

The Internet of Everything, Every Place, Everyone

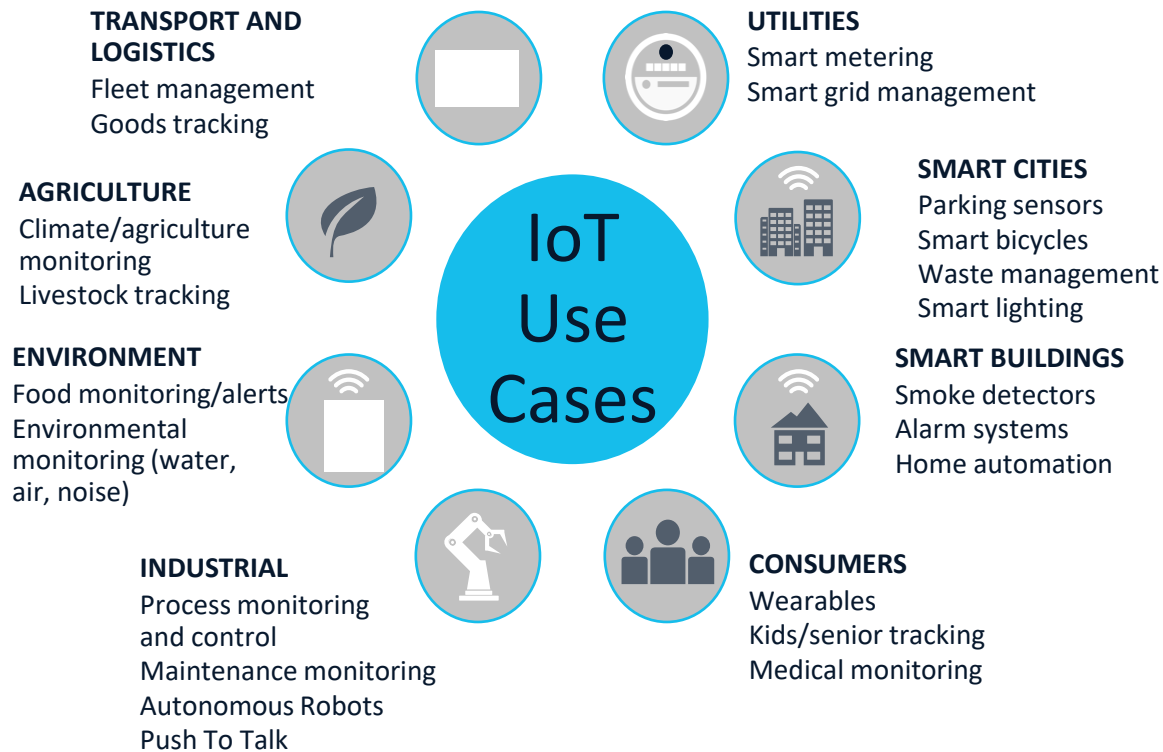
Nada Meeajan
Country Digital Acceleration Lead



