

HOW MAXIMISE IOT OPPORTUNITIES IN SMART CITIES

CUSTOM RESEARCH SERIES

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STRATEGIC INSIGHT AROUND DISRUPTIVE TECHNOLOGIES

BUILDING COMPETITIVE ADVANTAGE



TecFutures

CUSTOM RESEARCH ANALYSIS ADVISORY

Four steps to develop your smart city strategy

IoT applications play a critical role in creating smarter, more sustainable, and liveable cities.

There are multiple opportunities for IoT suppliers as well as challenges in addressing these, and identifying areas of growth with lower competitive intensity is key to success.

Four Steps to Maximize Success in Smart Cities



See the full article at
www.tecfutures.com/blog

Five Drivers of Smart City Growth in 2024

The IoT smart city market is poised for significant growth and is expected to continue to expand in the coming years.

01

Rising Urbanization

The global trend of urbanization is driving the need for smarter and more efficient urban infrastructure and services that can support growing city populations

02

Technological Advancements

The global trend of urbanization is driving the need for smarter and more efficient urban infrastructure and services that can support growing city populations

03

Government Initiatives and Investments

Many governments and municipal authorities are investing in initiatives that often involve partnerships with technology companies and private sector stakeholders to develop and implement innovative IoT solutions

04

Environmental and Sustainability Concerns

Growing concerns about environmental sustainability, climate change, and resource depletion are driving the adoption of smart city technologies all of which affect the 'liveability' of cities as they grow

05

Demand for Better Services

Citizens and businesses increasingly expect access to high-quality public services, efficient transportation systems, and a safe and liveable urban environment

Where are the greatest opportunities in Smart City IOT applications ?

As the IoT ecosystem continues to evolve, innovative products and services tailored to the needs of urban environments are likely to emerge.

1 Smart Transportation and Mobility

- Intelligent traffic management
- Connected public transportation systems
- Smart parking solutions

2 Public Safety and Security

- Surveillance systems for public spaces
- Smart lighting and infrastructure
- Emergency response systems

3 Environmental Monitoring and Sustainability

- Air quality monitoring
- Waste management
- Smart energy management

4 Urban Planning and Infrastructure Management

- Smart building technologies
- Water management systems
- Asset tracking and maintenance

5 Citizen Engagement and Quality of Life

- Citizens to access information
- Smart public spaces
- Health and wellness

Three core challenges that smart cities face

Cities face similar challenges to large enterprises in many respects. However, they differ in that many smart city applications operate over a wide and diverse user base and in some cases necessarily deliver 'soft' benefits that may be harder to quantify – yet despite this they are required to follow correct project appraisal processes that in some respects may not be able to judge 'value'.

1

Business Case, Monetization, ROI

Smart city solutions promise to offer solutions to specific problems as well as broader socio-economic and environmental benefits. But smart city applications can also achieve less tangible and quantifiable benefits across 'quality of life' and 'liveability'

2

Scaling Up

Many applications fail at the demonstrator stage. It is often the case that smart city solutions span multiple city administration departments and convincing these departments to participate (and fund) can be difficult

3

Integrating Legacy Systems

Cities, like enterprises, face issues in managing a mix of legacy systems and applications alongside new technologies

Drivers of Market Strategy Success in Smart City

Three Essential Actions

- 1. Develop Comprehensive Solutions:** Instead of offering individual IoT components or devices, suppliers should develop comprehensive solutions.
- 2. Focus on Vertical Markets:** Identify key vertical markets within smart cities and develop specialized solutions.
- 3. Data Monetization:** Explore opportunities to monetize data generated by IoT devices.

Three Ways to Differentiate

- 1. Agility and Flexibility:** Offer customizable solutions that can be tailored to the unique requirements of urban environments.
- 2. Expertise in Compliance and Security:** Ensure that IoT solutions comply with regulations and standards related to data privacy, and interoperability.
- 3. Demonstrate ROI and Value Proposition:** Clearly articulate the return on investment (ROI) and value proposition of IoT solutions to city stakeholders

