



'S-HERTOGENBOSCH

# DRIVEN BY DATA: HAPPINESS AS A GOAL

**JACK MIKKERS**  
*MAYOR OF DEN BOSCH*

















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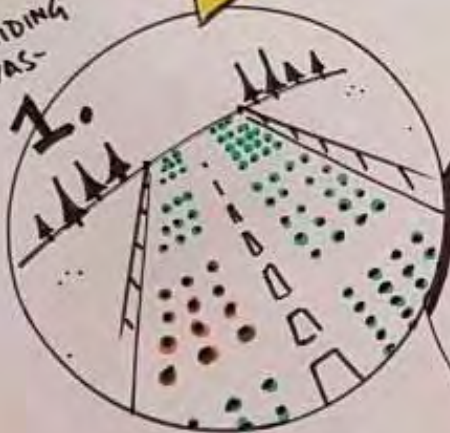






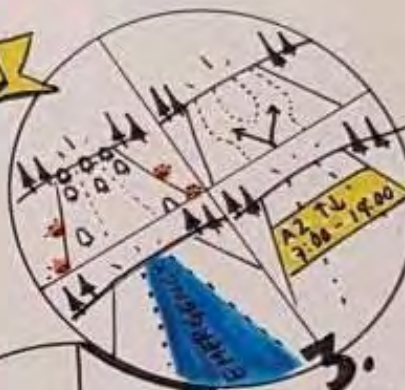
-SMART GUIDING  
CANVAS-

1.



-ROAD AS AN  
INTERFACE-

DOORSTROMING A2



2.

-INTELLIGENT WAYFINDING-



3.

heijmans

SAP

signify







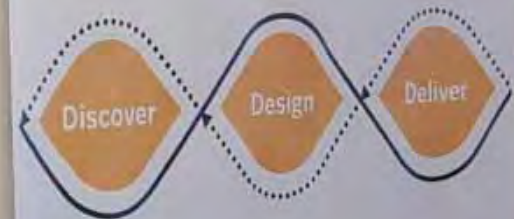
TODAY:

**HOE KUNNEN WE  
JOKE HELPEN OM HET  
KORT PARKEREN VOOR  
HAAR KLANTEN TE  
VERGEMAKKELIJKEN  
ZODAT HAAR  
KLANTTEVREDENHEID  
(EN OMZET) OMHOOG  
GAAN?**  
(mbv hard/build/software)

**HOW CAN WE  
HELP JOKE TO  
FACILITATE SHORT  
PARKING FOR HER  
CUSTOMERS, SO  
THAT CUSTOMER  
SATISFACTION  
(AND HER REVENUE)  
WILL GROW?**  
(using hard/build/software)

