



STRÖER

The Key to a Smart City must be Customer Centricity

Smart City World Congress, November 2019, Barcelona

Our Picture of the Future: The Smart City in 2030...





More likely this will be the Future...



Main Reason for current Changes: Digitization

Everybody

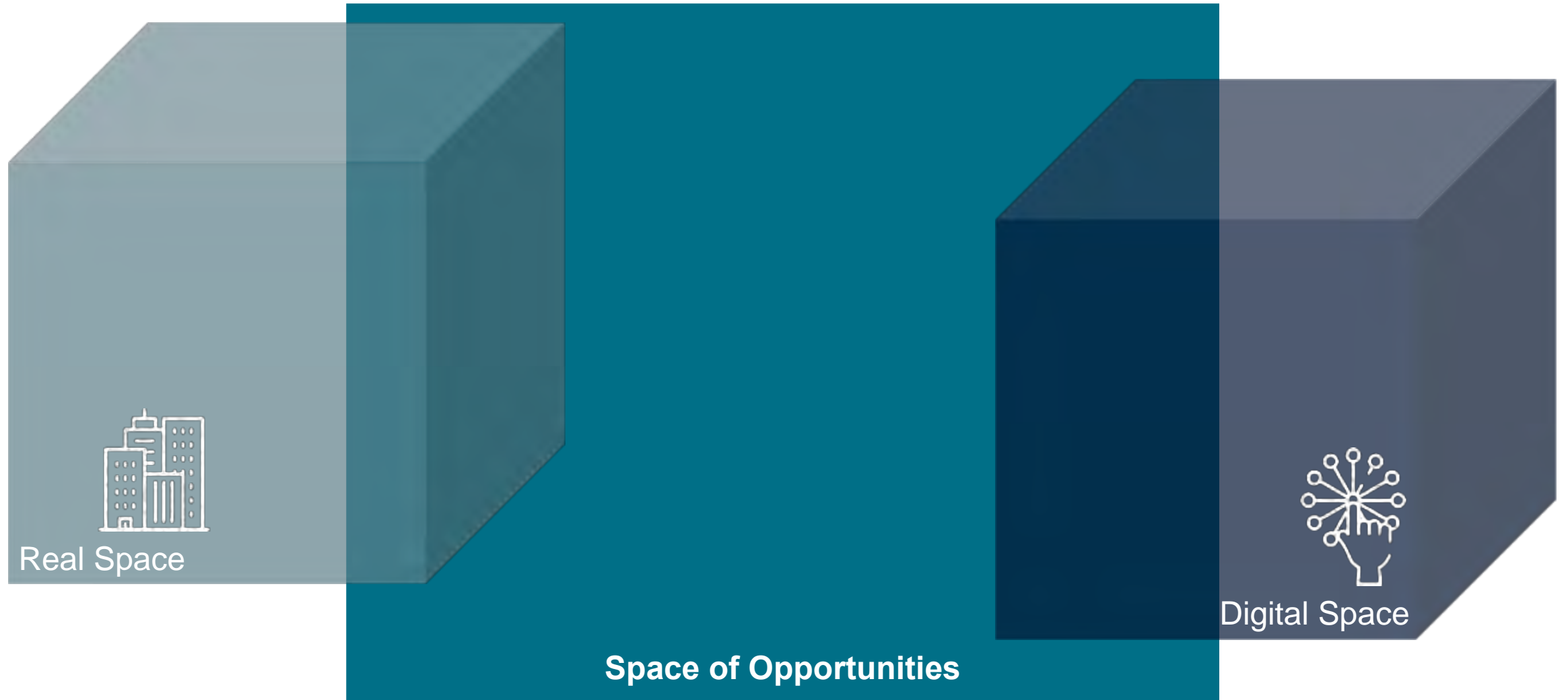
Always

Everywhere

Available

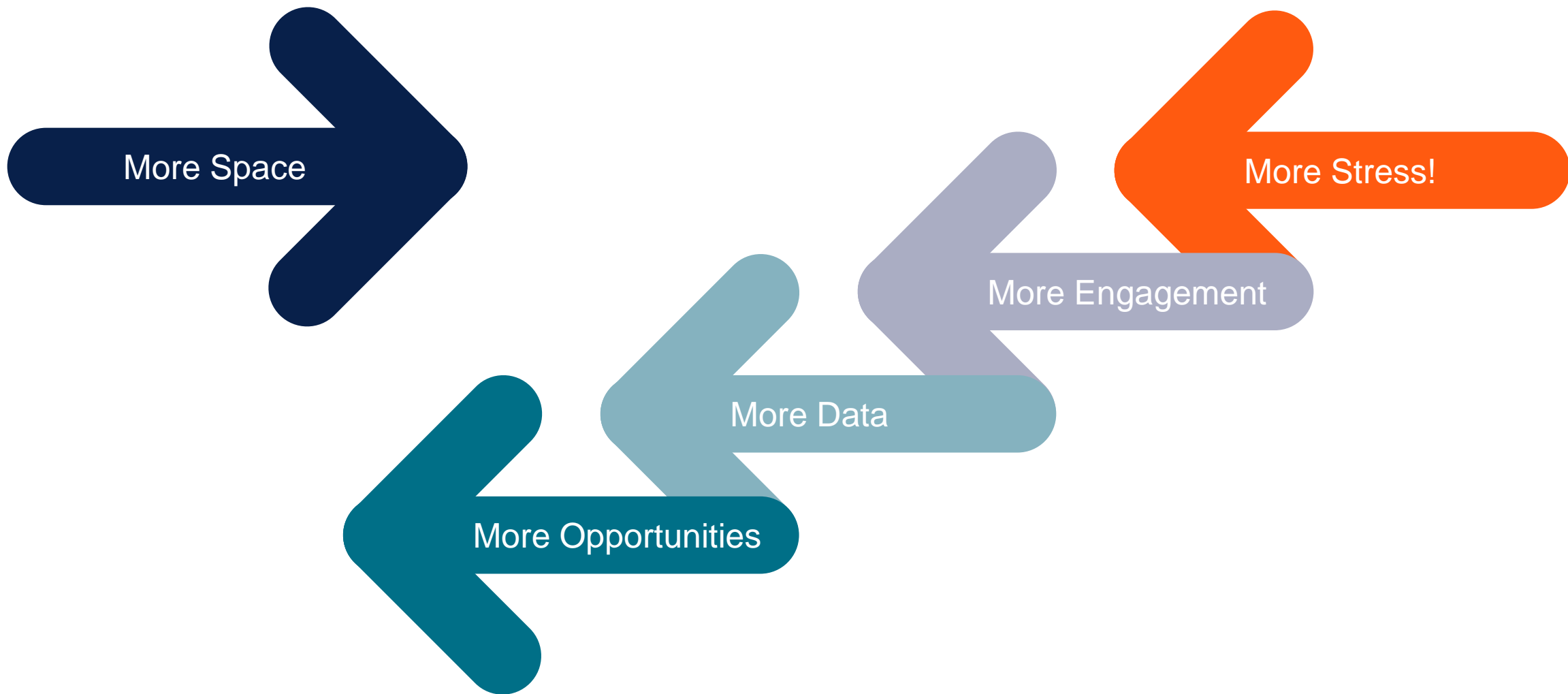
Digitalization fundamentally changes Consumer Behavior

Good News: There is more Space now!



Digitization means: A City becomes a...

Responsive Space



A woman with dark hair is sitting in a lotus position on a dark, reflective surface, possibly a pool of water. She is wearing a white, long-sleeved, V-neck top with lace-up details. Her eyes are closed, and her head is tilted back, suggesting a state of meditation or relaxation. The background is a dense, green forest with sunlight filtering through the leaves. In the top right corner, there is an orange graphic element consisting of two overlapping shapes forming a large, stylized arrow pointing left. The word "STRESS" is written in white capital letters inside the rightmost orange shape.

STRESS

Core Strategy of our Mindset is to handle (and reduce) Stress!



