



AcceliCITY Webinar: Smart City Trends to Know

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Topics

- Smart City Market and Use Cases
- Smart City Trends and Implications
- Takeaways
- Q&A





SMART CITIES MARKET AND USE CASES



Smart Cities Definition

- A city or region that uses smart technology and processes to improve livability, workability and sustainability (Smart Cities Council)
- The digital transformation of an urban ecosystem to meet environmental, financial and social outcomes (IDC)
- Implications:
 - Not just “cities” – campuses, districts, ports, regions, states...
 - Outcome versus technology driven
 - Buying and influence centers are diverse and varied
 - Smart city projects aren’t necessarily classified as smart city



Smart Cities Principles

1. Strategic

2. Connected

3. Aware

4. Responsive

5. Innovative

People-Centric

2.5B new urban residents by 2050



Needed for 2050

Water +55%

Food +60%

Energy +80%

Jobs, Resources,
Safety, Efficiency,
Health, Resilience,
Quality of Life



Market indicators are positive

\$1.2 trillion worldwide by 2022
(MarketsAndMarkets)

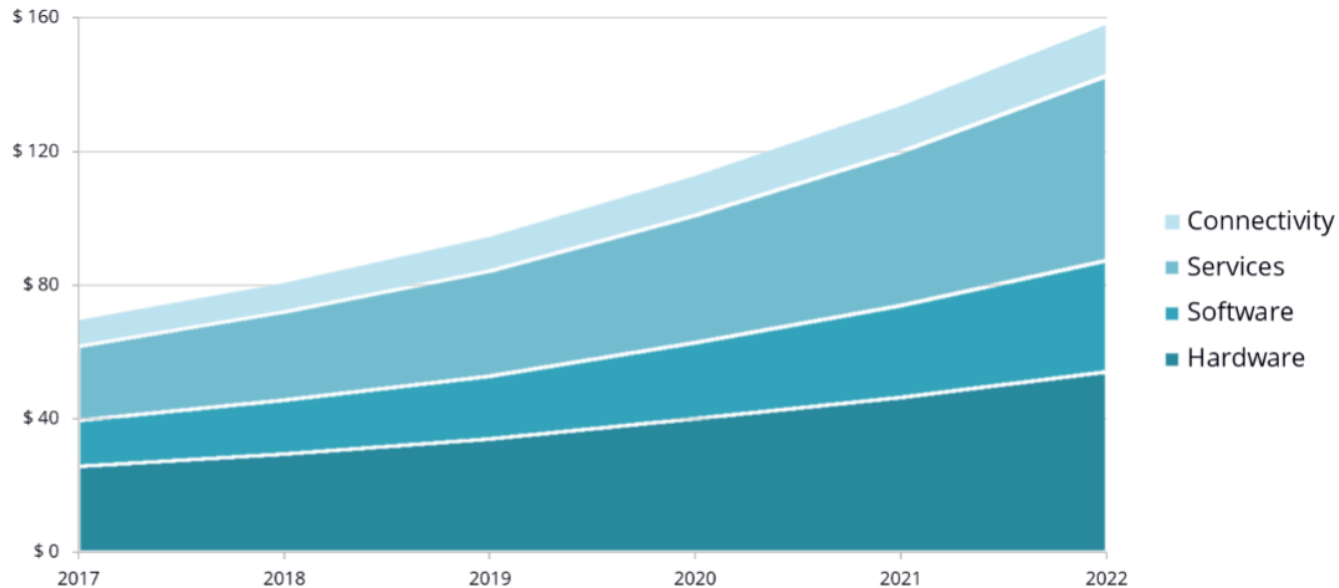
Spending will **grow 69%** 2018-2022
(IDC)

Smart city projects **grew 64%** in 2017
(IHS)

2018 saw the start of **citywide projects**
(IHS)

