Increasingly Everything will be Connected to Everything

Rapid Adoption

Rate of digital infrastructure: 5X faster than electricity and telephony

2010 2015 2020

Billions of Devices

Timeline

“Billion Smart Objects”

The New Essential Infrastructure

Application Centric Infrastructure

World Population

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IoE Acceleration: BIG DATA

- More new data generated in 2012 than prior 5,000 years
- By 2020, 40% of data will come from sensors
- WalMart collects 2.5 petabytes of data hourly from customer transactions
What is the Economic Value?

$19 TRILLION*

Private $14.4T
• Asset Utilization
• Employee Productivity
• Supply Chain Logistics
• Customer Experience
• Innovation

Public $4.6T
• Increased Revenue
• Reduced Costs
• Employee Productivity
• Connected Militarized Defense
• Citizen Experience

*2013-2022 - 10-year NPV

Source: Cisco Internet Business Solutions Group, 2013
What is the Economic Value in Germany?

~$914 BILLION*

Private $736B
- Smart Factories
- Connected Marketing/ Advertisement
- Physical/ Logical Security
- Future of Work

Public $178B
- Mobile Collaboration
- Cyber Security
- Chronic disease
- Travel avoidance
- Telework

Source: Cisco Internet Business Solutions Group, 2013

*2013-2022 - 10-year NPV
A City, Country, Company With a Digital Overlay
Connected Over Industry Standard Platforms

- Municipal Command & Control Center
- Cloud & Services
- Smart Grid
- Hospital Optimization
- Comms Network Optimization
- Home Energy Mgmt
- Traffic Flow Optimization
- Factory Optimization
- Logistics Optimization
- Stadium
- Connected Ambulances
- Intelligent Medical Devices
- Automated Car System
- Traffic Cameras
- Virtual Signage
- Intelligent Digital Signage
- SMART CITY
- SMART HOSPITAL
- SMART FACTORY
- SMART HIGHWAY

A City, Country, Company With a Digital Overlay
Connected Over Industry Standard Platforms
Building Hamburg’s future
A Safer, Desirable Environment where People are Happier and more Productive with Benefit to the Economy, Society and Environment
What's Next? - How Can We Enable

The Creation of New Industry

- Visionary Leadership
- Global Open Standards
- Smart Regulation
- Public Private Partnerships
- New Ecosystem

& People
Hamburg Smart City Leadership

Thank You