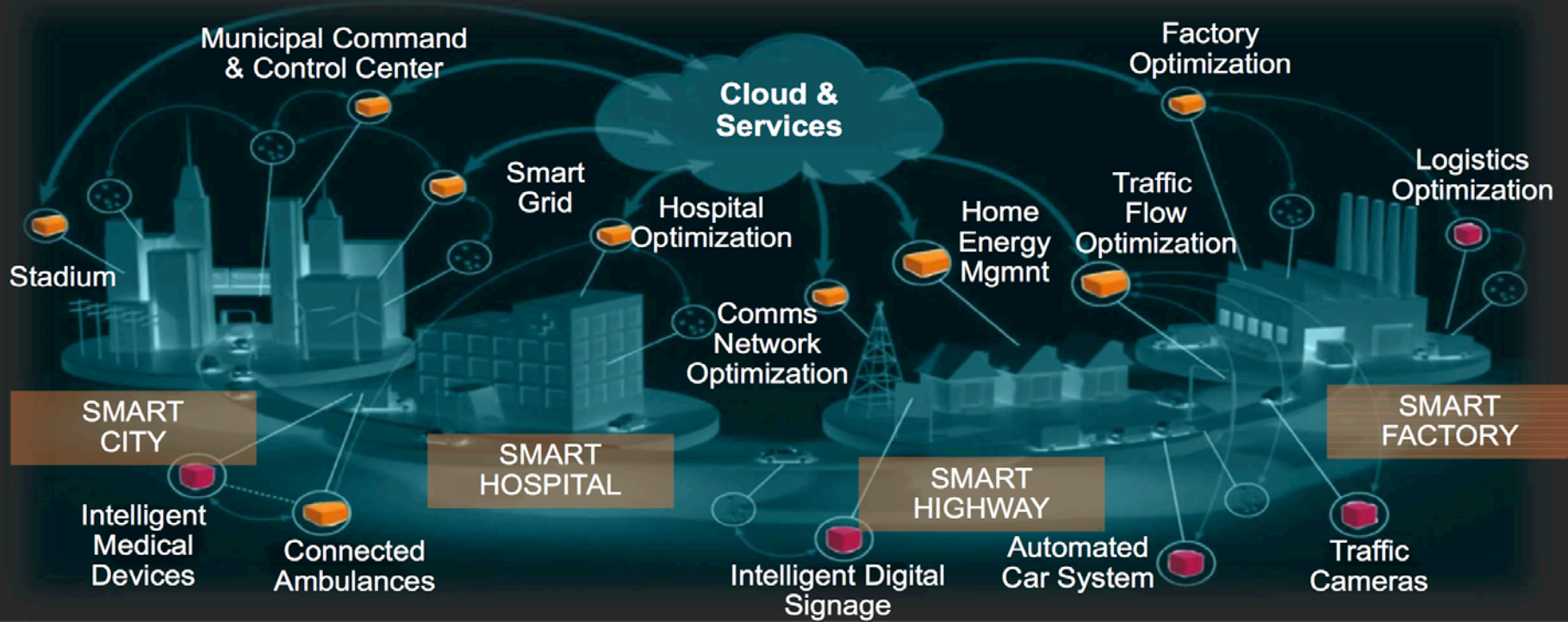
Building Hamburg´s future

Health Care and IoE

Defining Connected Health

Patient
(Quality Patient Care & Experience)

Interactive
Enable quality patient care
and experience

Borderless
Enables continuum of care
(Care-at-a-Distance)

Caregiver
(Workflow & Satisfaction)

Interoperable
Enables easy exchange of
patient data with other entities

Productivity
Enables collaboration and boosts
productivity (Mobile, BYOD)

Compliant and Secure
Environment friendly, IT
and physical security

Hospital Management
(Business & Financial Results)

Optimize
Asset (Human and Physical) utilization

Reliable and Robust
Hospital infrastructure

Scalable, Adaptable and Elastic
Ability to scale and support new capabilities
(Healthcare Cloud)