Services and Software are Growth Areas

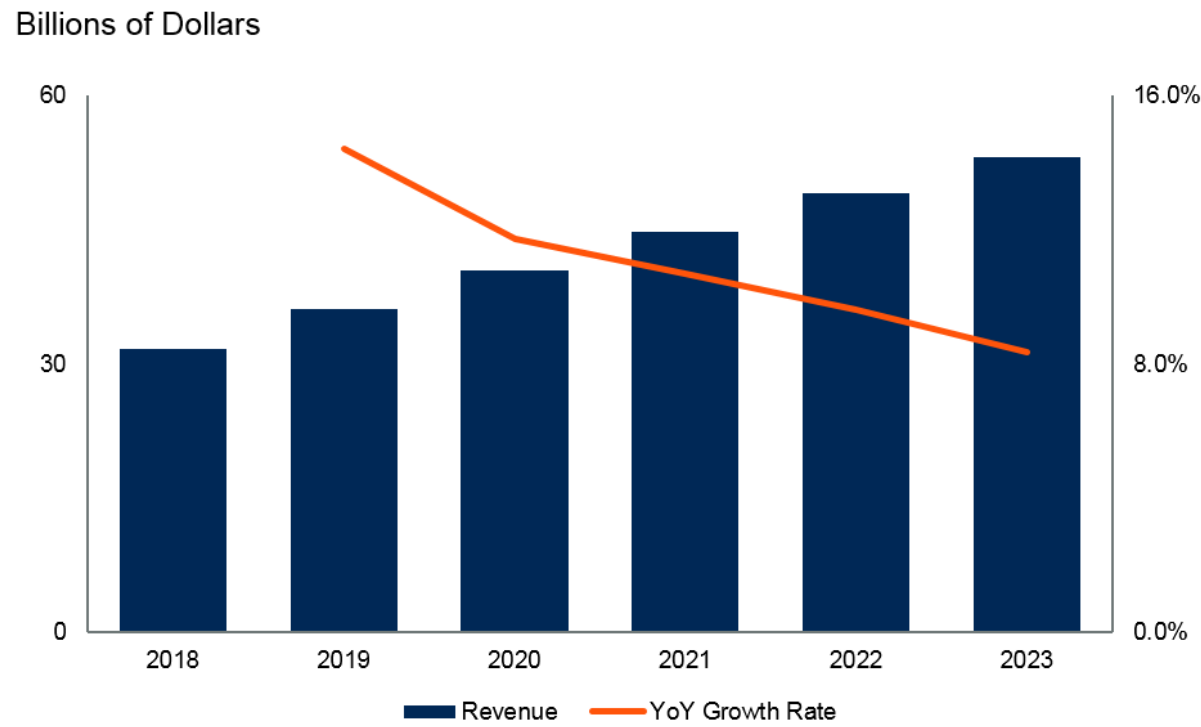
Worldwide Smart Cities Spending (\$Bn) by Technology, 2017-2022



- Over 50% of the opportunity lies in Services and Software, which are growing their share
- Hardware spending grows less fast, due to price erosion and new use cases leveraging existing infrastructure

Smart City IoT Application Revenue is Rising

**Revenue and Growth of IoT Applications
of Connected Cities, 2018-2023**



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Smart City IoT Application
Revenue Projected to Reach
\$53B by 2023

To what extent have the following smart technology solutions been implemented in your city or state?