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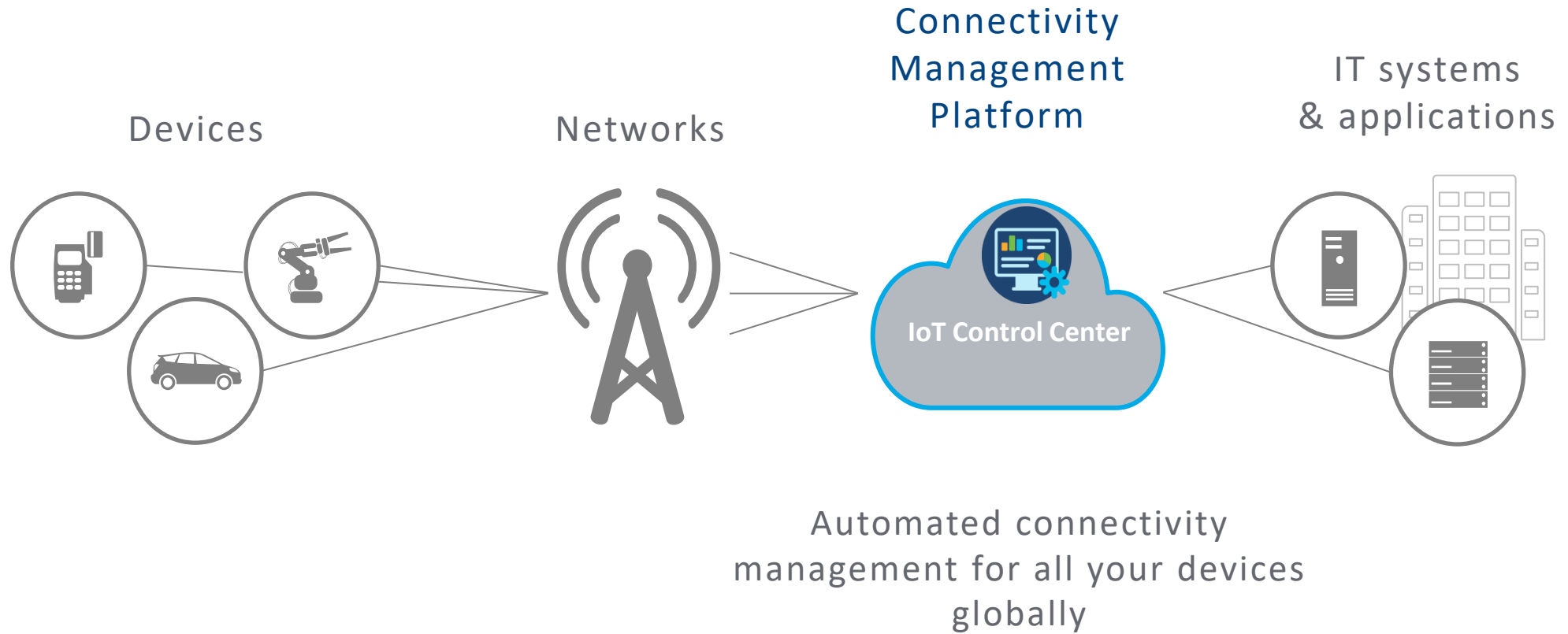
The Challenge: Disconnected Devices, Limited Visibility



- Massive IoT requiring low cost / low power devices for small data volumes
- Industrial applications requiring low latency and extra security
- Mission Critical apps requiring high bandwidth and low latency
- Consumer and Enterprise
- Different vertical industries
- Variety of infrastructure and business requirements

All use cases need connectivity!

Cisco Connectivity Management Platform



Connecting the Unconnected



Connected Car

Auto makers are making driving safer through vehicle telematics

IoT CC ensures reliable cellular connectivity and helps save data costs for millions of cars on one platform.

High data usage, low latency, complex SIM lifecycle management



Financial Services

Financial organizations are getting scale and reliable service for Point of Sales and ATM systems

IoT CC enables businesses to remotely identify and resolve usage and connectivity issues at scale with analytics-based diagnostic tools.

