Building an Ecosystem of Ecosystems: The City as a Platform

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The City as an Ecosystem
Cities are Hubs in a System of Connected Ecosystems
Cities are Hubs in a System of Connected Ecosystems

- Understanding how to partner will separate winners from the rest
- Collaboration & Co-Creation are essential
- Learning from others key
The Rise of the Platform Economy

<table>
<thead>
<tr>
<th><strong>American Airlines</strong></th>
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<tbody>
<tr>
<td><strong>American Airlines Group Inc. (AAL)</strong></td>
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<tr>
<td><strong>$32.81</strong></td>
<td><strong>0.40 (1.22%)</strong></td>
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<td><strong>Market Cap</strong></td>
<td><strong>$18.97B</strong></td>
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Platforms controlling the customer interface win

Source: Google Finance, June 2016
The Rise of the Platform Economy

Platforms controlling the customer interface win

Source: Google Finance, 6 June 2016
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Smart Cities are a Platform for the Essential 4Ps

PEOPLE

PRIVATE

PUBLIC
Open Standards & Architecture Underpin City Platforms

Enabling an Economy of Data model bringing all aspects of the city to its citizens
Open Standards & Architecture Underpin City Platforms

Smart City Yinchuan Built on Open Standards

- Based on TM Forum and FIWARE open standards
- Co-created and implemented by ZTE
- Demonstrates the Economy of Data concept
- Foundation for the sharing economy

For free services

City Platform
Enabling an Economy of Data model bringing all aspects of the city to citizens

- Product catalog
- Product ordering
- Product inventory
- Product billing
- Service catalog
- Performance
- Service level management
- Trouble ticket

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Transformation is Essential to Realizing Benefits for all 4Ps

Smart City Maturity & Benchmarking Model
Standard Building Blocks Enable Agility & Innovation
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Only your imagination limits what you can build in the world of an infinitely reconfigurable digital ecosystem
Cities to work together with the broader ecosystem

Cities to import / export / trade innovation between each other

Cities need to create city platforms that can interoperate

Cities need to develop common assets to be used by all

Agile multi-party collaboration and co-creation lead to fast benefit realization & monetization
Let’s Build a Better World through Smarter Cities

The Smart City Forum brings together city leaders and the wider ecosystem to co-create what cities can become
Conclusion

Smart City, Better Life, Better World…

Let’s Create it Together!