

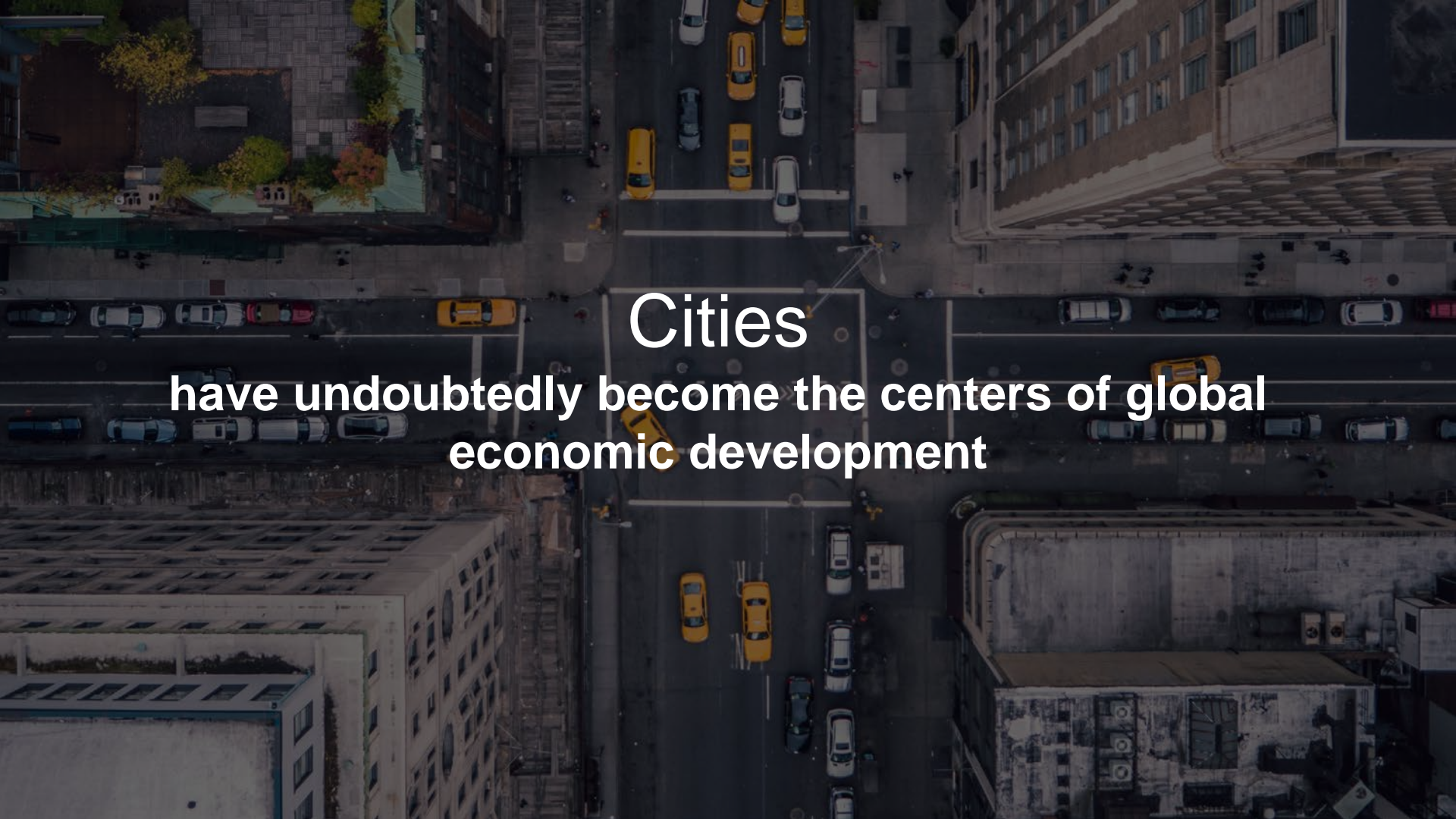


OPERATIONAL INTELLIGENCE: A NEW APPROACH TO MAKING CITY MOBILITY MANAGEMENT MORE RESPONSIVE

Experiences from
a 100-city journey

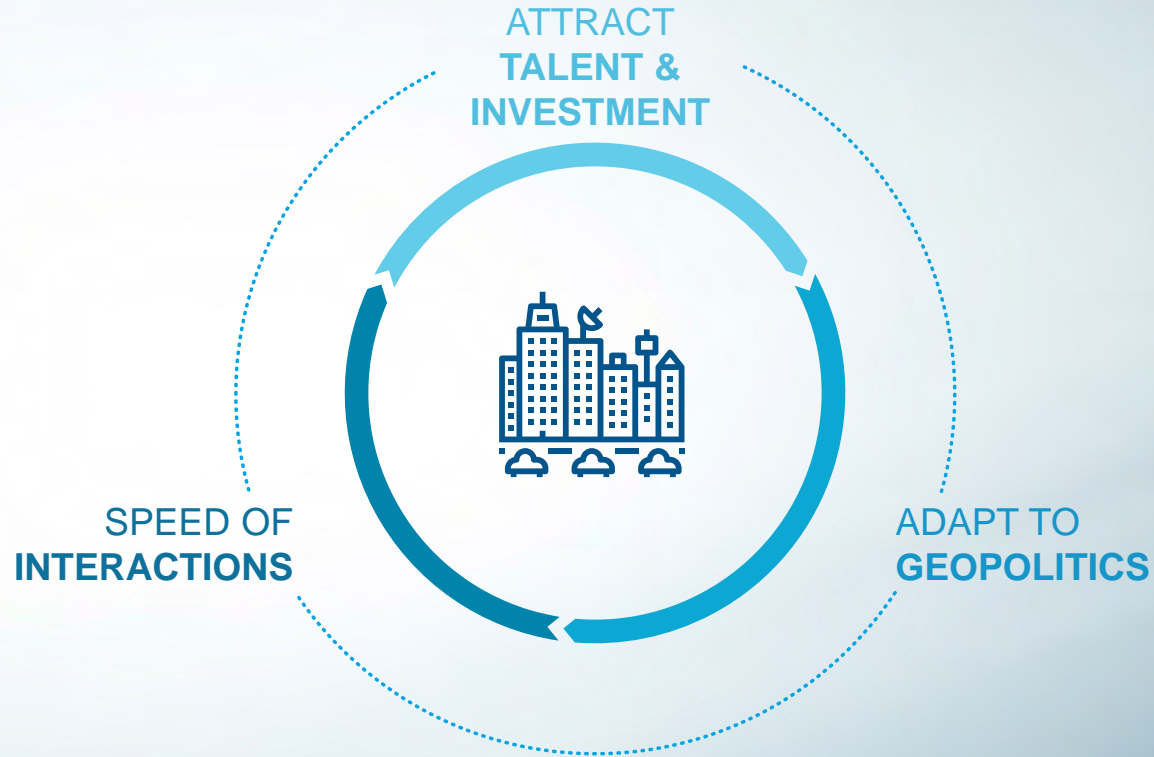
Ignasi Vilajosana
CEO

WORLD  SENSING

An aerial, top-down view of a city street intersection. The street is dark asphalt with white lane markings. Several cars are visible, including yellow taxis and white sedans. Buildings of various heights and styles surround the intersection. The text "Cities have undoubtedly become the centers of global economic development" is overlaid in white, bold, sans-serif font in the center of the image.

