Smart Work for a Smarter Planet

Smarter Planet
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The world is flatter.

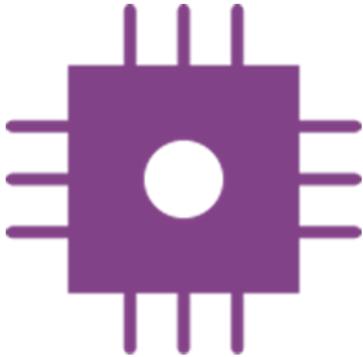The world is smaller.

The world is getting **smarter…**

Every human being, organization, city, nation, and natural or man-made system is becoming
instrumented, interconnected and intelligent.

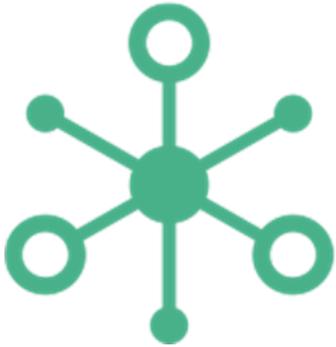**This is leading to new possibilities for progress.**

INSTRUMENTED

We now have the ability to measure, sense and see the exact condition of everything.

- *Today, there are 1 billion transistors for each person on the planet.*
- *By 2010, 30 billion RFID tags will be embedded into our world and across entire ecosystems.*

Everything will become instrumented: supply chains, healthcare networks, cities and even natural systems like rivers.

INTERCONNECTED

People, systems and objects can communicate and interact with each other in entirely new ways.

- *Worldwide mobile telephone subscribers reached 3.3 billion in 2007 – one or every two humans on the planet.*
- *India is the second largest mobile phone subscriber market with over 345 million subscribers by end 2008.*

The Internet of things—cars, appliances, cameras, roadways, pipeline, pharmaceuticals and even livestock—is headed to 1 trillion.

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INTELLIGENT

We can respond to changes quickly and accurately, and get better results by predicting and optimizing for future events.

- *Every day, 15 petabytes of new information are being generated. This is 8x more than the information in all U.S. libraries.*
- *An average company with 1,000 employees spends $5.3 million a year to find information stored on its servers.*

New computing models manage the massive amounts of data generated by the proliferation of end-user devices, sensors, and actuators.
Combined with advanced analytics, these technologies are making us smarter.

A Smarter Planet

An opportunity to **think and act in new ways**— economically, socially and technically.

The **need** for progress in India/South Asia is clear

Inadequate infrastructure

40%
households across India lack electricity

410 million
citizens in India have no banking facilities

Outdated processes

$40B annual loss
due to supply chain inefficiencies

Wasted resources

85% idle
computing capacity

27%-40%
transmission loss across energy grids

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The **opportunity** for progress in India/South Asia is clear

Reduction in energy costs

10% **reduction in energy cost**

By using accelerated cooling technologies in the distribution of electricity, the **Central Electricity Authority** in India is seeing a 10% reduction in energy cost amounting to savings of over Rs 100 million .

Productivity enhancement

2.0 million **new customers every month**

Bharti Airtel has been able to capitalize on growth opportunities, increase profits, elevate social levels and maintain its competitive edge to retain its number one spot in the Indian telecommunications market by transforming its business and adopting innovative models**.**

Less wastage

20% **reduction in wastage of perishables**

By using state-of-the-art supply chain management systems, **Exporters India** is able to improve the shelf-life of its perishables, reducing wastage by 20%, and resulting in improved profitability .

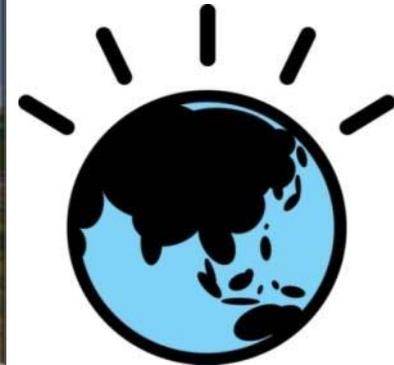## Capitalizing on mobile potential

260 million

Unbanked Indian population have mobile phones – creating potential market for mobile payment.