Mission-critical connectivity, low data usage, low latency



Smart Meters

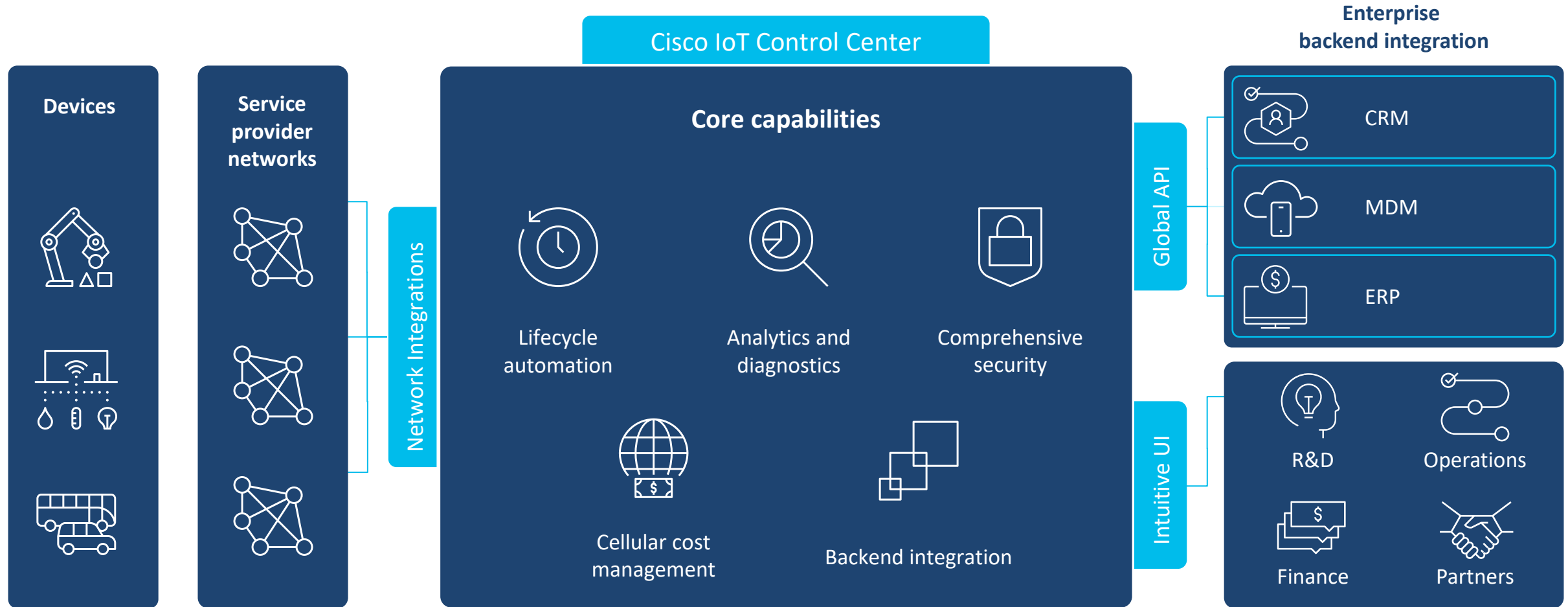
Utilities are saving costs and improving customer service with smart electric meters

IoT CC provides fine-grain visibility