

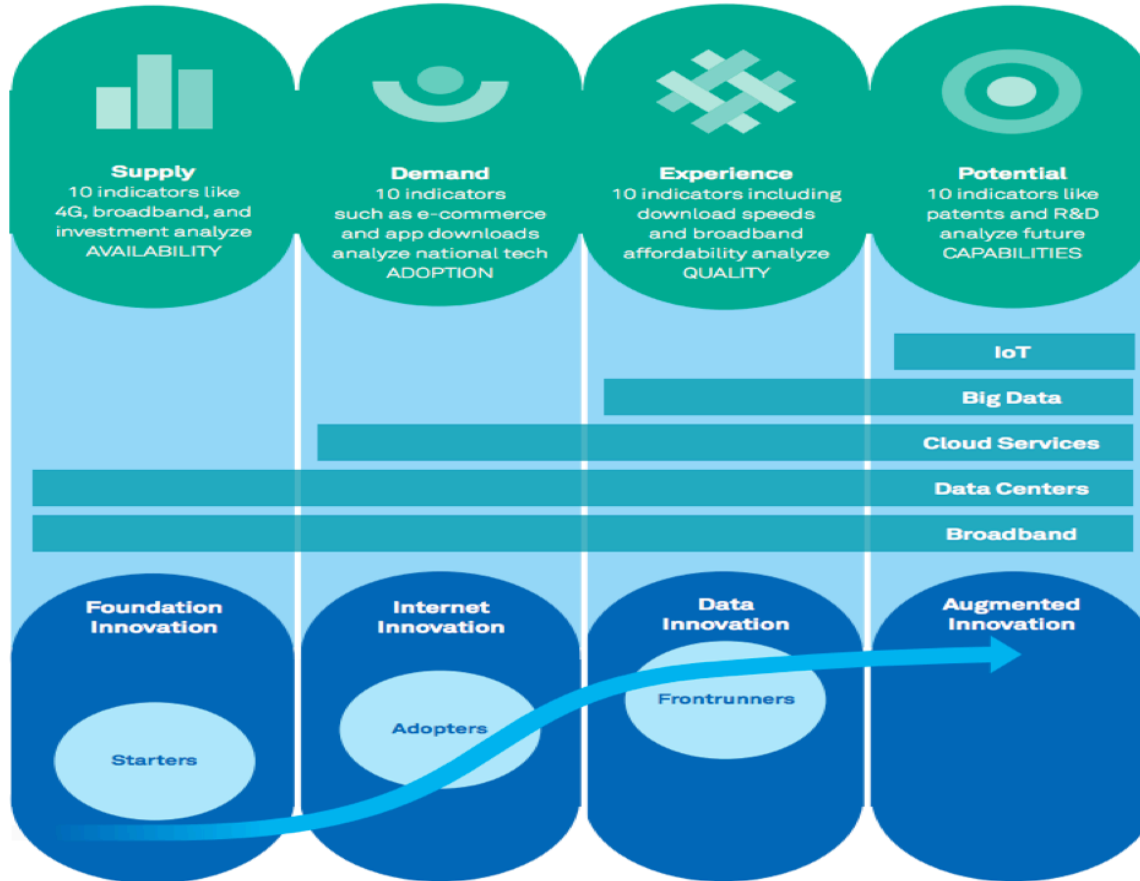
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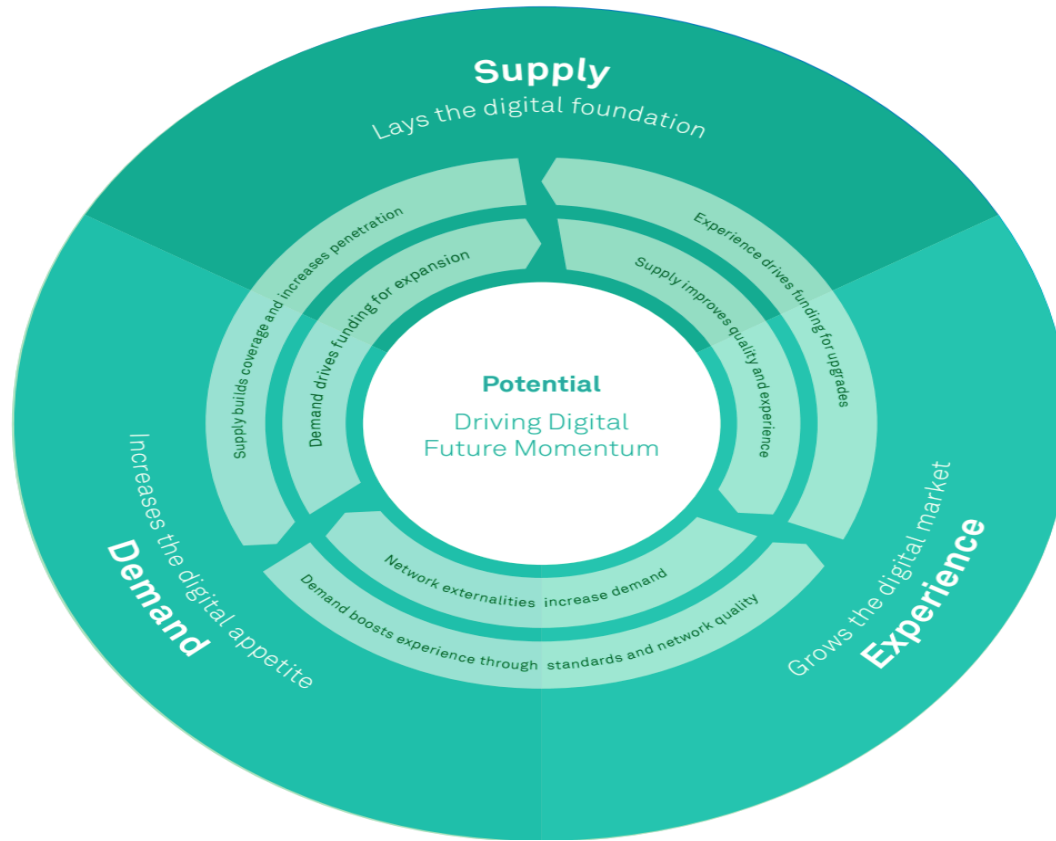
Smart and Sustainable Cities