US / Canada Results

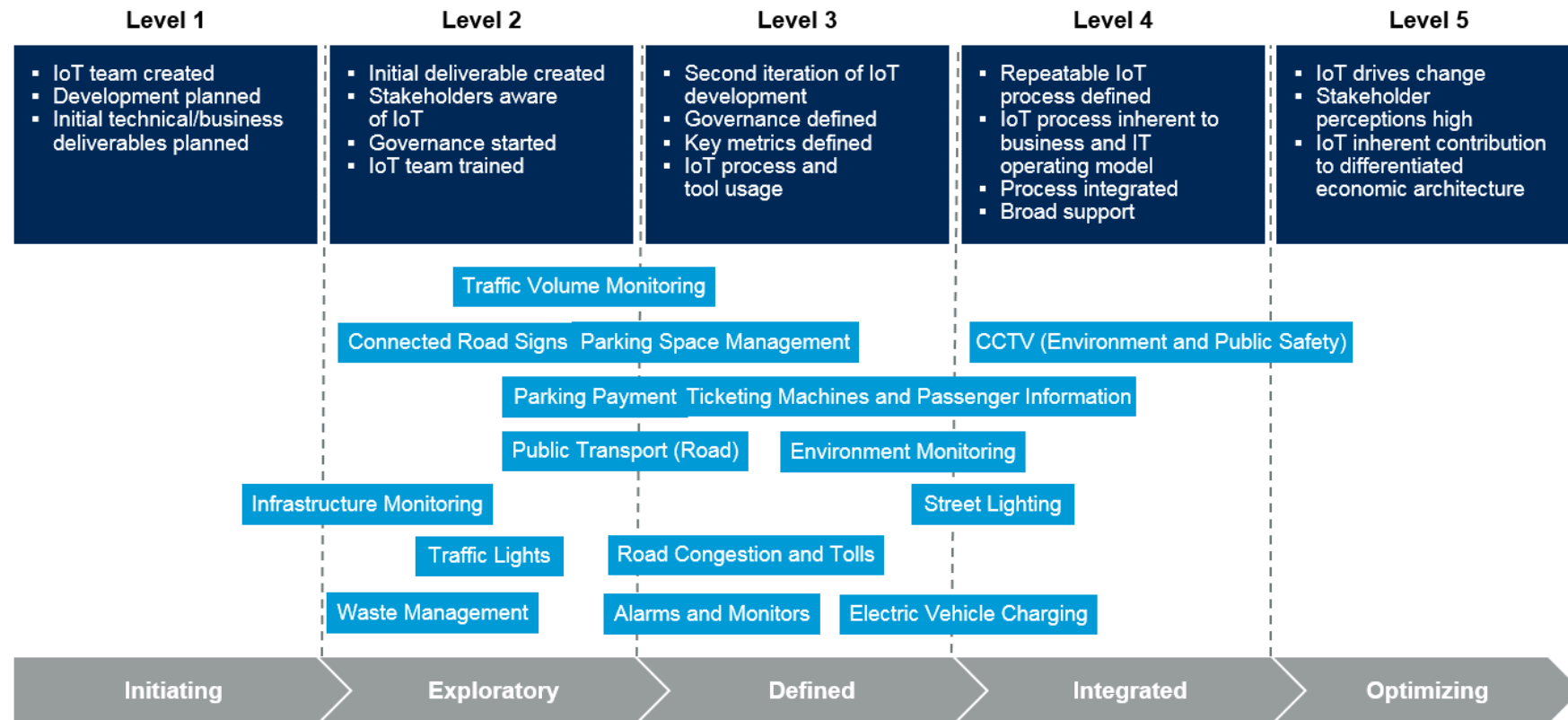


Overall, the US and Canada are further along in the implementation of smart city solutions compared to other countries. Smart parking and smart, connected street lighting are the most implemented and piloted solutions in the US and Canada.



