

Smarter Cities: Turning Big Data Into Insight

City Planning and Operations

\$1 Trillion

global annual savings could be attained by optimizing public infrastructure.

Source: McKinsey

\$57 Trillion

in infrastructure investments will be needed between 2013-2030.

Source: McKinsey

Transportation Analytics

50 Hours

of traffic delays per year are incurred, on average, by travelers.

30 Billion

people all over the world travel approximately 30 billion miles per year. By 2050, that figure will grow to over 150 billion miles.

Cloud is driving cities in their digital transformation.

Water Management

60%

of water allocated for domestic human use goes to urban cities.

\$14 Billion

in potable water is lost every year because of leaks, theft and unbilled usage.

Source: World Bank

37,000

cloud experts support IBM's industry team alone.

Open Cloud

\$6 Billion

has been invested by IBM in more than a dozen acquisitions to accelerate its cloud initiatives.

IBM Intelligent Operations software is designed with cities, for cities, to provide the tools to monitor, visualize and analyze vital city services such as water and wastewater systems, transportation, infrastructure planning, permit management and emergency response.



Real World Use of BIG DATA

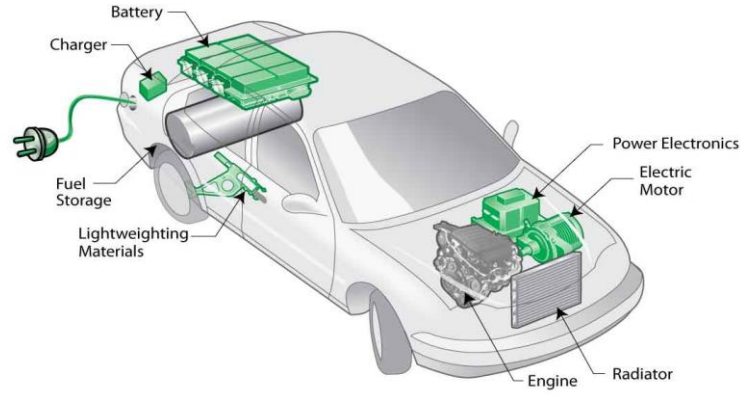


Aruna Kolluru – Information Management Technical Sales

Tim Brown – Information Management Technical Sales



@TimBrown_IBM



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Gaining Insight from your Information



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SmarterAnalytics

Resolving information
management challenges
outside traditional
approaches to deliver **new
business insight**

