

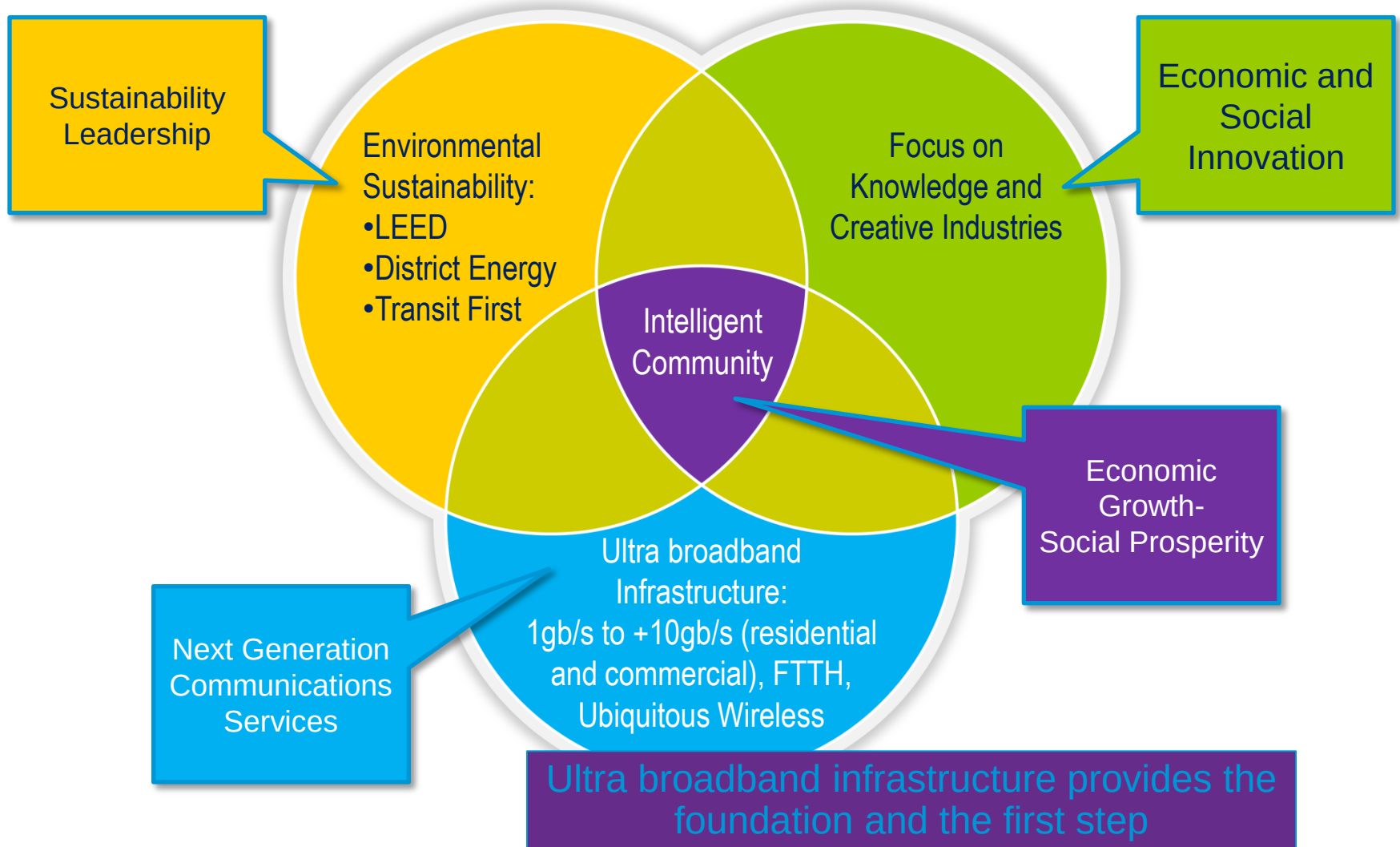


Smart Working Work Life Innovation

Maiyue Cheng
Director, Urban Innovation
Internet Business Solutions Group

GSMA – Innovation for Connected Smart Cities Enabled by Mobile
Shanghai, June 21, 2012