Three Components of Smart City Market Strategy

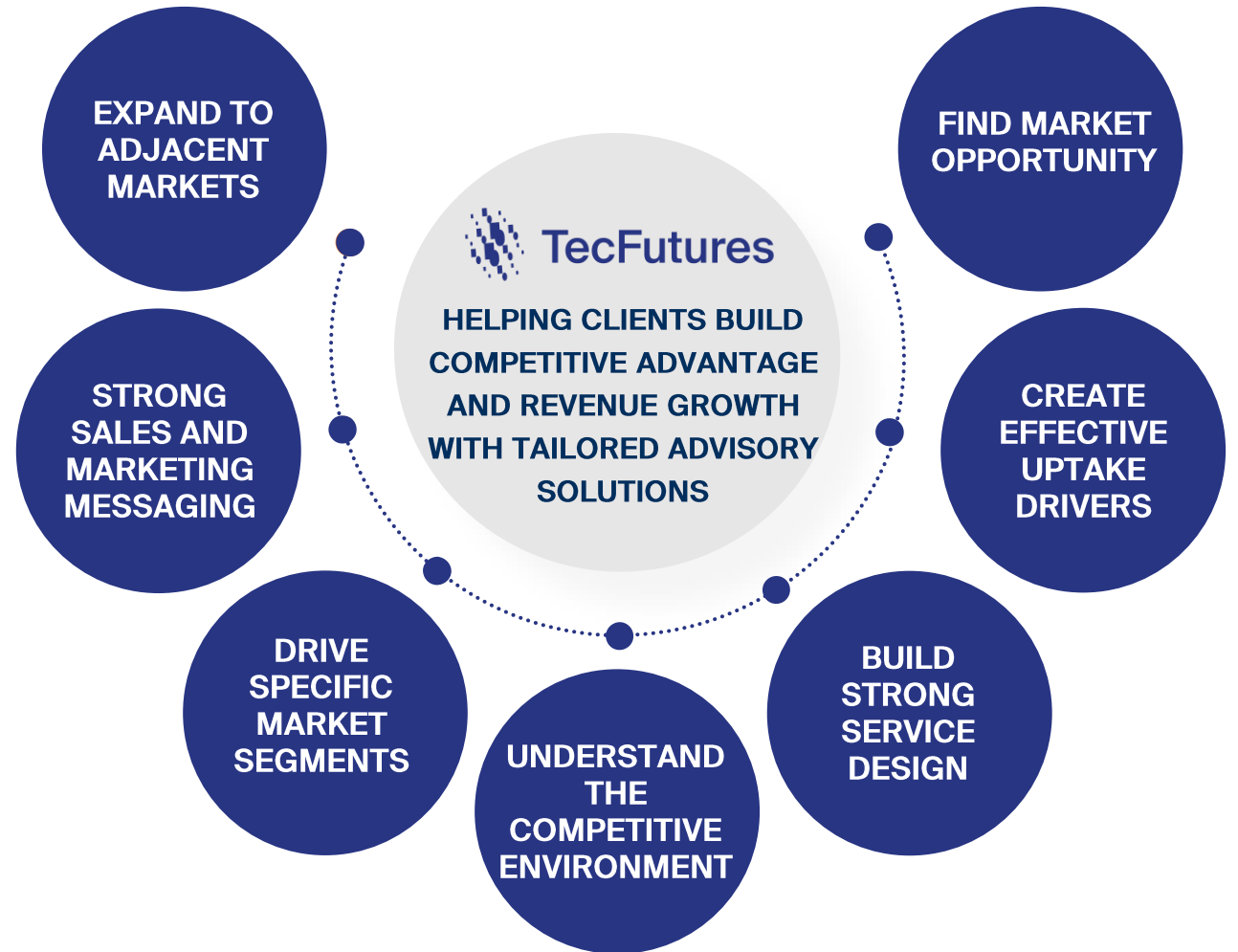
- 1. Subscription and Service-Based Models:** Offer subscription-based pricing models or as-a-service solutions that allow cities to pay for IoT services on a recurring basis.
- 2. Partnerships and Ecosystem Collaboration:** create a robust ecosystem of smart city solutions with other technology providers,
- 3. Long-Term Partnerships and Support:** Establish long-term partnerships with smart cities and provide ongoing support, maintenance, and software updates for IoT deployments.

Research and Analysis Can Drive Competitive Advantage at Many Points

Research based projects can contribute to a successful market strategy at many point in a product and service lifecycle.

Different processes and methodologies can be applied to generate insight. We collaborate with clients to understand:

- The project objectives
- The type of questions
- How the outcomes will be applied



What might a research-based consulting project look like?

4 main research project stages – every project is tailored to our clients needs

01

Discovery, desk research and design

- Discuss business goals and specific objectives
- Review research methodologies
- Design analytical frameworks
- Review and refine

02

Research implementation

- Implement one or more research methodologies
- Match methodologies to required insight
- Use initial findings to review and refine further research.

03

Detailed analysis and review

- Develop initial analysis
- Input to multi-stage methodologies
- Review with client, develop draft analyses
- Develop additional analyses

04

Tactical and strategic recommendations

- Develop actionable outcomes
- Create deliverables for multiple client stakeholders

Six Reasons to Work with TecFutures

1

Fifty years of senior consulting director experience with the leading firms

Experience from the world's leading firms - including Analysys Mason, Informa, Gartner, IDC, KPMG, and The Economist Group

2

Helping clients build competitive advantage and revenue growth with tailored projects

We deliver custom consulting projects that supports strategic insight and analysis to global technology ecosystem suppliers

3

Strategic insight into Enterprise needs and 'value-centric' opportunities

Strategic insight and analysis for global technology ecosystems on market challenges and opportunities, and creating competitive advantage

Internet of Things and transformation technologies

Leveraging our expertise on the internet of things and on opportunities presented by digital disruption and transformation technologies

4

Understanding of CSPs and Ecosystem players

Over the years, we have worked with a broad range of MNOs and MVNOs and market players. We understand their motivations and challenges and their aspirations in the IoT space

5

A growing team supporting you throughout

We value our client relationships deeply and design approaches that take full account of your needs and aspirations, keeping you informed of progress and developing sound advice and recommendations

6

Andrew Parkin-White Founding Partner

Andrew's goal is to support clients with their revenue growth by helping them to identify and monetize market opportunities. He does this by drawing on extensive experience in telecoms and digital technologies.

Most recently, he has focused on IoT and cellular digital verification. He works with clients to develop research, consulting and go-to-market solutions using a range of approaches and methodologies.

Clients can benefit from his wide-ranging track record with leadership roles in leading analyst firms and consultancies including Analysys Mason, Informa / Ovum and KPMG. Andrew is the former programme director for IoT at MEF



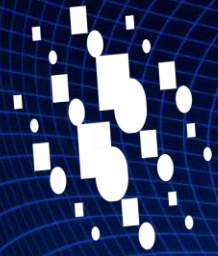
Phil Todd Founding Partner

Phil is a highly experienced Head of Research working globally across the Communications, Telecoms, Media, and Digital Technology sectors. His aim is to apply sound research design principles to drive client growth and competitive advantage.

Phil has specific experience in TMT product strategy, IoT applications, and technology risk and disruption.

Previously Phil worked at Gartner, The Economist Group, Omdia, and Analysys Mason, managing regional and global research teams. He has also worked as a Board Advisor to the Wall Street Journal CIO Network.

**Fifty Years of Unparalleled Senior
Research and Consulting Experience**



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