Analytics is expanding from enterprise data to big data

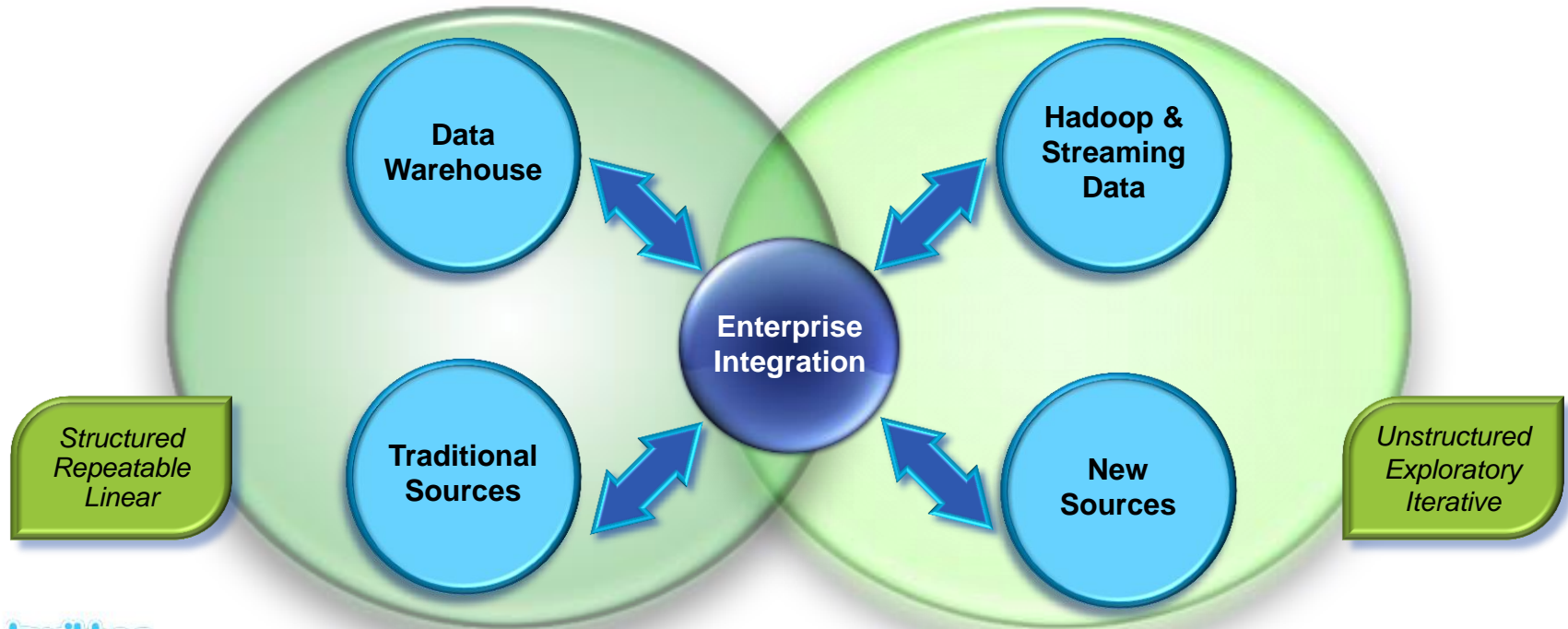


Traditional Approach

Structured, analytical, logical

New Approach

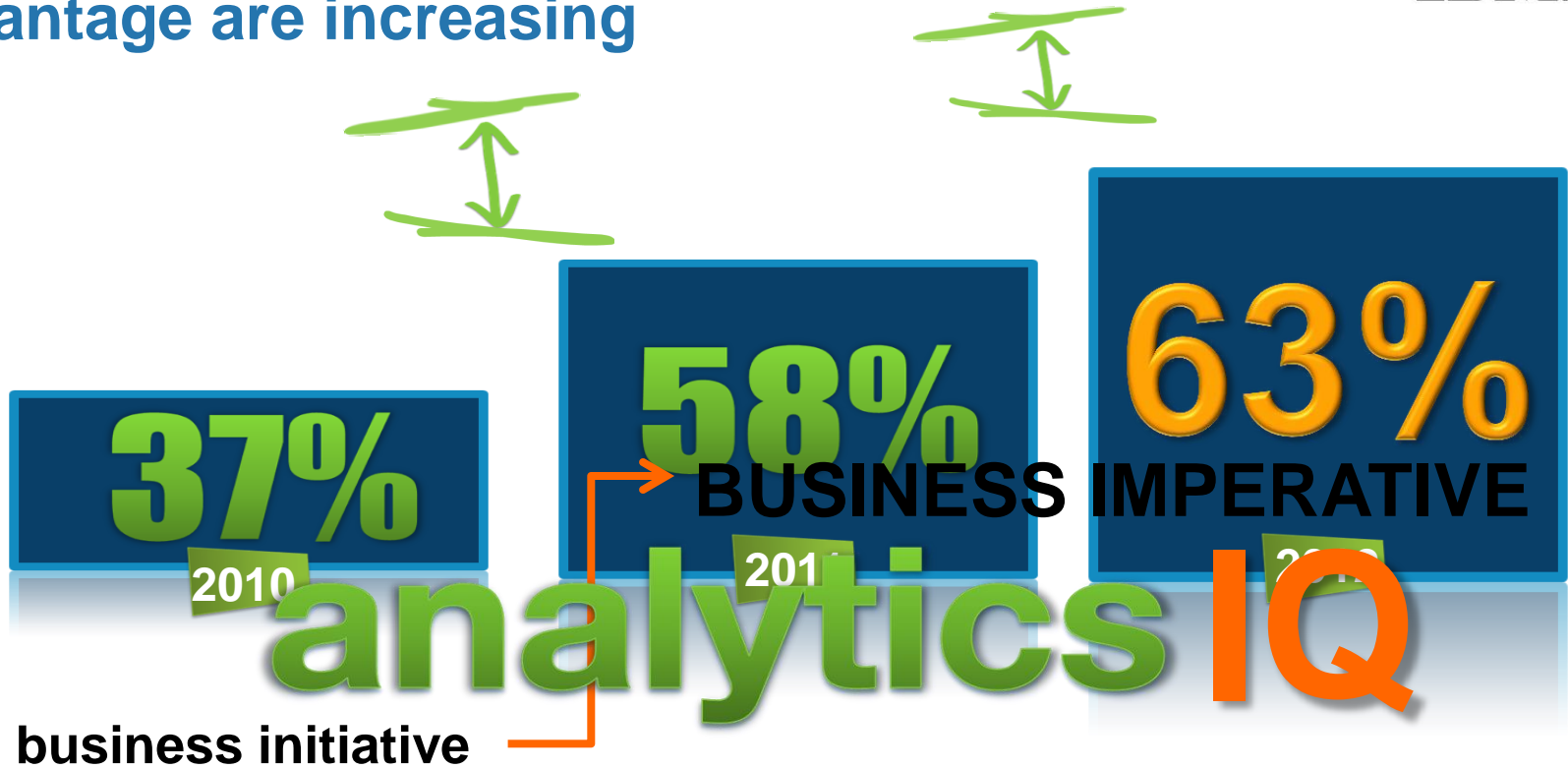
Creative, holistic thought, intuition



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Organisations who see analytics as a competitive advantage are increasing



Martha Payne

au/



Total Pageviews

8 6 5 9 0 3 6

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Automatic Temporal and Spatially Enriched Data



- In Sydney, while
- In Melbourne, a teenager texts travelling around the CBD, a person is captured by up to 2200 cameras (Adam Savage takes a photo of his car at his house intercepted by police)