and control for millions of devices so organizations can manage issues themselves – day or night – without a call to their service provider.

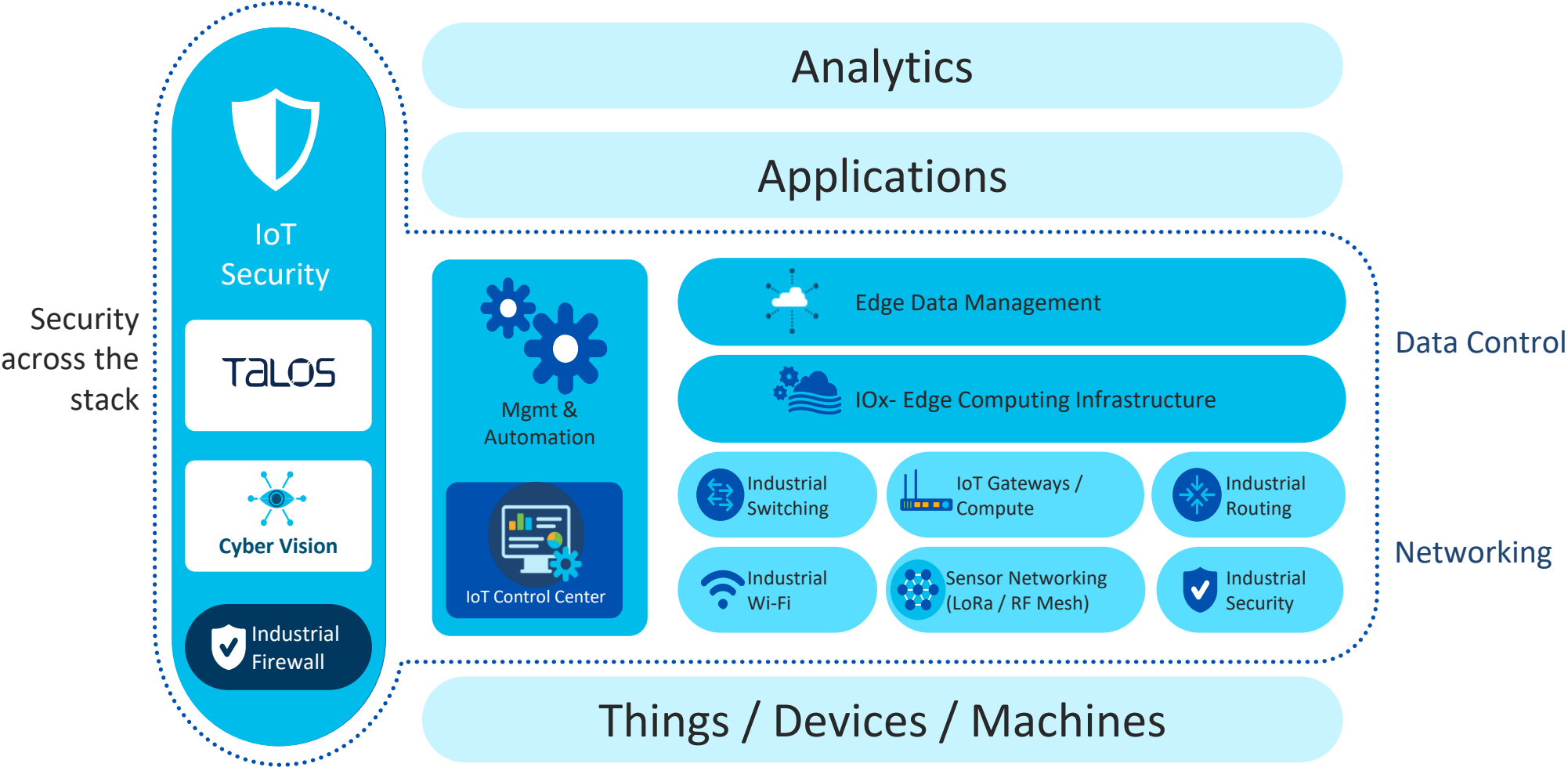
Low data usage, lower reliability requirements, high latency