Cities
have undoubtedly become the centers of global
economic development

But their leaders need to overcome pressing challenges



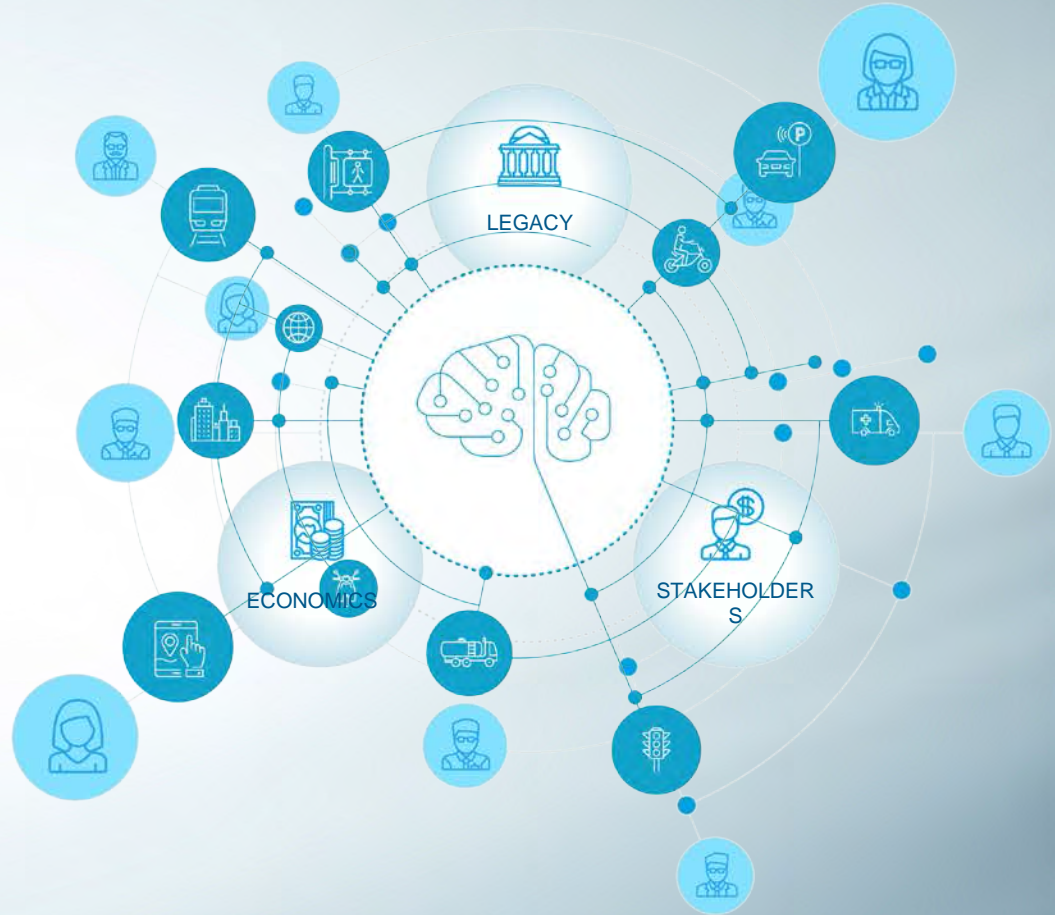
While
handling a
complex
ecosystem...



...managing
the constantly
increasing
expectations
of citizens...



...including the
disintermediation
of mobility
services





How are authorities reacting in this context?
They are trying different approaches...

The image is a horizontal collage of four business-related scenes. The top section shows a man in a suit gesturing while speaking to a group. The bottom section shows a woman in a suit looking up and listening. The bottom-most section shows a close-up of a wooden conference table with papers, a smartphone, and glasses of water. A semi-transparent white banner with black text is centered across the middle of the collage.

Some only talk about the Smart City concept



**SMART CITY
DEPARTMENT**


Others have changed the internal organization of city departments



Many have only implemented local Smart City pilot projects



A few are focusing on creating PPP models & involve the private sector to cover one city vertical



A minority understands that involving citizens
will make their cities smarter



And the leaders include citizen feedback and use intelligent city systems to turn insights into real actions

What do the **leading cities** have in common?



INCREASE EFFICIENCY OF CITY OPERATIONS

By abolishing
internal data silos



CREATE DIRECT COMMUNICATION CHANNELS

With and for citizens



LEVERAGE URBAN DIGITIZATION TO BOOST ECONOMIC GROWTH

5 Steps to Making City Operations More Responsive With Connected Intelligence

1

DIGITIZE

Connect your assets
& infrastructures

2

MONITOR

Gain actionable
insights

3

PREDICT

Achieve operational
efficiency

4

ACT

Make better, faster
decisions

5

ENGAGE

Involve citizens in the
process

Worldsensing City Solutions

A system of
actionable insights:
the Bogota case

mobility^w



Worldsensing City Solutions

And true citizen
engagement

incidents^W





DOES SMARTNESS COME FROM INCREASED CONTROL?
OR
FROM IMPROVING RESPONSIVENESS AND
ENGAGING CITIZENS?

Ignasi Vilajosana

CEO

ivilajosana@worldsensing.com

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