

# Metro Atlanta

## Becoming a Global Hub for Mobility

GSMA-Smart Cities  
North America  
**February 27, 2014**



- About Atlanta
- *Mobile Atlanta-On Our Way to Becoming Global Smart City for Mobile by Mobilizing our ecosystem*
- Strategic Activities and Key Developments on our Journey
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- High Level Future Smart City Plans and Summary

# About Atlanta

- Home to almost 6 million people, of which 700,000 were born in foreign countries
- Hartsfield Jackson Airport boasts international connectivity with nonstop access to 160 U.S. destinations and more than 60 international destinations in 45 countries
- 75 countries have representation in Atlanta in the form of a consulate or trade office
- Ability to secure international investment-Atlanta has 2,100 foreign-owned facilities that employ more than 100,000 workers
- Metro Atlanta's exports topped \$25 billion in 2012, ranking the area No. 13 out of the top 100 metros
- 66 Universities promoting a culture of knowledge and innovation through collaborative networks between businesses, organizations, government and entrepreneurship

## **Industry Cluster and Strengths**

- Health information technology
- Mobile technology applications and services
- Financial transaction processing
- Digital content and entertainment
- Internet and network security

## **Mobile Applications where Atlanta has a Leadership Position**

- Extensive video systems on major highways to monitor and manage traffic congestion flow
- More than 200 startup companies around mobility
- Major R&D and innovation centers around connected living and connected car
- Top US city for broadband infrastructure
- System wide smart metering by gas and electric utilities

# About Atlanta

## FORTUNE 500 companies headquartered in metro Atlanta



## FORTUNE 1000 companies headquartered in metro Atlanta



## Mobile Atlanta Initiative-Led by Private Industry and Supported by Government

- Started in late 2011 when a few business owners, technology and civil leaders informally gathered to discuss the coming wave of mobile technology and Atlanta's place in the mobile-enabled world
- Metro Atlanta – a global hub for mobility
- The vision of “Mobility for the Real World” would be realized by bringing together a combined group of assets that no other metro area in North America has replicated
- Titans of the industry leveraging mobile technologies-Coca-Cola, Delta Air Lines, The Home Depot, Turner Broadcasting CEO's and senior executives from global companies
- Universities known globally for their business and technology programs including Georgia Tech's Advanced Technology Development Center
- Start-ups focused on mobile and Incubators and Accelerators



# Mobile Atlanta

The Metro Atlanta Chamber commissioned a Mobility Strategy Initiative in late 2011. This plan was developed around six critical strategic “levers”.



- **Put in place SMART CITY building blocks**
- **Promote** metro Atlanta as a major global hub for mobile technology
- **Attract** high growth mobile technology companies to metro Atlanta
- Help mobility companies currently in the region **expand** and create new jobs in metro Atlanta
- **Grow and innovate** the next generation of mobile ingenuity
- Connect the **workforce** with the jobs in area and align higher education curriculums with mobile technology industry demands
- Create **policies** that stimulate growth in the mobile technology sector and keep metro Atlanta on the cutting edge of needed infrastructure and trends

# Mobile Atlanta

- Formally kicked off in 2012
- Executive Task force of 20+ CEO's and senior executives from top companies in metro Atlanta
  - **Ralph de la Vega**, CEO, AT&T Mobility
  - **John Kampfe**, CFO, Turner Broadcasting
- A Mobility Steering Committee - more than 200 businesses and technology leaders from more than 100 companies