The 21st Century Intelligent Community

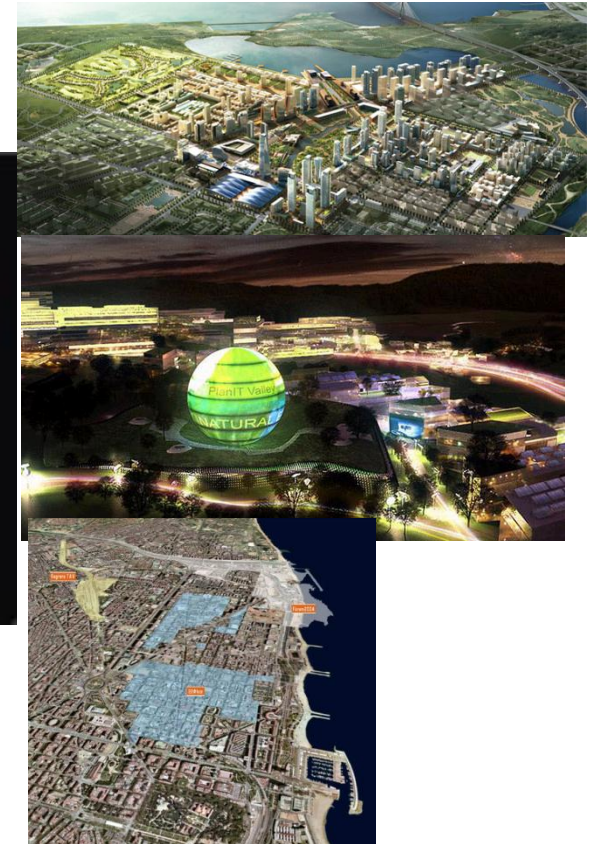
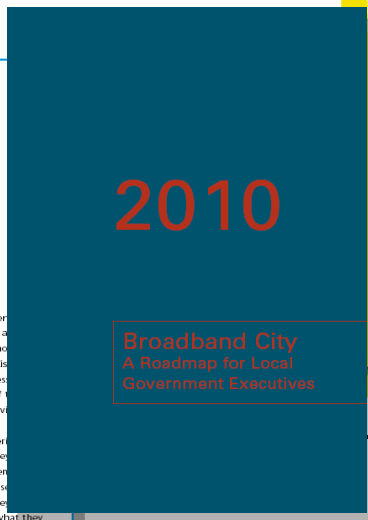
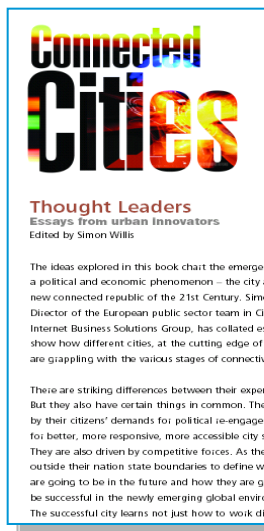


Cisco has a long history in Cities

2009-2012

2005-2008

1998-2004



Public Sector Vertical

Connected Urban Development

Smart+Connected Communities

Internet of Things

Broadband

Connected Real Estate

EcoBoard

Globalization Center

Smart Grid

Connected Urban Development

A Blueprint for City Transformation

Smart+Connected Work

- Smart Work Centers
- Public Telepresence
- Connected Workplaces
- Smart Work Services

Smart+Connected Mobility

- Smart Transport Pricing
- Personal Travel Assistant
- Connected Public Transportation

Smart+Connected Buildings

- Homes
- Office Buildings
- Public Spaces
- Public Transit Hubs
- Hospitals and Schools

Smart+Connected Energy

- Renewables & co-Generation
- Urban Monitoring & Measurement
- Citizens Energy Efficiency

Smart+Connected Services

- Urban EcoMap
- Urban Services Platform
- Community + Connect

Sustainable Urban Planning + Governance

Broadband Platform – 4th Essential Infrastructure

IP-Enabled Homes and Offices, Roads, Utilities, Workplace Design

From Incubation to Market Transition

Smart+Connected **communities**



Smart Connected Vehicle

ENABLING INNOVATION IN TRANSPORTATION



Smart Connected Vehicle

Plug-&-Play Applications

Open Software Platform

Computing Convergence

Network Services

Physical Network Convergence

- Car-to-Roadside applications
- Car-to-car applications
- Unified protocol
- Software Development Kit
- Ad-hoc Car-to-car networking
- Next Gen In-car applications
- Multi-function ECUs
- Virtual computing
- Ad-hoc network services
- Identity management
- Saas
- Remote services
- One main physical network
- Multi-protocol switching
- Wireless/Internet connectivity
- Location-based services
- Internet-based services to the car
- Next Gen Safety
- Next Gen Navigation
- Authentication
- Encryption
- Energywise & POE
- Virtual networks
- Security & QoS
- Multi-media roaming