Market is Still Fragmented & Immature

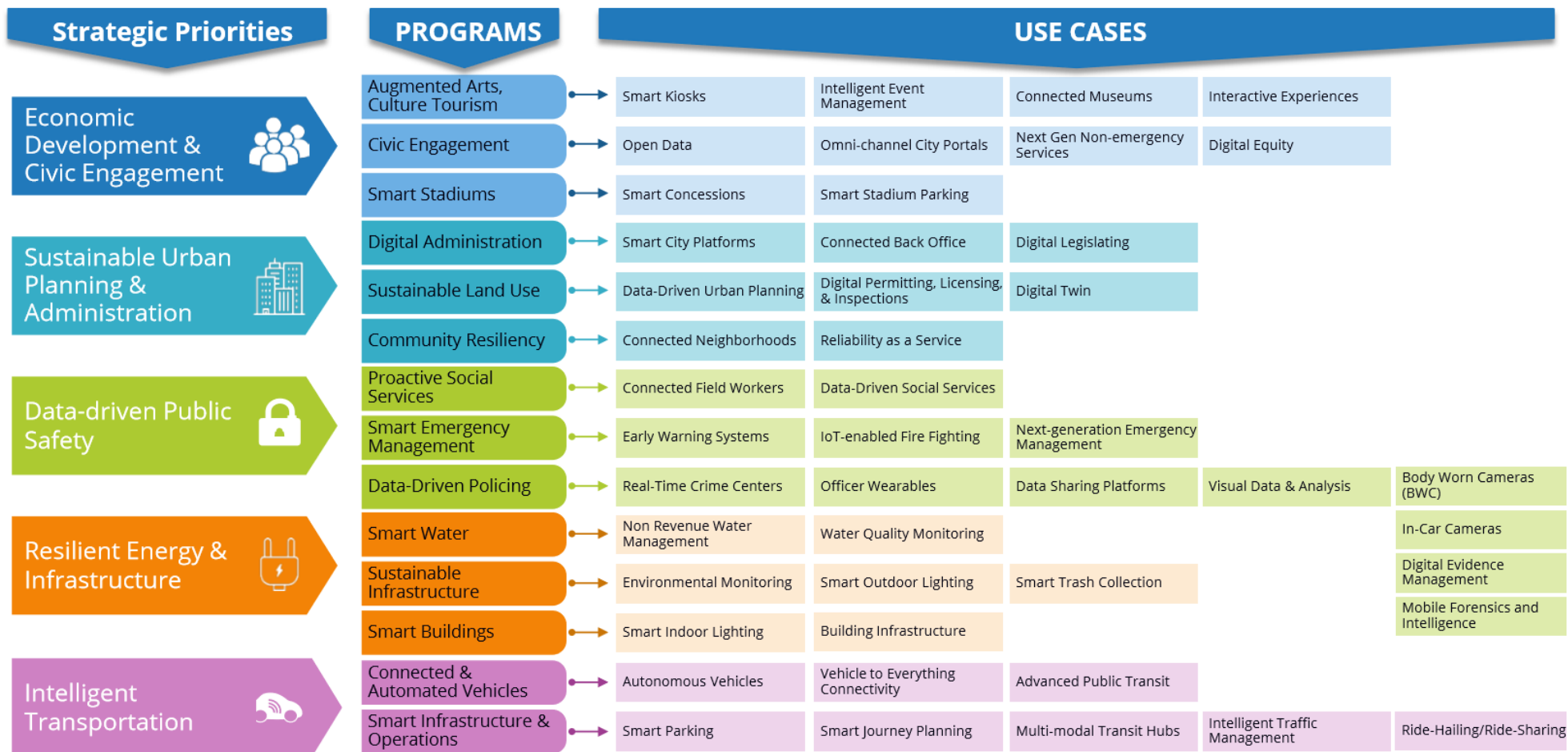
Smart City IoT Use Case Maturity Level



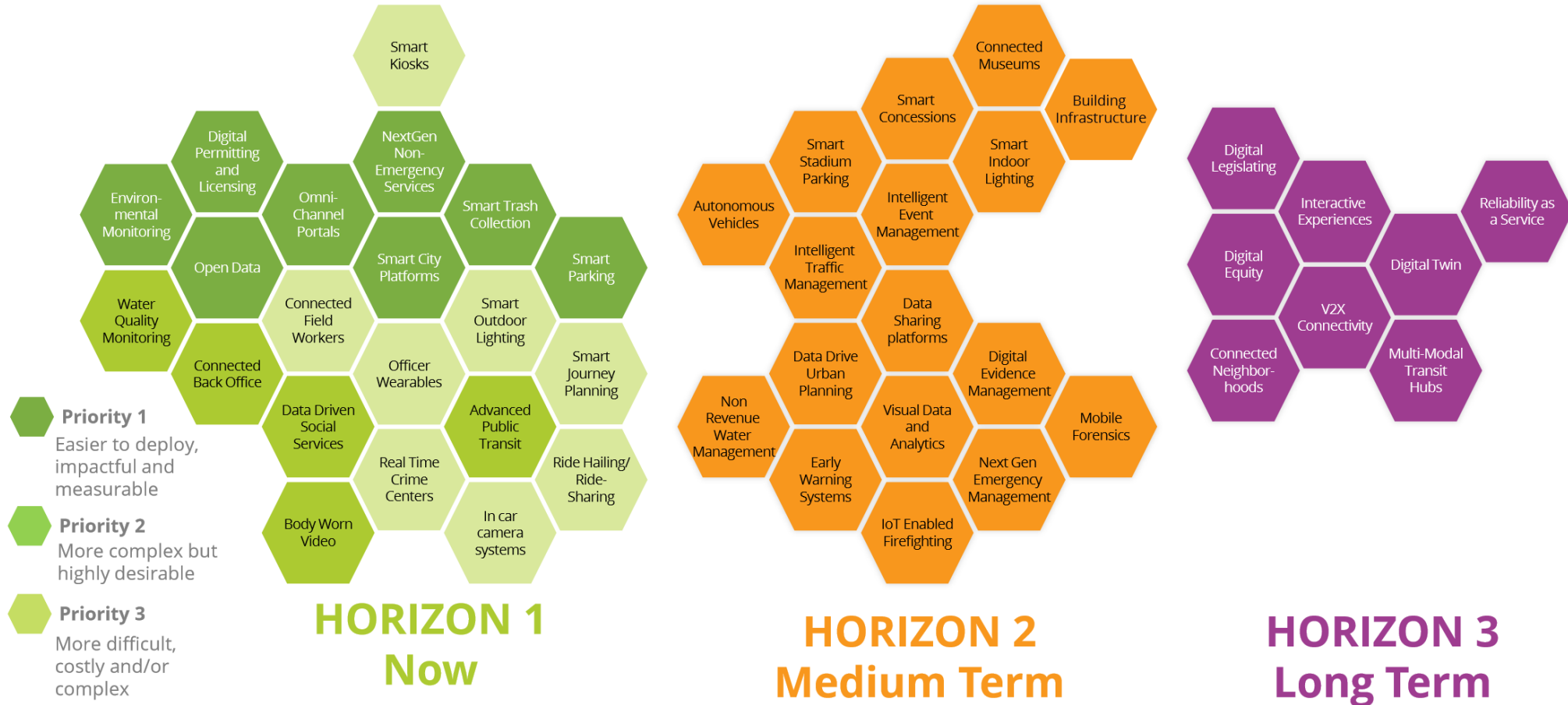
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Emerging Priorities and Use Cases



IDC Maps Use Case Complexity and Evolution



Not Just About Use Cases – Horizontal Technologies and Processes Too

	CITY RESPONSIBILITIES														
	Water and Wastewater	Waste Management	Transportation	Telecommunications	Sports, Culture, Leisure, and Tourism	Public Safety	Payments	Human Services	Health	Environmental Services	Energy	Emergency Response and Resilience	Education and Workforce Development	Economic Development	Digital City Services
ENABLERS															
Technology															
Governance															

Enabling Components for Horizontal Smart City Solutions





SMART CITY TRENDS

What to Watch For – The Dark Side of Digital

- Cybersecurity

Hackers have been holding the city of Baltimore's computers hostage for 2 weeks

- Citizen data privacy

San Francisco Bans Facial Recognition Technology

- Equity and inclusiveness

Will New Technology Exacerbate Urban Inequality?

Geographer and urban scholar Federico Caprotti questions whether smart cities and "new urban citizens" will leave out those on the wrong side of the digital divide.