Control Center delivers differentiated value

Helps to solve many key IoT challenges



Cisco's Industry Leading IoT Portfolio





Msheireb Connected Tram

Revolutionizing Travel with Seamless Connectivity and Real-Time Intelligence

Strategic business imperatives driving tram innovation



Service Quality Enhancement

Enhances transparency and real-time service information for customers, improving user satisfaction and optimizing fleet management.



Resource Allocation Optimization

Provides insights into passenger usage patterns, helping in resource allocation, planning, and safety monitoring. It could also optimize tram capacity management.



New Revenue Generation

Enables efficient remote diagnostics and maintenance, minimizing downtime and costs, while also generating revenue through digital advertising opportunities on the tram



Customer Loyalty Development

Providing complimentary Wi-Fi access enhances the overall passenger experience, which fosters loyalty and encourages repeat use of the tram services.



Operational Efficiency Improvement

Centralized monitoring amplifies decision-making and enables more proactive management of resources, increasing operational efficiency

Core requirements designed to drive significant value across key business areas

Publishing Train GPS Location for Tracking

People Counting Inside the Tram Using Camera

Extending Msheireb Wireless SSID to the Tram
(Corporate and Guest)



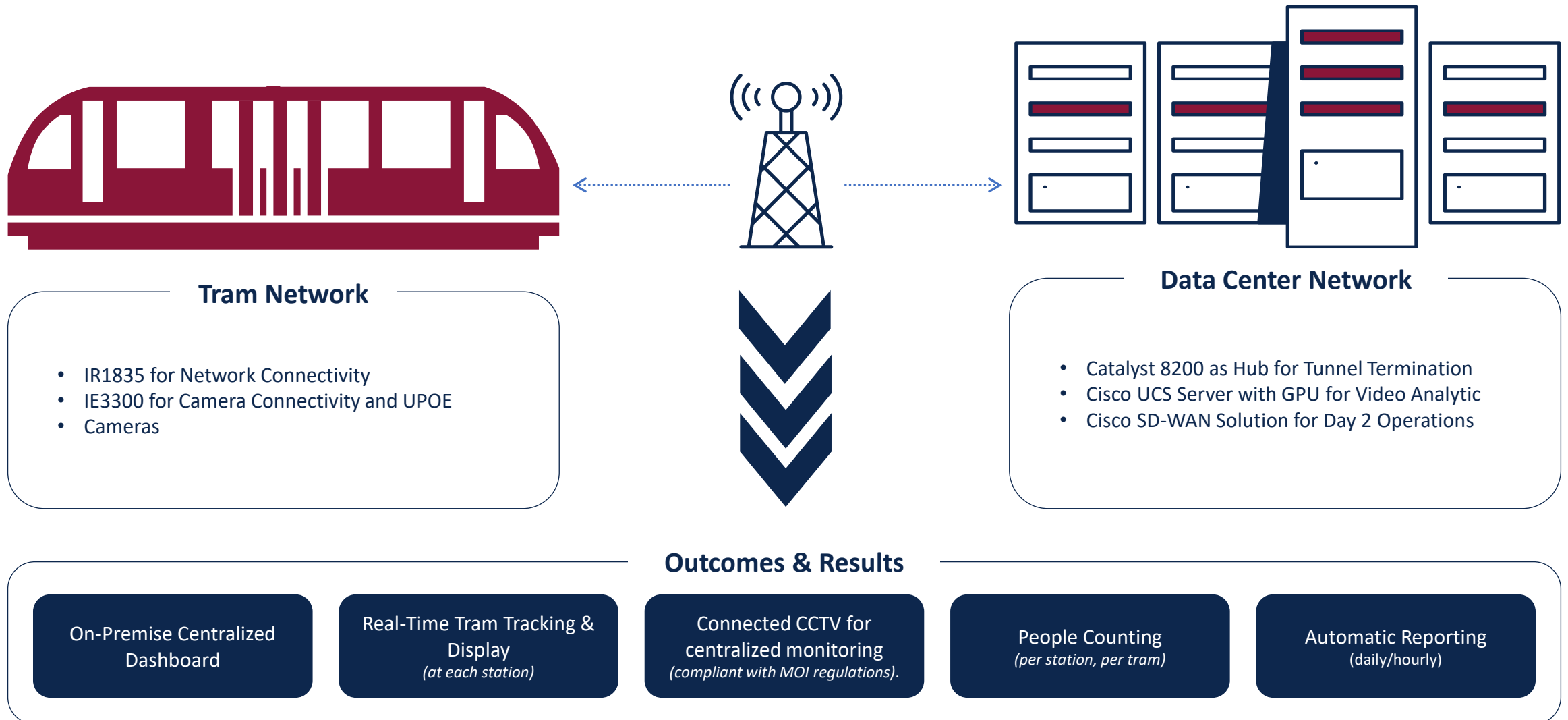
Inside Tram Connectivity - Remote
Management of Tram System and Control of
Onboard Devices⁽¹⁾

Transport Regulation Compliant (MoI & MoT)

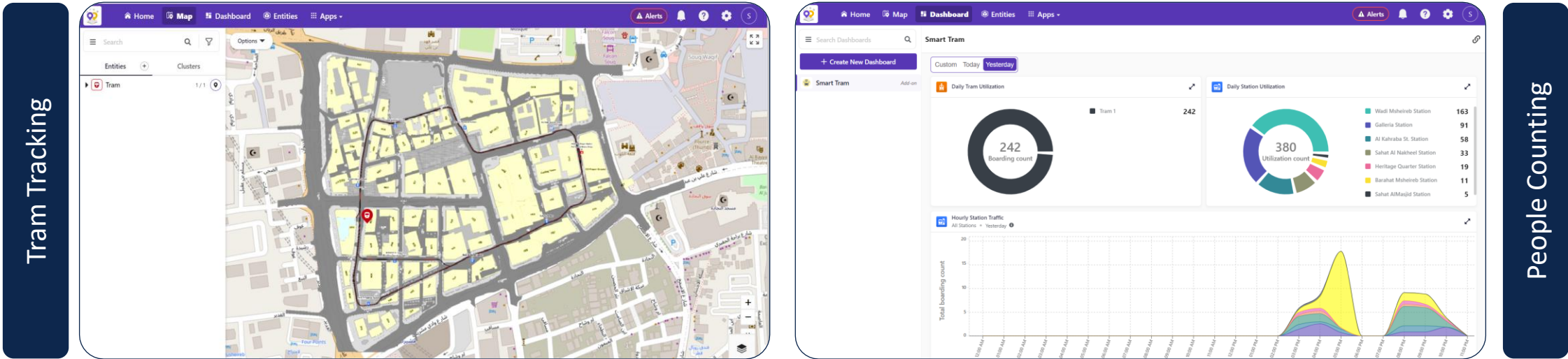
On-board Security Camera streaming

(1) Streaming Marketing promotion inside the Tram

A tram network connected via 5G to the data center, enhancing monitoring and efficiency