- Four Mobility Working Groups

- Grow & Innovate
- Attract & Expand
- Skilled Workforce
- Promote



## Significant Private Sector Support



## Strategic activities and key developments for mobility in metro Atlanta

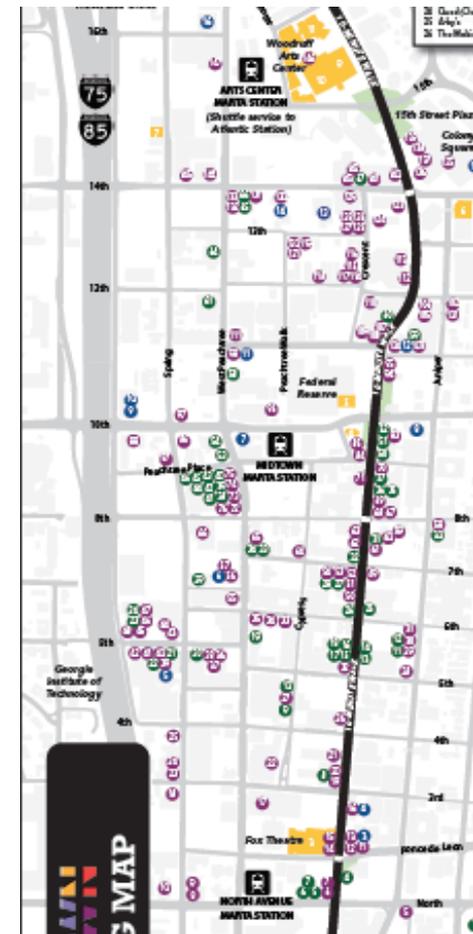
- AT&T Mobility Foundry Opened in late 2013
  - One of five in the world; focus on mobile apps and connected living
- AT&T Drive Studio Opened 2014: first of its kind Connected Car lab
- Georgia Tech: one of the top engineering schools in the US
  - Pioneering “threads” program is transforming computer science education
  - **Mobile** Computing Labs
  - **Wireless** Engineering Programs
- Emory University: world class data and analytics program with world leading data scientists
- 65 other colleges and universities – with mobile computing programs, wireless technology labs and big data programs
- Georgia Research Alliance- allowing professors to commercialize research being used in Atlanta and beyond adding to the smart city indicators we meet
- Advanced Technology Development Center, Hypeopotamous, Atlanta Tech Village

## Mission

Develop a concentrated area within the Mobile Mile where the most informed Mobile Consumers live, work, play and visit

## Vision

Atlanta's Mobile Midtown is where innovative, never-before-seen mobile solutions come to life first. This is where the best & brightest mobile minds on the planet come to transform talk into action and where they see that action have an impact on the lives of people at work, at home, and at play. Mobile Midtown is where mobility meets the real world.



## Some Solutions Being Implemented

- Community Portal (Midtown Alliance and Georgia Tech)
- Payments/M-Commerce
- Offers/Loyalty/Consumer Engagement/Lifestyle
- Increased Wi-Fi coverage
- Traffic Management and Parking
- Public safety information
- Transit
- Public safety
- M-Health
- Home Automation/Smart Homes
- Smart Grid/Government
- Big Data Strategy

## Execution & Rollout

- Resources
  - Director - Full Time Chamber Employee
    - Lead Mobile Atlanta, Mobile Midtown Initiative, Smart City
    - Workgroup spun up- leveraging those 200 volunteers
    - City Ambassadors-Driving Awareness, promotion and execution
    - Volunteer Midtown residents and interns go out and educate merchants and venues on initiative with literature
- Communications
  - Midtown Alliance notifies community at meetings, gatherings and events in Midtown and Piedmont Park events, Peachtree Road Race, ect.
  - Press and PR strategy giving great brand equity to MA, Initiative, city and vendor or brand
  - Roll out through other areas of the City and Metro area in executable quadrants

# Atlanta's Mobile Midtown and Smart City

## Execution & Rollout

- Vendors/Partners
  - Individual companies will have a city manager or sales reps to go to target location and incent merchants to upgrade after Midtown Alliance mails and Ambassadors hit streets.
  - Have presence at festivals and events, road race, movie on the green and areas around venues and basketball and football games at Georgia Tech
  - Example
    - Isis/Verizon, AT&T and others in tent together talking Isis and enabling phones
    - Trip Lingo and Scout Mob- Consumer engagement apps having consumers activate and download
- Adoption
  - Consumer, tourist, commuter, visitor adoption through presence of partners in office buildings, parking garages, POS, ect.