EV Service Operator

Control Center



Outdoor
Access Device



In-room
Access Device



IP Camera



Store/Rest Area

In-room
Access Device

Outdoor
Smart
Transport
Terminus

Touch Screen
for VOD



Business Cube

Entertainment Room

Cisco Access
Device



Compact Switch



CE 300



IE 1500

... ..

Other Cisco
Products



AP



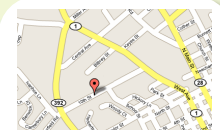
Physical
Surveillance



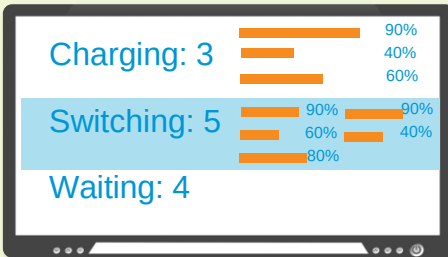
Unified
Communication

UCS

... ..



Map Service
Reservation
.....



IP Phone

Network
Access

Busan Green u-City Cloud Service Platforms

Metropolitan-wide Brownfield Revitalization

- Co-create citizen-centric smart city services (SaaS) supported by a mobile application development platform (PaaS) and an innovative distribution model
- Boost up the economy and create high quality jobs ... facilitating creative start-ups and incubating smart city apps
- Sustainable open innovation business architecture: smart city services become profitable through multi-phased public-private partnership approaches

Video overview:

http://www.youtube.com/watch?v=UuJ9yWJ6BS4&feature=player_detailpage



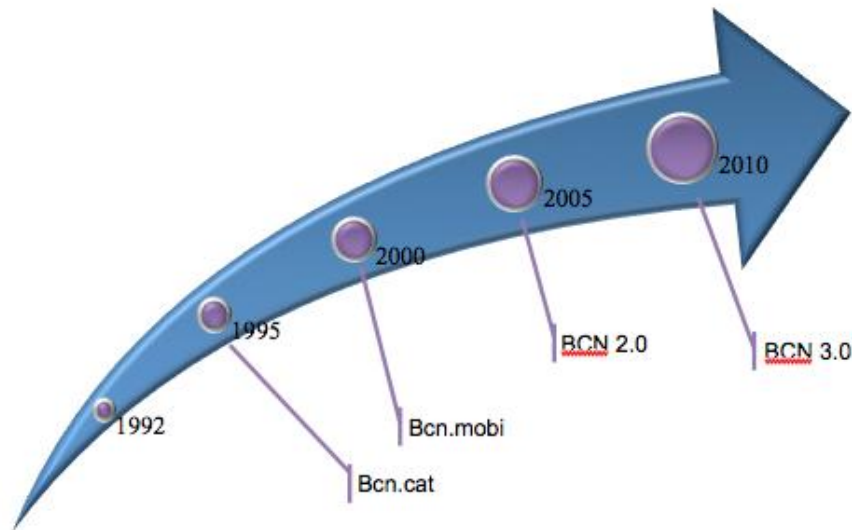
Green U-City Services Cloud Infrastructure

Busan Mobile Application Center (BMAC)
Application Development Platform
(Platform as a Service)

Applications
↔
Public Data

Integrated Operation Center (IOC)
Personal Life Assistant Services
Platform (Software as a Service)

Barcelona 2020 Vision



The Olympic Games

Delivering The Vision

“ Barcelona as a recognized worldwide leading City in sustainable growth, quality of living and Citizen services thru the innovative use of ICT’s for urban management ”

“Barcelona as the innovation and economic engine of south Europe”



The Future of Work

The Cisco Connected World Report

- 3 of every 5 (60%) employees believe they don't need to be in the office to be productive, efficient
- 2 of every 3 (66%) employees desire work flexibility
- 2 of every 3 (66%) employees would accept a lower-paying job with more work flexibility than a higher-paying job with inflexibility
- 45% of IT professionals are unprepared or struggling to make their workforces more mobile, distributed
- Employee behavior makes work flexibility more than a technology discussion – IT-employee relationship, policy, education