- This data is used for analysing criminal activity and safety issues
- Spotted, report and stop a robber in Hyde Park, Sydney before the mugging had even finished.

Big Data "Sense-making"



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5 Key Use Case Patterns



Big Data Exploration



Enhanced 360° View of the Customer



Security/Intelligence Extension

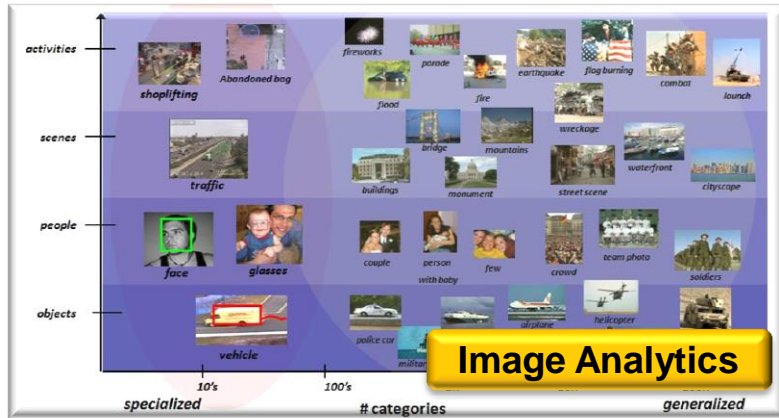


Operations Analysis



Data Warehouse Augmentation

Implementation Zone



A screenshot of the Optimum Investments website. The page shows a user profile for Janet Robertson, a list of purchase history, and various account management options. A yellow banner at the bottom reads 'Big Data Exploration'.