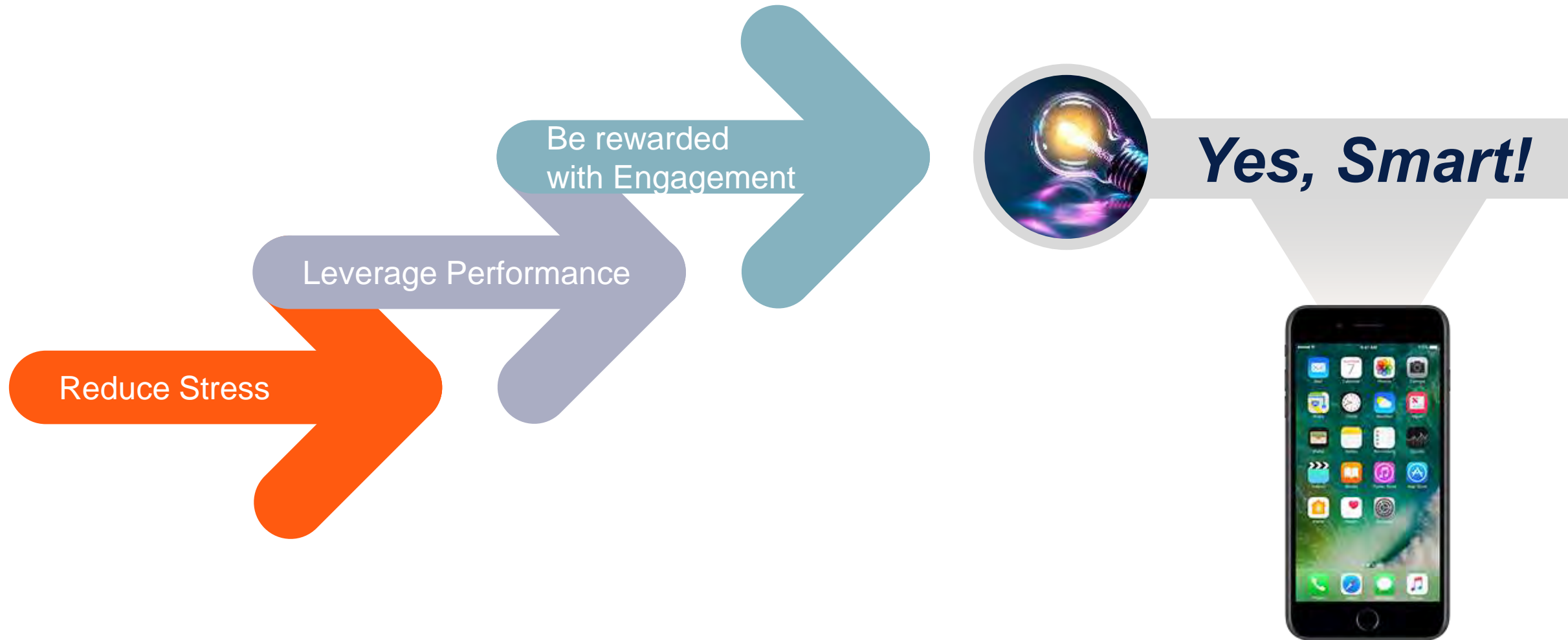
PERFORMANCE

Core Paradigm of our Society: Improving Performance



The Dilemma

Imperativ



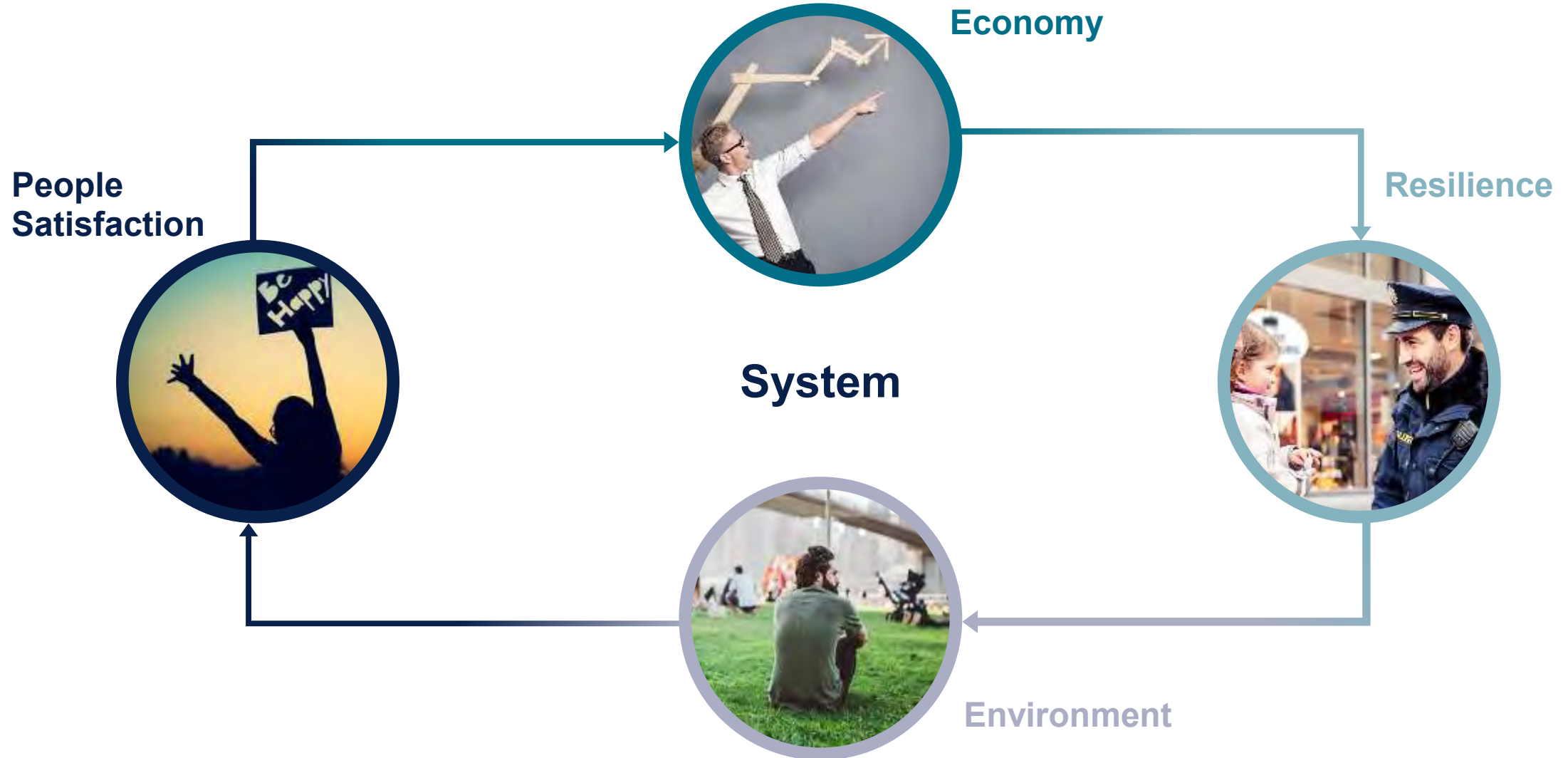


**Must it be Tech
to be Smart?**

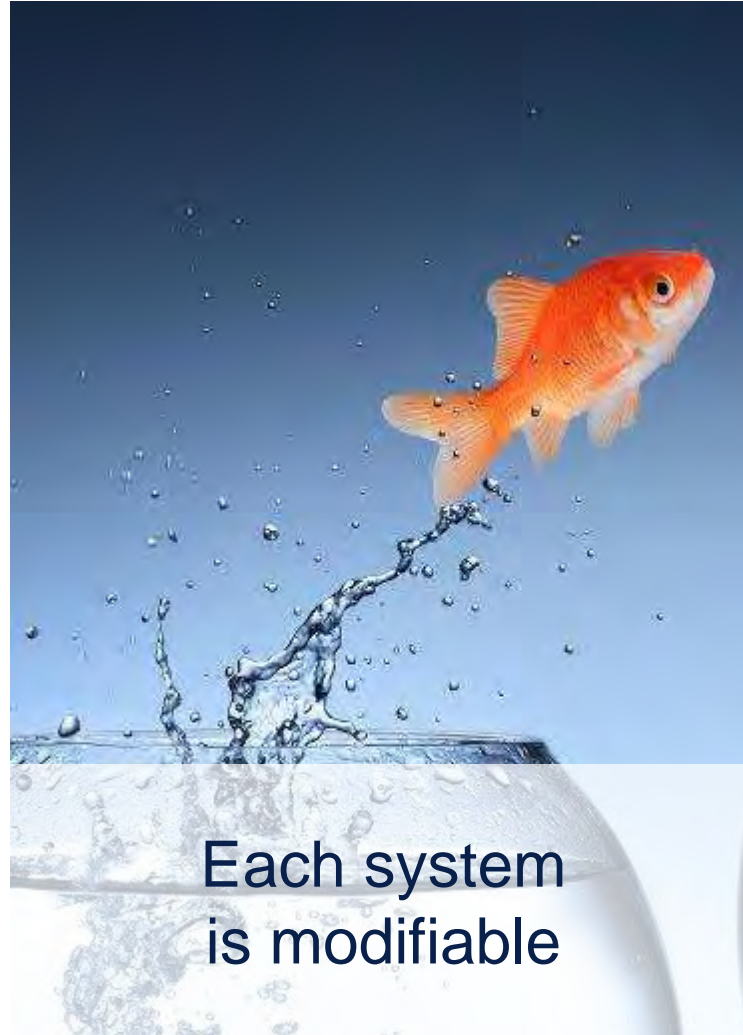
A person wearing a blue floral shirt is holding several balloons in front of a wall made of colorful bricks in shades of blue, pink, and green. The balloons include a large gold one with a smiley face, a green one with a watermelon design, and two yellow ones with smiley faces. A semi-transparent white box is overlaid on the image, containing the text.