# Atlanta & GSMA Smart Cities Indicators

Within the four GSMA Categories, metro Atlanta is a leader in North America and globally in the following:

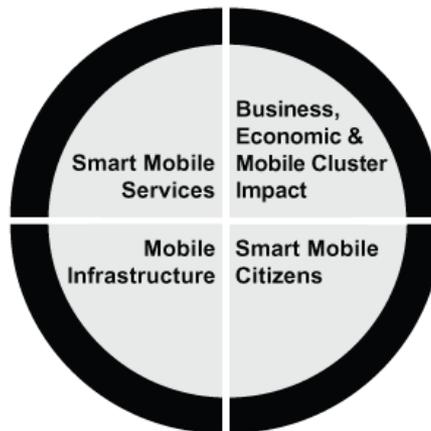
## Smart Mobile Services



## Smart Citizens



## Economy/Mobile Cluster



# Atlanta & GSMA Smart Cities Indicators

## Smart Mobile Services



### Smart Mobile Services-Mobile Apps

- Georgia is the #4 state in the nation for jobs attributed to the app economy with 24,000 jobs in 2012.
- Atlanta within the top 10 metro areas for the highest percentage of app economy jobs in 2012.
- Our university ecosystem, incubators, accelerators and innovation centers committed to driving growth in this segment in Atlanta and we will continue to be a global leader.



### Smart Mobile Services-Payment

- Approx. 70% of all credit card and debit transactions that occur in the US are handled by companies based in Atlanta
- Four of the American Banker's top 20 FinTech companies in the world are headquartered in Georgia: **NCR, FirstData, TSYS and Equifax.**
- Moody's Analytics data shows Atlanta as #1 top payment processing market as of 2012.

# Atlanta & GSMA Smart Cities Indicators



## Smart Citizens Services-Mobile Access/Data

- Georgia has more than 1,400 hot spots for wireless web service.
- Atlanta was ranked the sixth most unwired city according to Intel's latest "Most Unwired" survey.
- PCWorld ranks Atlanta 2<sup>nd</sup> among metros with publically available Wi-Fi networks and metros with the fastest 3G/4G wireless combo.



## Smart Citizens-Smart City Engagement

- Mobility LIVE! 2013: Global and local thought leaders and decision makers in the area of mobile technology standards, strategies and innovations attended.
- ***"Mobility LIVE! demonstrates that Atlanta has one of the richest mobility ecosystems anywhere"-Ralph de la Vega, President & CEO, AT&T Mobility***
- In February 2013, Invest Atlanta helped organize Atlanta's first ever ***Govathon***, a ***24-hour hackathon*** where tech-minded individuals came together to turn bureaucratic data into something useful .

# Atlanta & GSMA Smart Cities Indicators

## Economy/Mobile Cluster



### Economy/Mobile Cluster-Mobile Start Ups

- Mobile technology startup companies announced thousands of new jobs in 2013.
- Atlanta's ecosystems of innovation related to mobile technologies, in 2013 metro Atlanta mobile startups benefitted from exposure to major Atlanta companies through many fast-pitch events, as well as a mobility internship program.
- Atlanta has 100's of mobility related startups and focused programs on incubating and accelerating mobility startups at hubs like the ATDC, the Atlanta Tech Village and Kennesaw State's Mobile App Computing Center.



### Economy/Mobile Cluster-Carrier Headquarters

- Strong wireless, mobile software, digital media, transaction processing and internet security
- There is a critical mass of high-profile Mobility related companies, talent and resources .
- Metro Atlanta is home to the corporate headquarters of AT&T Mobility.
- The North America headquarters of Sony Mobile Communications .

Atlanta has made great strides in a short time developing as a global mobile hub and lines up well with GSMA Smart City indicators.

- Atlanta has been led by the private sector and supported by government
- Dedicated full time resources
- Atlanta already has a group of several hundred mobilized and working
- Atlanta has solutions already rolled out that are adding benefits to researchers, citizens, government and businesses
- Plans to engage again with MARTA, The City of Atlanta, State of GA on next set of needs for them. Will lead to phase II deliverables
- Leverage Mobile Midtown roll out model once proved out to expand
- Access to private sector funds to lead public and resources most cities don't have lined up

# Thank You!

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