TRANSFORMATIVE IoT
B E Y O N D   C O N N E C T I V I T Y

Improving Urban Life in Argentina

THE CITY OF SAN NICOLAS DE LOS ARROYOS AND TELEFÓNICA USE THE IoT TO BETTER MANAGE URBAN RESOURCES

The city of San Nicolas de los Arroyos, in the Buenos Aires district of Argentina, has deployed IoT solutions from Telefónica to enhance the quality of life of its inhabitants and the urban environment. Seeking to transform itself into a smart city, the municipality is using mobile connectivity to help it manage its workforce and its vehicle fleet: mobile-connected GPS trackers for employees and vehicles help the city administration to optimise the deployment of resources. The municipality now knows in real time where all its connected vehicles are, enabling it to coordinate their movements, save on fuel and maintenance costs, and reduce the likelihood of traffic accidents.

The local police force is now patrolling all the blocks in the city (up from 80% before) at an optimal speed of between 20km/h and 25km/h, while still **cutting fuel usage by 20%**, according to Telefónica, which says **emergency response times have also fallen by 15%**. The municipality says the police now patrol the most troublesome and dangerous areas of the city, improving security and creating greater tranquillity for residents.

The solution has also made the city's waste management system more efficient. Using the mobile-connected GPS trackers installed in vehicles, the municipality is now able to publicise the real-time routes of garbage trucks, prompting residents to take out rubbish at the right time, making the city cleaner and neater.

Furthermore, Telefónica's platform can gather valuable information from the residents of San Nicolas de los Arroyos. Citizens can send queries, suggestions and complaints directly to the municipality through social networks, a dedicated SMS channel, web forms, a telephone line or through a municipal smartphone app.

Telefónica

MORE DATA, GREATER INSIGHTS, BETTER DECISIONS

As more elements of the urban environment become connected, the municipality has access to a growing volume of data about the way in which the city works. Telefónica's managed IoT connectivity platform is designed to aggregate this information in a secure and timely manner. The operator's end-to-end solution also enables the city to integrate, manage and analyse this information, helping the administration to make well-informed decisions.

"These technologies have allowed us to order and optimise our resources management, so now we are closer to citizens," says Manuel Passaglia, Mayor of San Nicolás de los Arroyos, which is home to approximately 130,000 people. "Through the incorporation of Telefónica's digital solutions, we have managed to collect information on the operation of the municipal services. This has allowed us to optimise our management and become more efficient, both in terms of staff resources and the economics. Now we are providing concrete solutions that are improving the performance of the municipality".

Leandro Tangreti, Digital Services Manager of Telefonica's corporate segment adds: "In complex systems, such as a city, the use of IoT solutions based on the connectivity of spaces and objects, facilitates fast and efficient responses. Telefónica's mobility and management platform allows connecting elements of the urban environment to generate a massive volume of data, which is integrated, managed and analysed so that municipal teams make more efficient decisions."

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Emergency response times have **fallen by 15%.** The police now patrol the most troublesome and dangerous areas of the city, **improving security** and creating greater tranquillity for residents.

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GROWING APPRECIATION OF THE IoT

One of the drivers of the Internet of Things for Smart Cities is the growing importance of sustainability and curbing energy usage. For example, Telefónica says **remote management and predictive maintenance systems can optimise the use of street lights to** **reduce the cost of eletricity by more than 30%**. In a similar vein, employing IoT solutions to optimise the use of public parking spaces can reduce traffic and pollution levels in urban areas.

"We work every day to help transform cities into places where life can be better and turn them into what their citizens expect, thanks to the development of new technology," says Leandro Tangreti of Telefónica.