Operational Metrics
Measurement of key indicators
on value & ROI

Security, Privacy, High Availability, Mobility

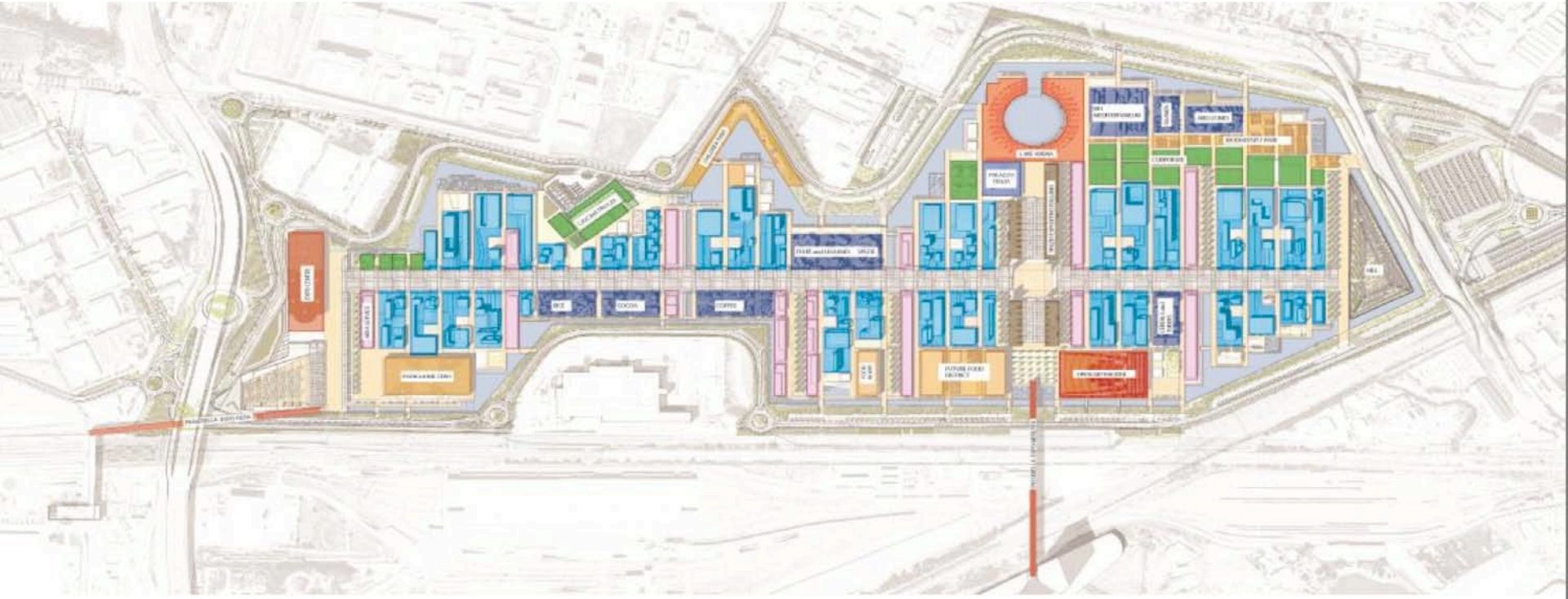# Enabling Care at Distance – Cisco Health Presence

Corporate Campus

Primary Care Doctor

Remote Clinic

Referral Specialist Doctor

Transcription

Remote worksite with Telehealth Clinic

Cisco HealthPresence

Partner Apps/Clouds

Patient/Workforce@ Home/Mobile*

Extended Clinical Eco Systems (Radiologist, Pathologist)

Physician @ Home/Mobile

Referral Enterprises

Backend systems/ Devices/Modalities

People + **Clinical Devices** + **Clinical Data** + **Clinical Context**

See you in……

Next steps

- Further information available at:
www.cisco.com/web/strategysmart_connected_communities.html

Four Megatrends that will Change the World

Developed countries' labor forces substantially age and decline in numbers

Population growth increasingly concentrated in emerging countries

Economic power shifts to developing nations

World's population becomes urbanized

The strategic and economic policies of the 20th century are obsolete, and it is time to find new ones.

The Internet of Everything

Create and Expand New Markets and Services

Empower People/ Increase Efficiency

Create Better Experiences to Build Better Relationships

Deeper Insights for Greater Decision Making