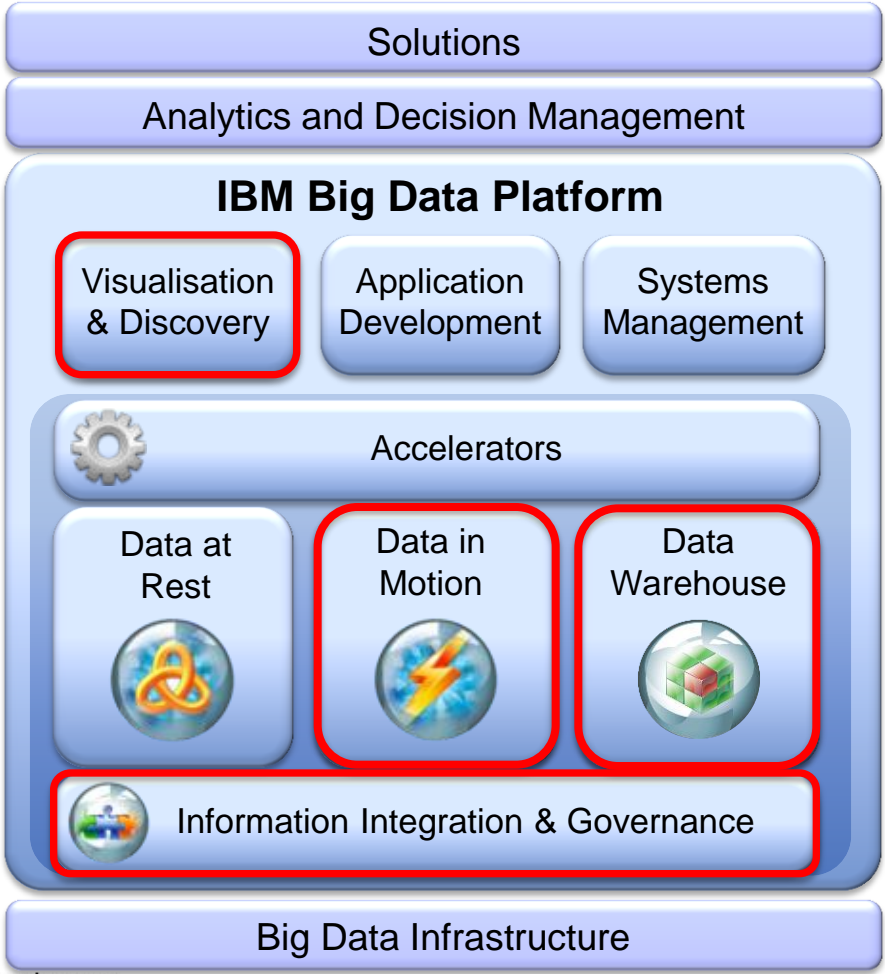
Big Data Exploration



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The IBM BIG DATA Platform



The IBM BIG DATA Platform



Process any type of data: Structured, unstructured, in-motion, at-rest

Manage and Govern data within the ecosystem

Purpose-Built Engines: Designed to handle different requirements

Enterprise data integration

Flexible Analytics: data-in-motion and data-at-rest

Grow and evolve on current infrastructure

Merging the Traditional and Big Data Approaches

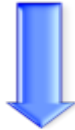


Traditional Approach

Structured and Repeatable Analysis

Users

Determine what questions to ask



IT

Structures the data to answer those questions

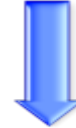


Big Data Approach

Iterative and Exploratory Analysis

IT

Delivers a platform to enable creative discovery



Users

Explore what questions could be asked



Why Data Matters: The Age of Analytics



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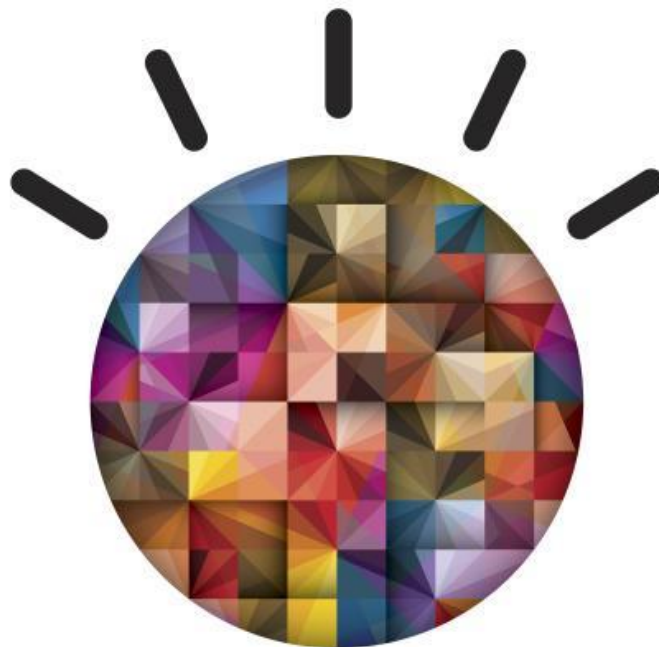
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IBM provides a
governable & accessible
Big Data platform that
delivers **insight** from **data**
at-rest and **in-motion**



For more information:
ibm.com/bigdata



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Thank you

Don't forget to check out the [Demo Zone](#) during the break or talk to one of our experts at the [Table Talk](#) area.



Smarter Analytics Live 2013

Turning information and insight into actionable business outcomes.



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JOIN US ON: *#SALive2013 @ibmbaanz*

Tweet your questions for the panel discussion this afternoon.

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Reference Data Videos



<http://www.youtube.com/watch?v=AUVWhO87ful>

**Big Data
Exploration**



**360° View of the
Customer**

<http://www.youtube.com/watch?v=M0GM8BIEXmo>



**Operations
Analysis**

<http://www.ibmbigdatahub.com/video/sprint-uses-analytics-innovate>



**Security/Intelligence
Extension**

<http://www.youtube.com/watch?v=j5U-lqpDQgk>



**Data Warehouse
Augmentation**

<http://www.pnnl.gov/news/release.aspx?id=776>