Find out more:

https://iot.telefonica.com/en/whats-new/success-cases/san-nicolas/
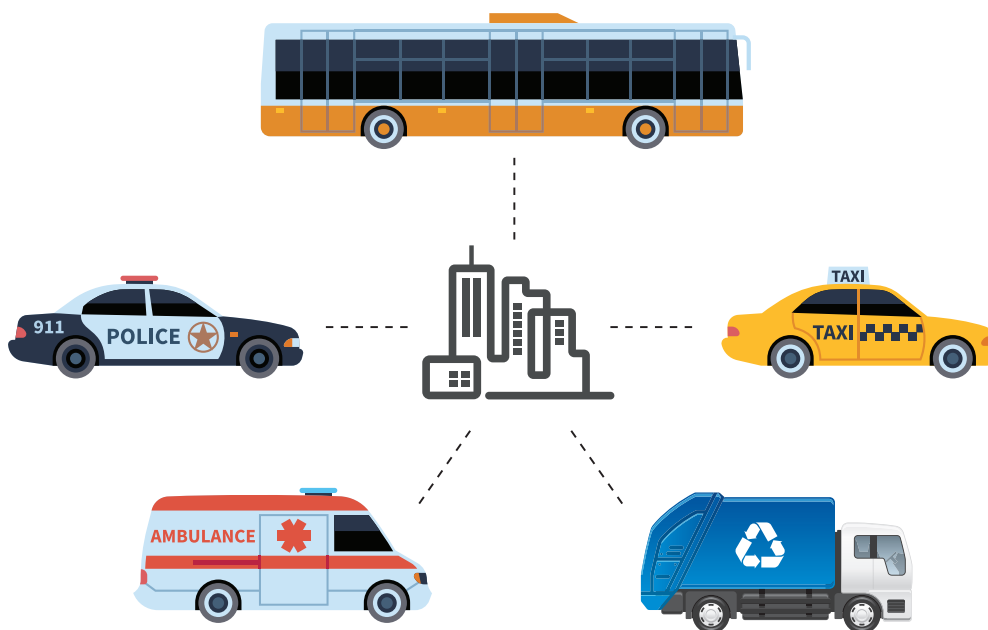
The IoT is transforming urban life.

About the GSMA

The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators and nearly 400 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces the industry-leading MWC events held annually in Barcelona, Los Angeles and Shanghai, as well as the Mobile 360 Series of regional conferences.

For more information, please visit the GSMA corporate website at www.gsma.com.

Follow the GSMA on Twitter: @GSMA.

About the GSMA Beyond Connectivity campaign

Delivering seamless IoT connectivity has been a crucial element in helping operators to launch new services such as low power wide area (LPWA) networks, using NB-IoT and LTE-M technologies and create added value and sustainable growth. Now leading IoT operators are building on this and their reputation as trusted industry partners by delivering value added services beyond connectivity.

These end-to-end solutions include services across big data, machine learning, analytics, edge computing and distributed ledger technologies. They are delivering substantial benefits to customers such as increased productivity, reduced costs and automated business processes as well as driving innovative new products and services, new lines of business and new business models.

Services beyond connectivity are transforming businesses and industries.

www.gsma.com/BeyondConnectivity

About Telefónica Tech

Telefónica is a company that is aware of the new challenges posed by today's society. This is why we offer the means to facilitate communication between people, providing them with the most secure and state of the art technology in order for them to live better, and for them to achieve whatever they resolve. An innovative and attentive spirit with an immense technological potential that multiplies the ability to choose of its more than 356 million clients. Telefónica operate in 14 countries and has a presence in 24, with and an average of 120,138 professionals.

IoT-Big Data is one of the recently integrated digital services offered by Telefónica, together with the cloud and cyber security services, in Telefónica Tech, a new unit that brings together these three businesses with a high growth potential and with which it seeks to accompany its customers in their digital transformation. At the close of 2019, Telefónica was managing 23.8 million IoT connections worldwide. Recently, for the sixth consecutive year it has been recognised as a global Leader in Gartner's Magic Quadrant Managed IoT Connectivity Services. In addition, Telefónica has also been recognised as Leader among Specialized Insights Service Providers for Big Data.

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