What is being ‘smart’ all about?

Where are we today, and how did we get here?

A few case studies

Urban innovation – a team sport

Smart cities – a new approach
WHAT MAKES A CITY ‘SMART’?
PUT CITIZENS AT THE CORE OF HOW YOU THINK ABOUT CITY SERVICES

RESPONSIVE
Relentlessly keeping you informed; service delivery and situation awareness

ENGAGING
Seeking help and input, always on your terms making it worth your while

TRUSTED & SECURE
Safeguarding privacy, asking permission to share your information in order to improve service

SIMPPLIED
Tell us your intentions once, we connect the dots

CONNECTED
 Seamlessly interacting within and outside city government to coordinate your service

LOCAL
Tailor services to your local needs
BEING ‘SMART’ IS ABOUT FOCUSING ON VALUE & OUTCOMES
Driving value for our constituents

IF IN DOUBT ASK THE QUESTION
HOW IS THE SMART CITY EFFORT GOING TO LEAD TO OUTCOMES?
Unlock Financial Efficiency and Effectiveness

Achieve Mission Critical Outcomes
Strategic cost reduction
Strategic revenue improvements
Develop a High Performing Organization
Delivering for citizens and business
Whether you are a private sector organization or a city government, you need to aspire to be financially efficient while delivering excellence in products and/or services.

**Value Creation for Public/Citizen Services**

- **Unlock Financial Efficiency and Effectiveness**
- **Achieve Mission Critical Outcomes**
- **Develop a High Performing Organization**
- **Realize Strategic Revenue Improvements**
- **Realize Strategic Cost Reduction**
- **Delivering Quality Products & Services to Customers**
JOURNEY TO SMART
WHAT WE HAVE SEEN OVER THE PAST 10 YEARS

SMART CITY AGENDA DRIVEN BY TECHNOLOGY COMPANIES

SENSORS ABOUNDS: LAUNCHING OF PILOT PROJECTS AND PROOF OF CONCEPTS

SCALE: THE NEXT FRONTIER

COALESCENCE AROUND HUMAN-CENTERED APPROACH, WITH A FOCUS ON OUTCOMES

WE ARE HERE TODAY
ACCENTURE’S 2018 TECHNOLOGY VISION
GOVERNMENTS THAT ARE IN THE NEW

Citizen AI
By “raising” AI responsibly, businesses will create a collaborative, powerful new member of the workforce.

Extended Reality
Immersive experiences are changing how we connect with people, information, and experiences.

Data Veracity
Businesses must adapt existing capabilities to combat a new kind of vulnerability: inaccurate, manipulated, and biased data that leads to corrupted business insights.

Internet of Thinking
Enabling intelligence for the next generation of technology demands an overhaul of existing infrastructures.

Frictionless Business
To fully power the external technology-based partnerships they depend on for growth, companies must first move on from internal legacy systems and re-architect themselves.

WHO IS NEXT
THE NEXT FRONTIER

HOW DO WE SCALE URBAN INNOVATION?

While the Smart City movement thus far in the US has been defined by pilots, we have yet to see meaningful results due to lack of scale.

To scale, we must work together.

Urban innovation is a team sport – who are the players?

An ecosystem approach to enable communities to tackle local issues
## BRINGING TOGETHER THE ECOSYSTEM

**DIFFERENT SKILLS, DIFFERENT INGREDIENTS**

<table>
<thead>
<tr>
<th><strong>Project Execution</strong></th>
<th><strong>Strategy, Finance &amp; Planning</strong></th>
<th><strong>Innovation &amp; Technology</strong></th>
<th><strong>Engagement &amp; Communication</strong></th>
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</thead>
<tbody>
<tr>
<td>Ability to manage and deliver Smart City projects</td>
<td>Ability to prioritize projects, unlock financing, procure goods &amp; services, and manage the Smart City program budget</td>
<td>Ability to analyze emerging trends, conduct R&amp;D, and develop Smart City use cases</td>
<td>Ability to engage internal &amp; external stakeholders and develop strategic Smart City communications</td>
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<tr>
<td><strong>Digital Platform</strong></td>
<td><strong>Governance</strong></td>
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<tr>
<td>Ability to stand up and run a digital Smart City platform that has capabilities spanning data ingestion to service enablement</td>
<td>Ability to set up and manage a Smart City program, including considerations for policies and partnerships</td>
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A NEW APPROACH FOR SMART CITIES
DO YOU KNOW WHAT PROBLEMS YOU’RE TRYING TO SOLVE?
A NEW SEQUENCE FOR GETTING THE BASICS RIGHT

Issue Driven...
Embed yourself in your community

Define your value framework

Agile delivery

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WHAT DOES IT TAKE YOU TO GET THERE?
THE COMPETENCIES AND CAPABILITIES YOU NEED TO BUILD

OBSERVE COMMUNITY
- Ethnography
- Citizen and Employee Engagement

CITIZEN LED DESIGN
- Design Thinking
- Multidisciplinary Co-Creation

VALUE ARCHITECT
- Use Case Identification
- Business Case Development

PROTOTYPE DEVELOPMENT
- Rapid Prototyping
- Data Science and Visualisation

SCALE SOLUTION
- Implementation Capability
- Manage Complex Infrastructure

DEMONSTRATE BENEFITS
- Monitoring and Evaluation
- Continuous Improvements

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QUESTIONS

DAVID METNICK
Managing Director
Health & Public Service

david.t.metnick@accenture.com
@dmetnick
linkedin.com/in/metnick