Industrial to Knowledge Era Evolution

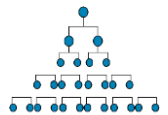
Many Silos



Buildings



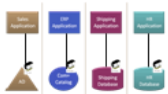
People



Hierarchies



Teleworking



Applications



Rigid Hours

Convergence

New, Blended Approach

Open work spaces,
distributed, physical
and virtual

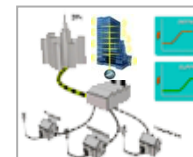
Access

Collaboration

Result Oriented

Smart Working

Blending of 'Work'
and 'Private Life'



Adapted from "Connected and Sustainable Work," Cisco IBSG, presented at CUD Global Conference, 2008

Knowledge Era

Industrial Era

- Location-Centric
- Radical Control
- Carrot & Stick
- Asset Centric
- Silos
- Centralized
- Mechanical

ICT-Enhanced

- Email
- Office Automation
- Internet
- Mobile Phone

Telework

- Co-Working
- Telecommute
- Remote Work Centers
- Satellite Offices
- Home Shoring

Work 2.0

- Collaboration Tools
- Telepresence
- Video
- Peer-to-Peer
- Wiki
- Social Media
- SWCs

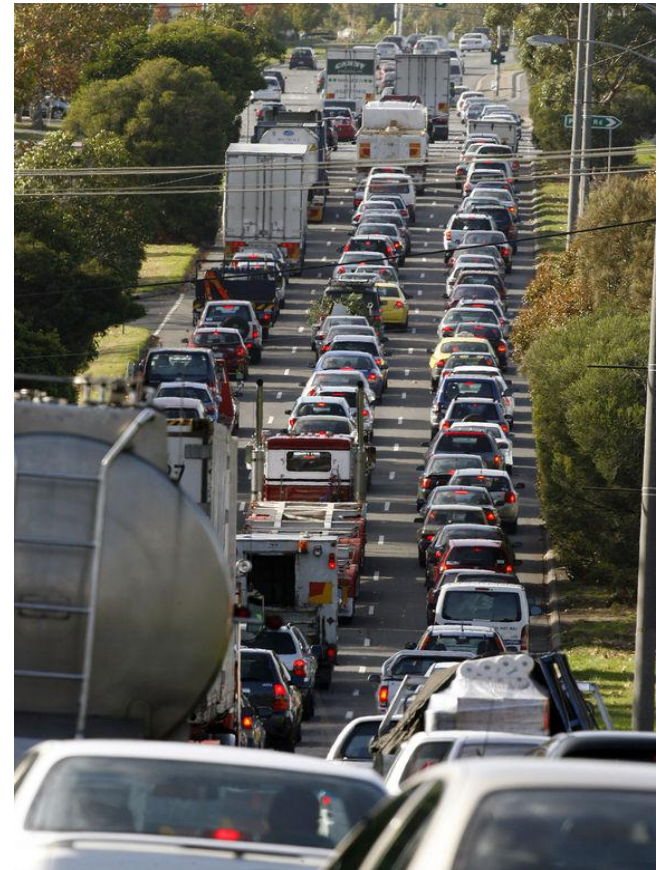
Smart Work

- Location- and Time-Independent
- Intrinsic Motivation
- Service-Centric
- Cloud



Smart Work – Basic Concept

Bring Information to the User, Not the User to the Information



Today's Workday is Virtual, Mobile, and Global Around the Clock



10:05pm



7:00am



8:00am



8:45am



11:30am



2:15pm



4:40pm



9:15pm



6:50pm

Transforming the Way We Work

“Work is not about where we do it (Environment), it’s about what we do (Experience)”