Creating smart energy grids

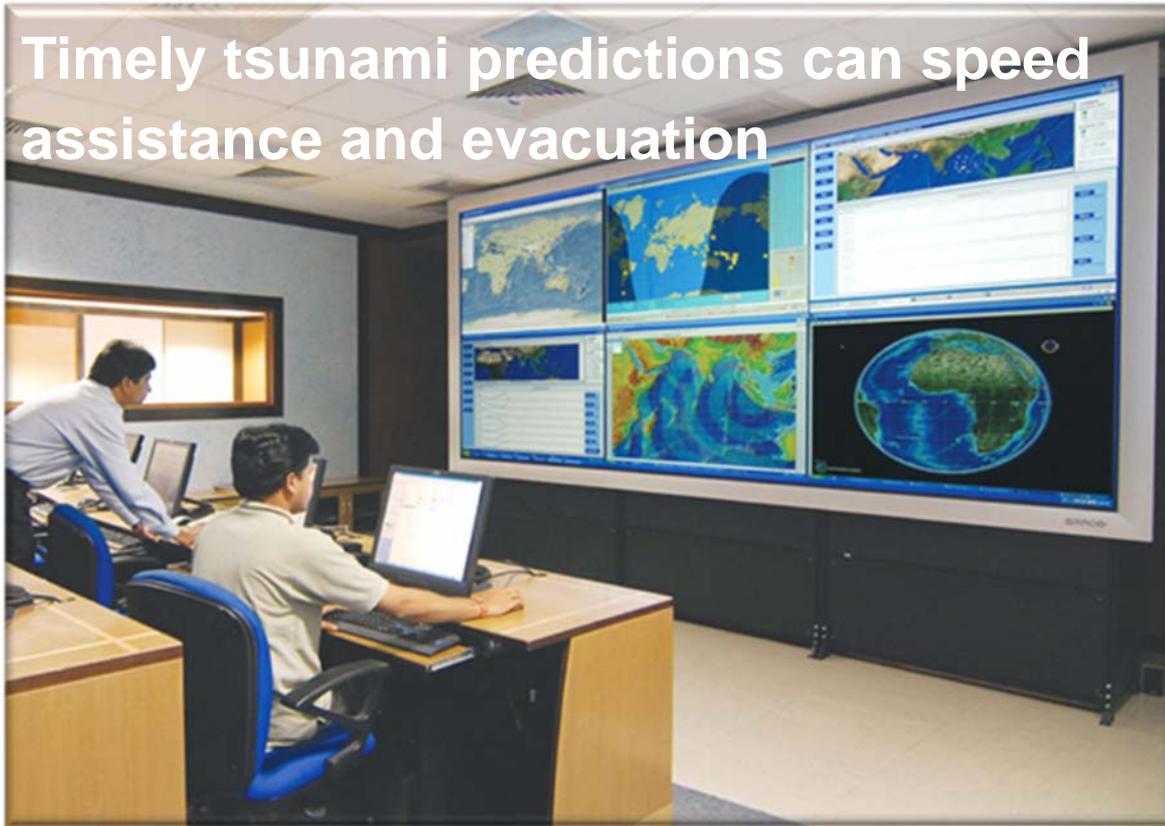- **25-50% reduction in outages**
- **Up to 90% capital savings**
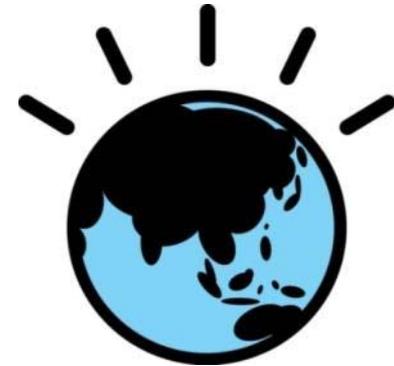
Real-time instrumentation and intelligent analytics

Smarter tracking solutions
Helping organizations see without physical presence

Timely tsunami predictions can speed assistance and evacuation

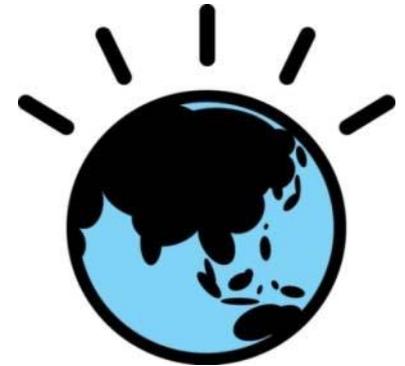**Real-time seismic data analysis and forecasting**

Smarter asset management and analytics

Real-time RFID drives smarter asset management
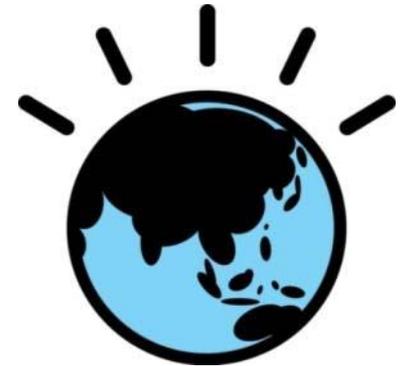
- **Improved track and trace solution**
- **Savings through real-time inventory management**

Building smarter cities

Intelligent Transportation Systems
Public Safety
Energy Management
Water Management
Integrated City Command

New York City, Paris, Brisbane, Galway, Dallas, Houston, Copenhagen, Endesa, Portland, Stockholm, Singapore
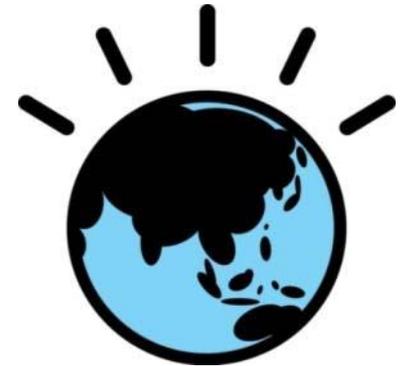
Your organization has enormous potential to change the way the world works

We can't only work harder.

We can't always expend more resources.

We must Work Smarter.

Discover all that is possible on a Smarter Planet

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Smart Work for a Smarter Planet

Thank You