Smarter Cities innovate and collaborate across public and private resources and leverage the power of data and analytics to transform how they work.

- Leverage diverse data sources
- Identify trends and indicators
- Anticipate and influence developments
- Coordinate organizations and individuals
- Visualize actual and possible events
- Automate procedures
- Inform and involve decision makers
## Event Planning and Management Demonstration
### Challenges and Achievements

<table>
<thead>
<tr>
<th>Traditional approach</th>
<th>Smarter approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Reactive and ad-hoc</td>
<td>• Proactive and well prepared</td>
</tr>
<tr>
<td>• Isolated agency and company silos</td>
<td>• Integrated and collaborative teams</td>
</tr>
<tr>
<td>• Delivered by institutional memory</td>
<td>• Standard and exercised procedures</td>
</tr>
<tr>
<td>• Lack of real-time situational awareness</td>
<td>• Real-time, common operational picture</td>
</tr>
<tr>
<td>• Point-to-point communication</td>
<td>• Interactive, mobile, shared communication</td>
</tr>
</tbody>
</table>
Open Data Accelerates Smarter City Projects
Our integrated approach can optimize additional domains.

How well are you prepared?

Non-Emergency Events
- Planned
  - Parade, Festival, etc.
- Unexpected
  - Major Congestion

Emergency Events
- Expected
  - Extreme Weather
- Unexpected
  - Building Collapse

What is happening in ‘real-time’?
Benefits of Smarter Event Management
Accelerated Decision Making Based on Better Visibility and Coordination