Home



Starbucks



Road



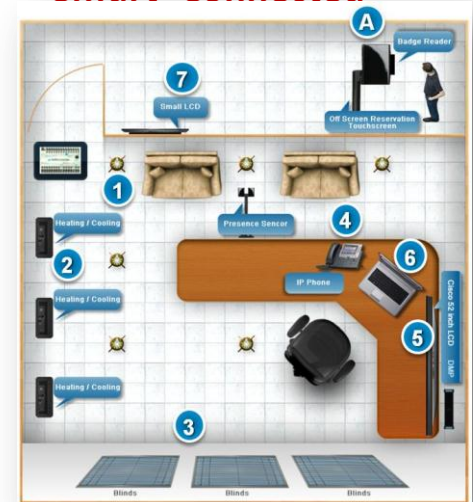
CoWorking/Telework



Connected



Smart+Connected

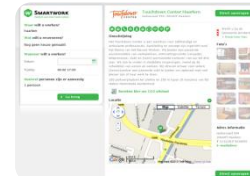


Collaborate, Crowdsouse, Incubate

Amsterdam's Smart+Connected Work Approach: The story of one WLI Engagement

From 1 to 99 locations in the Netherlands
From 1 proof of Concept to Network of SWCs

Double U Network

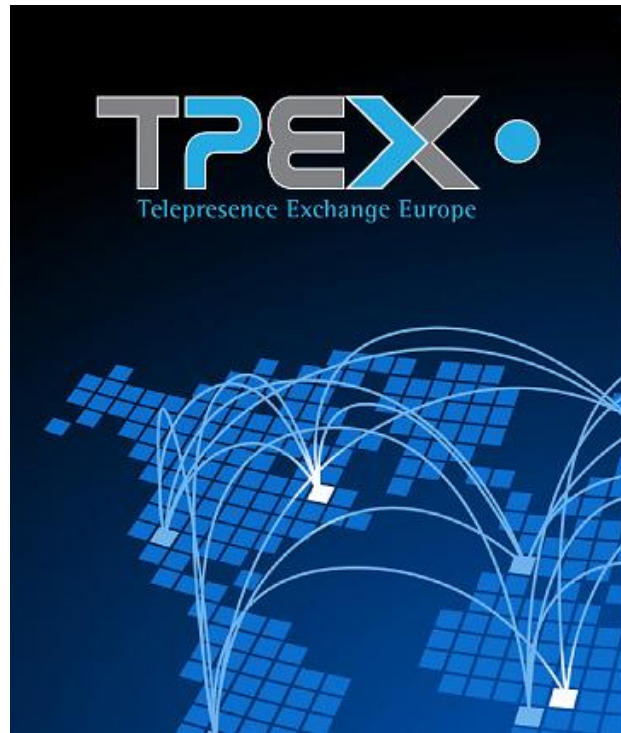


- 99 SWCs (2010)
- Portfolio approach of physical smart work environments and networked services
- Double U Reservation Tool www.w-smartwork.nl
- Public Telepresence (October 14 2010)
- WorkSnug Augmented Reality Smart Phone Application

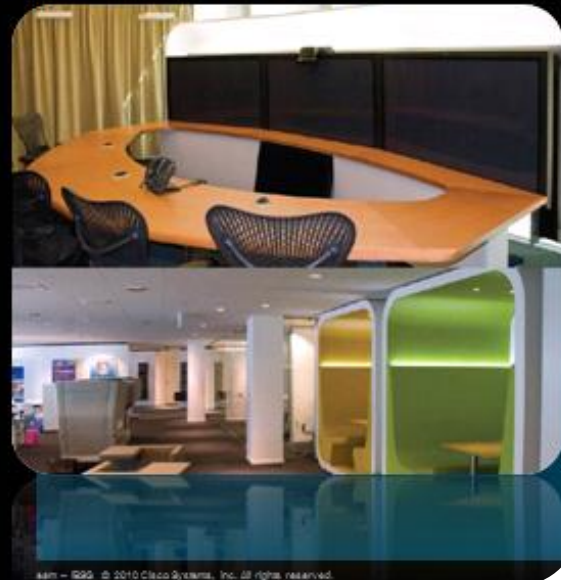


- Reduced Carbon Footprint
- Reduced Commute Traffic
- Reduced work place costs per employee
- Facilitating a Smart + Connected Work environment for communities, employers and workers
- SWCs as platforms for new business, SMEs, incubation and education

Public TelePresence enabled Smart Work Centers



First Ever Public Telepresence in the Netherlands,
Opening in Amsterdam. **Hello World.**





A variation on work-life, and all about social innovation

www.dialoguecafe.org

Dialogue Café

DIALOGUE
café



A global network that works as an open environment for ordinary people, where innovation and creativity develop in the intersection between global messages, universal values and cultural diversity
- A global networks of cities and communities talking and learning from each other