heijmans SAP Signify

AGENDA



INTRO

INTRO  
CASE

INTRO  
HARD-  
BUILD-

BRAINSTORM  
I

DESIGN  
SOLUTIONS

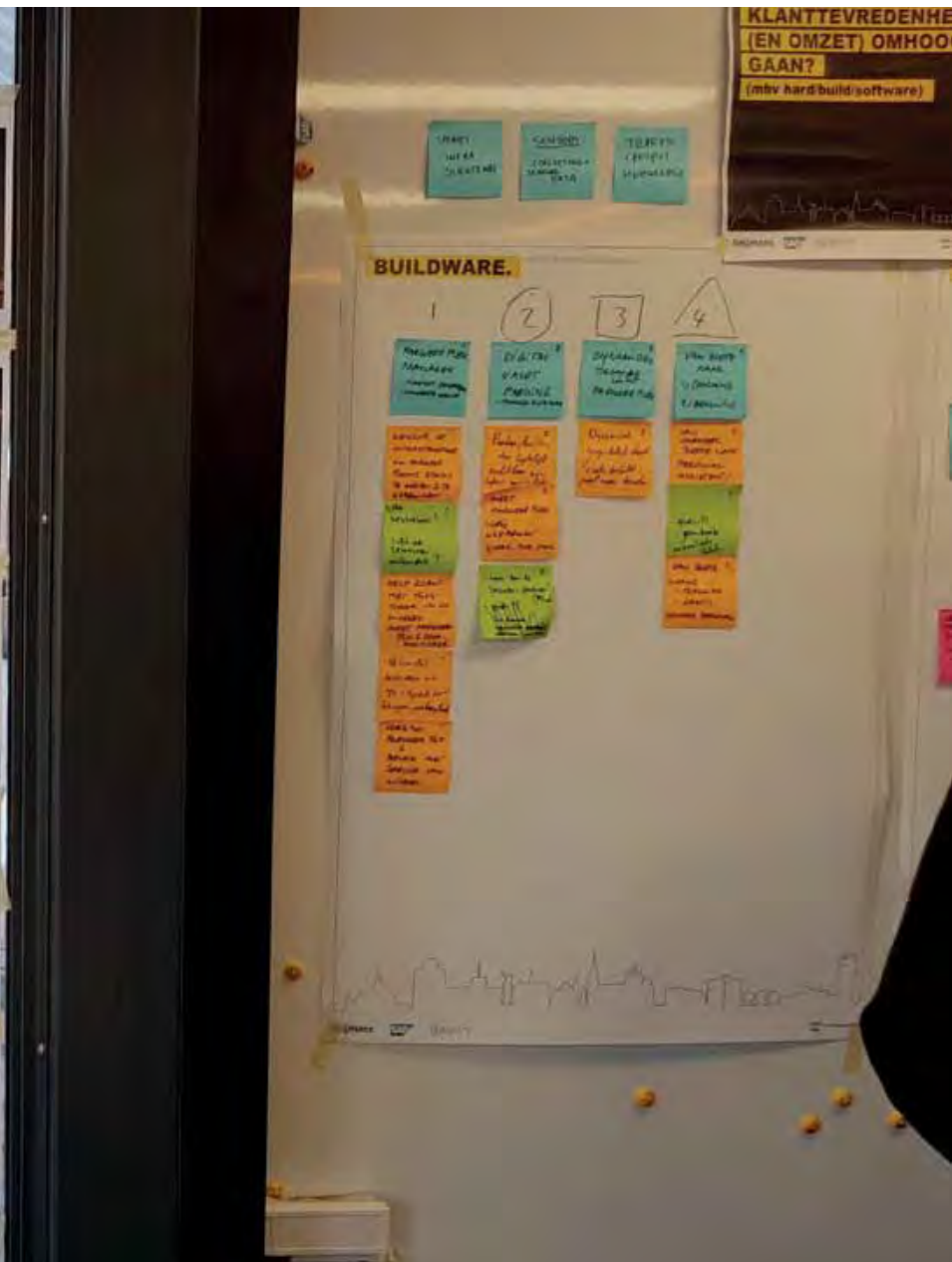
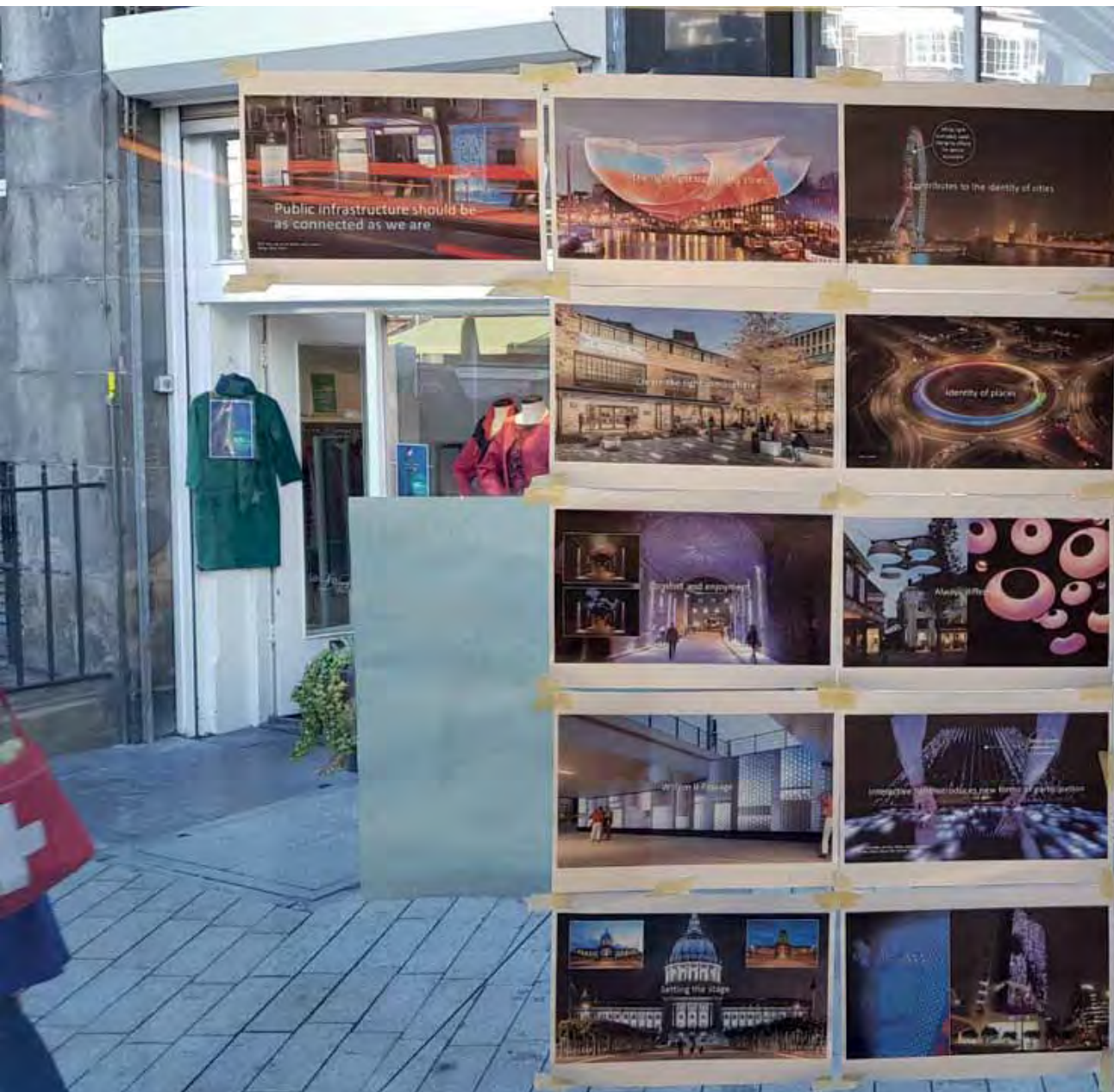
PRESENT

VERIFY











## AGENDA



VUGH  
STRA,











# COME JOIN US!



**JACK MIKKERS**  
*MAYOR OF DEN BOSCH (NL)*

[www.s-hertogenbosch.nl](http://www.s-hertogenbosch.nl)  
[www.investindenbosch.com](http://www.investindenbosch.com)

