A Planet of Smarter Cities:
*Driving prosperity through innovation*

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Urban population growth expected to continue
Aging infrastructure requires city action

**Water**

Municipalities lose as much as 20% of their water through leaks.

**Transport**

A major traffic jam in China caused gridlock for 60 miles and lasted ten days.

**Energy**

A blackout in the Northeast of the US affected over 55 million people.
Increased revenue gaps inhibit action

Source: Research Brief on America’s Cities, National League of Cities, Sept, 2009
IBM is driving a global discussion with leaders

- Berlin
  - June 2009
  - 250 leaders

- New York
  - October 2009
  - 500 leaders

- Shanghai
  - June 2010
  - 800 leaders

... plus 100+ local leader events
... and 3,000+ city engagements
The goal of City Leaders is to increase prosperity
Technology can help increase prosperity

Turning **Information** into **Insight**

Integrating **systems** to deliver outcomes
A Smarter City is one that increases prosperity by...

Using information to make insightful decisions

Predicting problems to resolve them proactively

Coordinating its resources to operate effectively