Double U Smartwork Services

www.w-smartwork.nl

WorkSnug

SMARTWORK
Platform voor Smart Work Centers

Waar wilt u werken?
haarlem

Wat wilt u reserveren?
Nog geen keuze gemaakt

Wanneer wilt u werken?
Datum:
Tijdstip: 08:00 17:00

Hoeveel personen zijn er aanwezig
1 persoon

[Go terug](#)

Touchdown CENTER
leidervaart 594, 2014HT Haarlem

[Direct aanvragen](#)

Omschrijving
Het Touchdown Center is een werkhuis voor zelfstandige en ambulante professionals. Aankleding en concept zijn ingericht rond het thema van het Nieuwe Werken. Wij bieden een passende accommodatie van werkplekken, ontmoetingsruimte (vergader, telepresence, club) en (semi-)permanente kantoren van uur tot drie jaar. We zijn te vinden in stedelijke omgevingen, veelal op de scheidslijn van wonen en werken. Wij streven ernaar voor iedere (kennis)werker een passende schil te bieden om optimaal met veel plezier zijn of haar werk te doen.
100 parkeerplaatsen ter plekke en 150 m lopen (5 minuten) van NS station Heemstede Aerdenhout.

[Bereken hier uw CO2 uitstoot](#)

Locatie
Map Satellite Terrain
500 ft 180 m
Map data ©2010 TeleAtlas, Terms of Use

Foto's

Adres informatie
leidervaart 594
2014HT Haarlem
T (+31)019 5434592
E-mailadres

[Direct aanvragen](#)



SMARTWORK
Platform voor Smart Work Centers

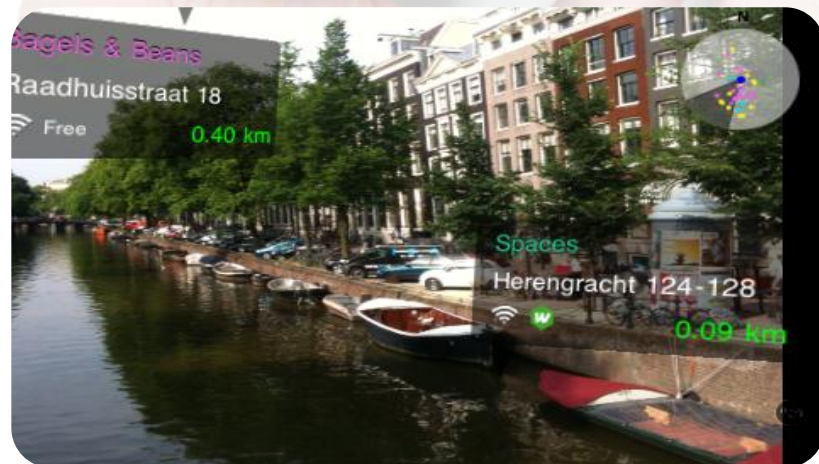
Waar wilt u werken?

Wat wilt u reserveren?
Werkplek

Wanneer wilt u werken?
Selecteer de datum
17-09-2009
Selecteer het tijdstip
10:00
12:00

Hoeveel personen zijn er aanwezig
Onbekend

Extra voor uw werkplek (0)





