



Cisco Smart and Connected Digital Platform

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Data is the new oil. It's valuable, but if unrefined it cannot be used.

What if you could harness all the data in a campus in real time...



*And use it to make better, faster,
more informed decisions immediately.*



The Digital Blueprint for Cities & Communities



Environment



Traffic



Water



Crowd



Transit



Lighting



Waste



Security



Parking



Reference Architecture Map

SECURITY

Professional Services

Edge

Analytics

Smart+Connected Digital Platform

CORE

Digital-Ready Network | Data Center and Cloud | Collaboration



Partner and Developer Ecosystem

Announcing Cisco Smart+Connected Digital Platform

Securely connects data enabling our customers to create and realize new efficiencies across:



Traffic



Water



Lighting



Security



Parking



Environment



Crowd



Waste



Transit



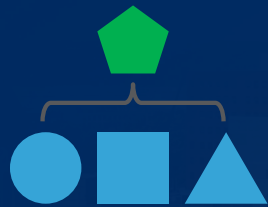
Car

That's the power of the platform.



What It Does

Aggregate Sensor Data from multiple sensors/sensor types regardless of backhaul through integration



Normalize the aggregated data to a common data model and build a Digital Model for the City



Expose APIs for local and global ISVs, Applications and City Systems to manage City infrastructure & services



The Platform Accelerates Digitization in Operations

MOBILE APPS



PARTNER APPLICATIONS AND URBAN SERVICES



Transport Management



Water Management



Parking Management



Lighting Management



Waste Management



Environment



Safety and Security



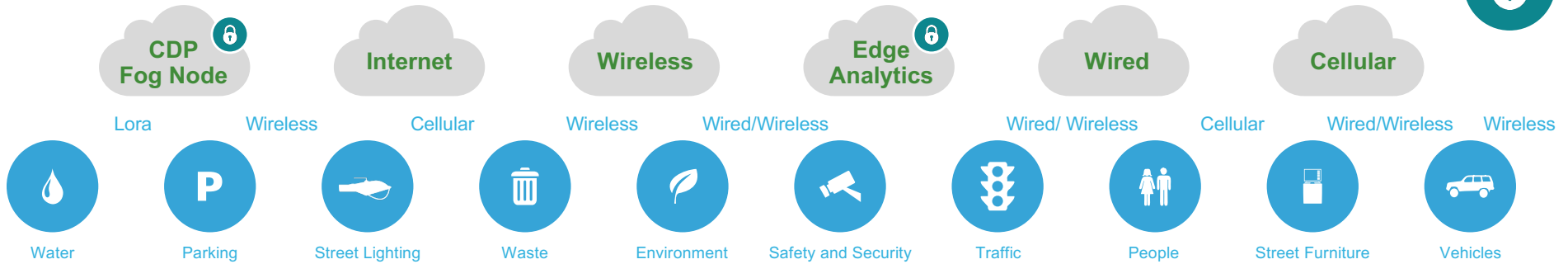
Traffic Management



Monitoring/Command Control Centers

Smart+Connected Digital Platform

Digital Network Architecture



The Platform in Action



CISCO'S DIGITAL ECONOMY INITIATIVE

Partnering with Universities to Build Inclusive Ecosystems

500 BILLION

devices and objects will be
connected to the Internet by 2030

90%

of jobs will soon require
some level of digital skills

\$2.2 TRILLION

estimated additional GDP growth
in U.S. by 2025 due to digitization

Digitization and the Internet of Things (IoT) – connecting people and things to transmit and receive information in order to improve processes and decision-making – is fundamentally changing the way we live, work, and solve problems. The rapidly changing nature of jobs and the world as we know it requires a comprehensive, adaptable skills-to-jobs approach, including job creation. American workers are falling behind. Public universities are key to creating agile ecosystems that are optimized for a digital economy. Working together, we can harness the power of digitization to minimize job displacement and create economic opportunity for all.



Build Skills + Incubate Innovation + Foster Entrepreneurship = Accelerate and amplify a community's ability to drive and thrive in a digital economy

GRANTS AVAILABLE TO PUBLIC UNIVERSITIES IN THE U.S.

Universities can apply for grants in four areas to spark economic growth and create jobs.

Proposals must have a strong connection to digitization and IoT with the potential to positively impact the local economy (e.g. increased employability or job creation).

RESEARCH

Better understand digital skills, skills gaps, the local job market, and impact of interventions



DIGITIZATION CHALLENGE

Sponsor or co-create IoT/digitization challenge(s) related to locally relevant industry

CURRICULUM AND LABS

Develop or co-create relevant content tied to IoT/digitization and local industry for university education, reskilling, and/or upskilling



INNOVATION CAPACITY

Cultivate digital savvy leaders and entrepreneurs to contribute to the local ecosystem today and tomorrow



University submits proposal via online application



Proposal evaluated by Cisco Corporate Social Responsibility (CSR) team



CSR team makes recommendation to Silicon Valley Community Foundation (SVCF)



Proposal evaluated by SVCF



If selected, grant agreement is established and university will provide quarterly updates online

Grants can complement each other. Proposals that draw connections to and complement broader efforts in local economic development will be prioritized.



Public universities in the U.S. who would like to learn more may visit <http://csr.cisco.com/pages/digital-economy-initiative> or email gps_grants@cisco.com.



Thank You