What Cities Want – New Ways of Doing Business

➤ Partners not Vendors

“Technologies can have big positive impacts on cities only by marrying deep technical skills with careful program design and an empathetic embrace of the complexity and contradictions of city life”

*(Jascha Franklin-Hodge, former CIO, City of Boston;
Source: The Smart Enough City, Ben Green)*

Implications

- Show you’ve done your homework about them and focus on their needs; show you’re prepared to invest in their long-term success
- Gartner tip: Build differentiators that matter to city governments, citizens and potential partners by alleviating their pain points and focusing on use cases and the benefits that you can offer, rather than on products or services.

What Cities Want – New Ways of Doing Business

➤ Ecosystems not Solo Solution Providers

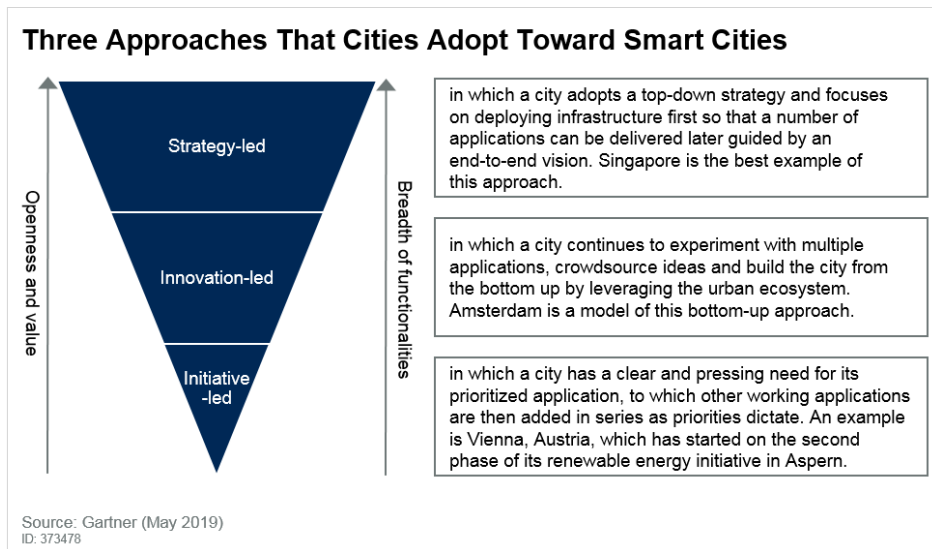
“By 2023, 85% of smart city projects will be delivered by ecosystems of three or more providers, up from 30% in 2018.” (Gartner)

Implications

- It's as important to know the smart city solution providers as it is the cities themselves
- Gartner Tip: Position yourself within ecosystems managed by incumbents in your target smart city segment by identifying gaps and developing complementary/ synergistic solutions and capabilities. Be prepared to be flexible.

Cities are getting more strategic – figure out where you fit

- More focused on developing strategic plans and laying strong foundations



Implications

- Expect more demand for smart planning tools and data-driven planning – can you participate?
- Plans are public so do your research – where do you fit?
- Get to know smart city strategy best practices – e.g. ISO 37106:2018, Code for Smart Communities, (BSI) PAS 181 – Guide to establishing strategies for smart cities and communities

Cities are getting more strategic – figure out where you fit

➤ More focused on adopting targets and metrics – and communicating progress through open data sharing

Implications

- Demonstrate how you can help them meet, measure and/or share these metrics and targets
- Get to know best practices for metrics and targets:
 - ISO 37120, Sustainable development in communities – Indicators for city services and quality of life
 - LEED for Cities and Communities (USGBC)
 - Global EcoDistricts Protocol



A Few Takeaways

- Smart Cities market is growing rapidly but it's still fragmented, immature and confused – yet crowded
- Identify how your solutions map against market maturity, high-value use cases and key trends
- Consider where you fit in the larger ecosystem of smart city players – find the white space that will make them want to partner with you
- If you target cities directly, get to know their needs and approach them as partners
- Be able to adapt quickly to change and evolve your product strategy and market position



QUESTIONS?