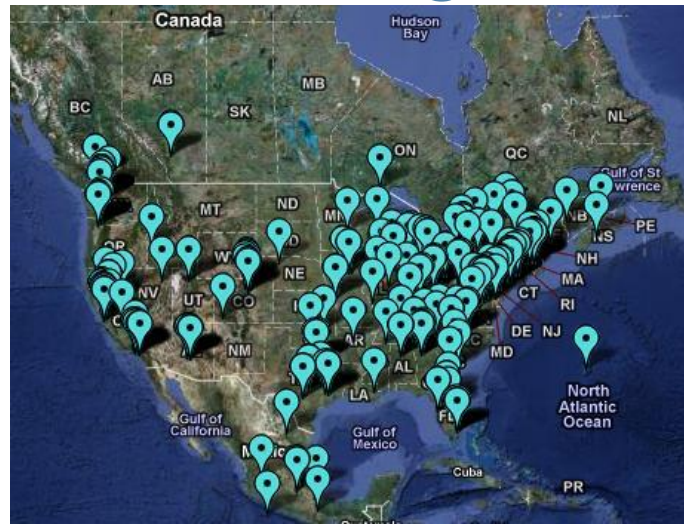
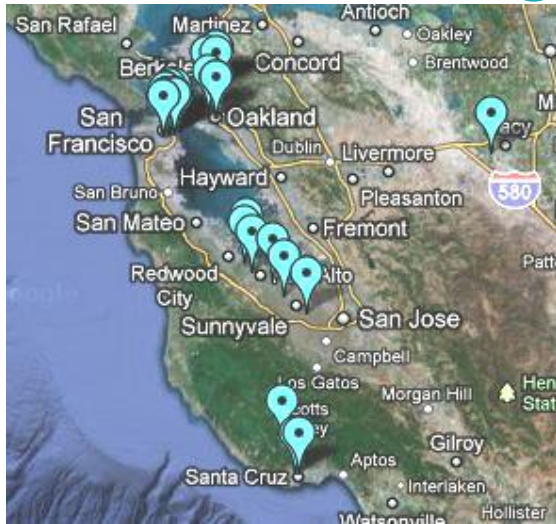
Partnership / Franchise Model

Partner in case: 'Spaces'

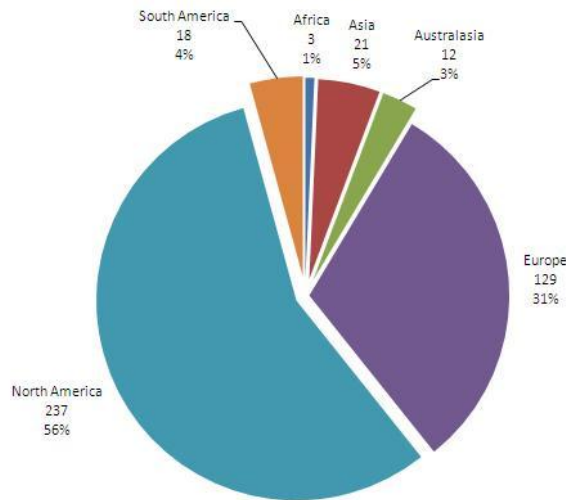


- Work Space as a Service
- High flexibility: from traditional office space to per-hour work stations
- Membership: a high end place to work under 200 Euros per month
- Each Spaces profitable and fully occupied within 24 months
- Comprehensive vision on the entire ecosystem of the concept: from building management to community events
- Iconic, strong brand recognition
- Iconic, resulting in immediate demand ('how can my community get 'a' Spaces')
- In 'sync' with the big trends: great design, high quality local food, facilities collaboration focused
- Deployment of 60 Spaces in Europe, 5 years

Connecting CoWorking Centers



CoWorking Listings By Continent

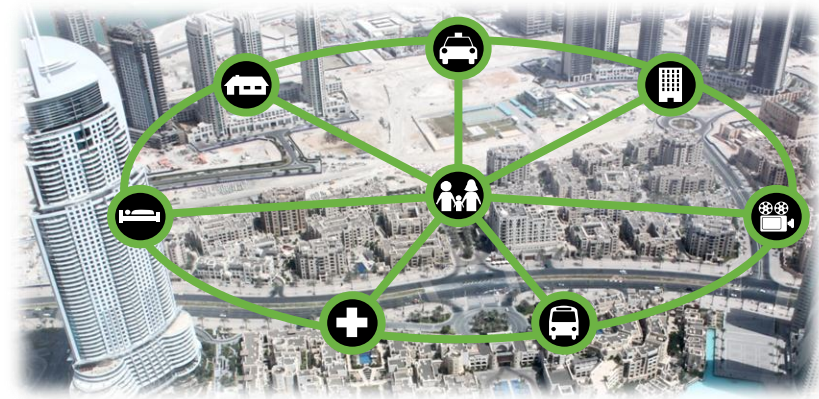


These values do not necessarily reflect the actual number of CoWork Centers in each count. As an example the single count for San Francisco contained 12 CoWork Centers. The actual number of Cowork Centers area actually higher than shown in this chart.

Source Data: <http://wiki.coworking.info/w/page/29303049/Directory>



Network Based Open Innovation



... and a **New** Participative Democracy



Visionary
Leadership



Global Open
Standards



Smart
Regulation



Public Private
Partnerships &
People



New
Ecosystem

Thank you.