***A smart Mindset
is the key !***

The smarter the Responsive Space, the better we will perform



Each Space is a System



The background is an aerial photograph of a city at dusk, featuring a river, a bridge, and various buildings. Overlaid on this is a network diagram consisting of white lines connecting various circular icons. The icons include a cloud, a radio tower, a smartphone, a Wi-Fi symbol, a laptop, a house, a bus, a car, a bicycle, and a coffee cup. A large, bold number '1' is positioned on the left side of the text.

1

**If you do not know your Ecosystem
you will never be able to manage it.
You should be able to decompose it.**

A detailed illustration of space debris, including satellites, solar panels, and fragments, orbiting above the Earth's horizon. The scene is set against a dark blue space background with a bright, hazy horizon line representing the Earth's surface.

**Applications out of the Ecosystem
are like Satellites without a link –
Expensive Garbage!**

The background is an aerial photograph of a city at dusk, featuring a river, a bridge, and various buildings. Overlaid on this is a network diagram consisting of a central point with lines radiating outwards to various circular icons. These icons include a cloud, a radio tower, a smartphone, a Wi-Fi symbol, a laptop, a headset, a car, a bicycle, a coffee cup, a bus, and a house. A large, stylized number '2' is positioned on the left side of the image, partially overlapping the network lines.

2

**A Customer Centric Communication
Portal is Key for a Smart Space.
Understanding each other.**

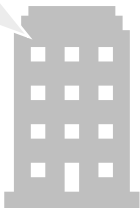


How a City becomes a digitally transformed System

Responsive Space **0.0**

Modus **Top down**

Involvement



Management by
administration (only)

Responsive Space **1.0**

Modus **Exchange**

Involvement



Fractal democracy

Responsive Space **2.0**

Modus **Participation**

Involvement



Exchange driven society

Responsive Space **3.0**

Modus **Involvement**

Involvement



Trusted exchange of data and
information in a operating
system

Responsive Space **4.0**

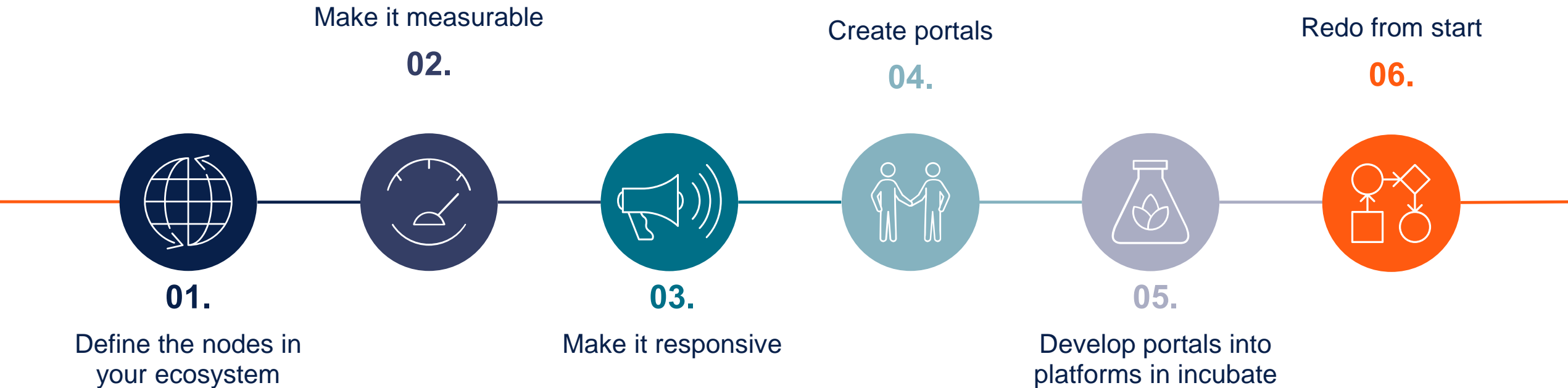
Modus **Integration**

Involvement




Everything is responsive in
several data layers

Reco on early next steps





A woman wearing a straw hat and a light-colored top is blowing bubbles. The background is filled with many colorful, iridescent bubbles of various sizes, creating a dreamy and nostalgic atmosphere. The scene is brightly lit, with sunlight filtering through the bubbles.

***“I’ve learned that people will forget what you said,
people will forget what you did,
but
people will never forget how you made them feel.”***



Maya Angelou, Poet & Author



Christian von den Brincken

SVP Business Development

T +49 2236 9645-555

M +49 175 264 1875

E cvb@stroeer.de

Ströer SE & Co. KGaA

Ströer Allee 1

50999 Köln

www.stroeer.de

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