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A snapshot of GCI 2016

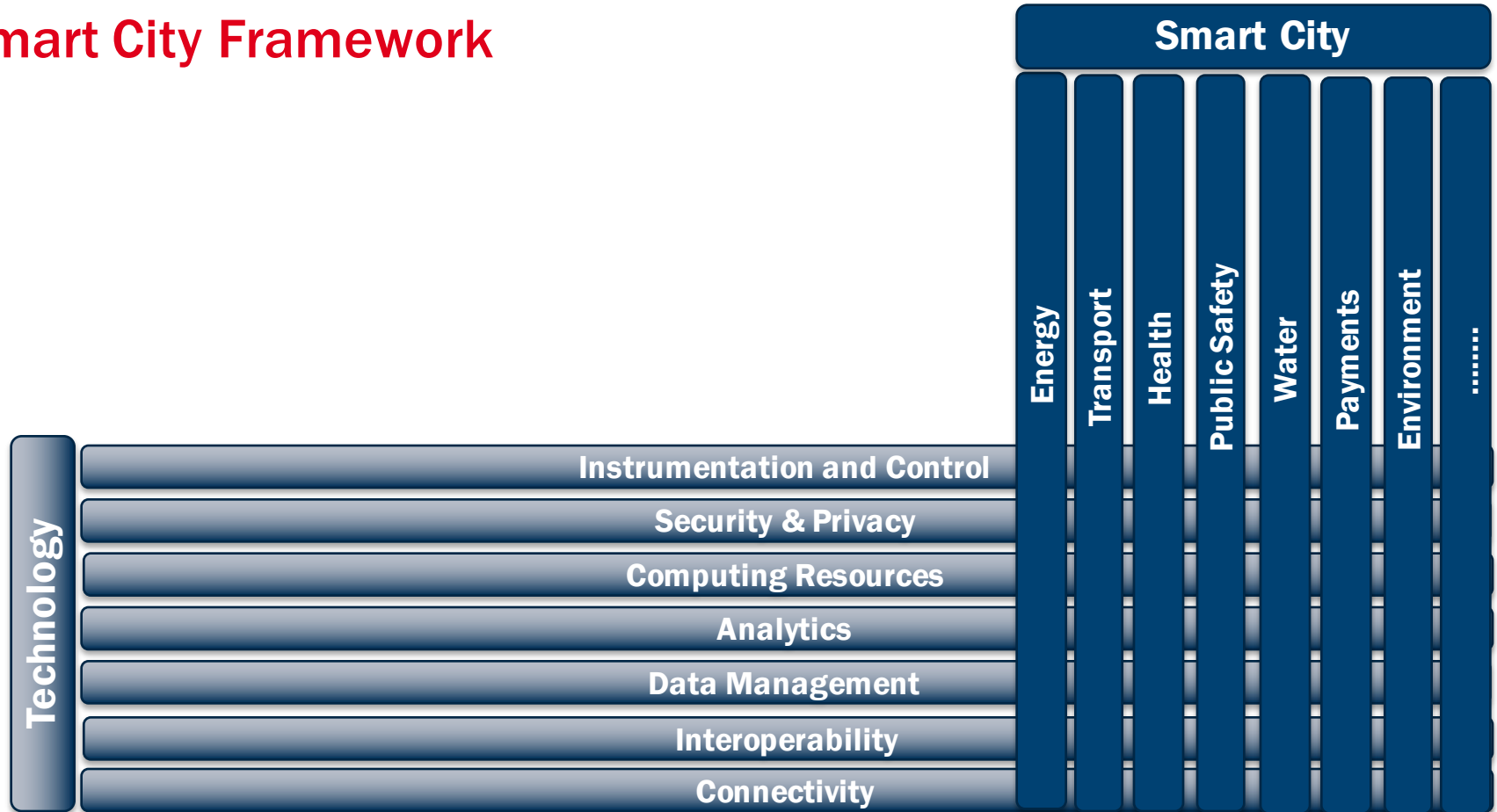




Supply – Demand - Experience

- ▶ Demand for ICT technologies grows with good user experience
- ▶ For businesses, the quality, value, and reliability of connections determines customer growth, spending, and loyalty
- ▶ Experience partly depends on request response speeds.
Other factors include affordability, download speeds on broadband, customer services, and the use and performance of DCs, big data analytics, and IoT.
- ▶ Investment in cultivating demand generally intensifies competition and increases funding to improve experience through better quality of service (QoS). When this happens, demand for services increases.

Smart City Framework



Grazie