Live Insights Hub: People Flow, Tram Tracking, and Dynamic Reporting



Achieving **over 90% better results** with GPU analytics compared to camera analytics and manual counting

	Manual Count by Msheireb		Manual Count by Syook		Edge Camera Analytics Live				GPU Server Analytics Replay			
Date	Entry	Entry Accuracy	Entry	Exit	Entry	Entry Accuracy	Exit	Exit Accuracy	Entry	Entry Accuracy	Exit	Exit Accuracy
19-Sep	525	77%	679	679	762	88%	620	91%	627	92%	619	91%
20-Sep	1232	90%	1300	1300	2316	22%	924	71%	1337	97%	1280	98%
22-Sep	679	88%	765	765	871	86%	731	96%	751	98%	711	93%
25-Sep		0%	420	420	444	94%	388	92%	532	73%	463	90%
26-Sep	510	91%	556	556	558	100%	473	85%	587	94%	542	97%
27-Sep	286	85%	335	335	315	94%	272	81%	324	97%	323	96%



Port Digital Twin

Bridging the Physical and Digital for Predictive and Efficient Port Ecosystems



Pilot Summary

Pilot Objectives

- ✓ Technical Feasibility
- ✓ Building Capacity
- ✓ Stakeholder Engagement
- ✓ Identifying Gaps

Key Concerns @ Location

- ✓ Operational Inefficiencies
- ✓ Predictive Maintenance
- ✓ Supply Chain Visibility
- ✓ Energy & Water Management
- ✓ Workforce Management

Pilot Scope

- ✓ 15+ usecases implemented
- ✓ Complete 3D building visualization
- ✓ Connectivity coverage indoor / outdoor
- ✓ Deployment of tens of IoT sensors
- ✓ Integration with 3 operational systems

Pilot – Overview of completed usecases

Monitoring Select Employee's Location

Tracking & Alert on restricted area access

Sensing presence and space utilization

Waiting areas, Desks, Meeting Rooms, Server, Archive, and Control Rooms

Asset Tracking

Screens, Coffee Machines, Printers, Shredders, White boards, waste bins

Loading Bay Monitoring

Parking status and CCTV feed

Waste Management

Fill levels and alert on exceeding thresholds

Monitoring of Refrigeration Status

Status of freezer door, alert if lift open

HVAC Status & Temperature Monitoring

Pump Room, LV Room, Electrical Room, Battery Charging room

Water level and Flow Monitoring

Domestic and Process Water tank level and pipe flow status

SCADA System Monitoring

Live readings and alerts on thresholds

Generator System Monitoring

Live readings and alerts on thresholds

Battery System Monitoring

Live readings and alerts on thresholds

CCTV Monitoring

Ability to view live camera feed within digital twin for key operational areas

Wi-Fi Location Services

IoT Sensors & LoRaWAN

OT Integration

Driving Tangible Impact Across the Value Chain— Investment. Innovation. Skills.

Country Digital Acceleration

Unlocking the value
of digitization

Learn with Cisco

(Networking Academy, Learning & Certifications, Cisco U.)

Meeting the future head-on with
transformative tech learning

Global Industrial Offsets

Boosting trade through technology
sharing and job creation

Enterprise Learning & Growth

Growing our people results in
growing our business

Helping government leaders power an inclusive future by unlocking the value of digitization

Country Digital Acceleration (CDA)

57

countries

1,700+

projects since 2015

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Celebrating a decade of impact

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Power

sustainable communities and resilient economies

Transform

industries and digitize public services

Build

and protect critical infrastructure

Foster

innovation and develop the future workforce



