

SMART DUBAI

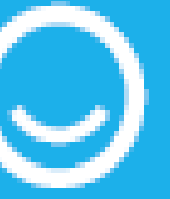
TOWARDS BECOMING THE HAPPIEST CITY ON EARTH

IoT Week 2017 Geneva

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**Our vision is to make
Dubai the happiest city
on earth.**





**Technology only builds
solutions. Great solutions
drive happiness.**

SD 2021 is a five-year strategy that focuses on *impact* rather than simply *enablement* to transform Dubai

2017



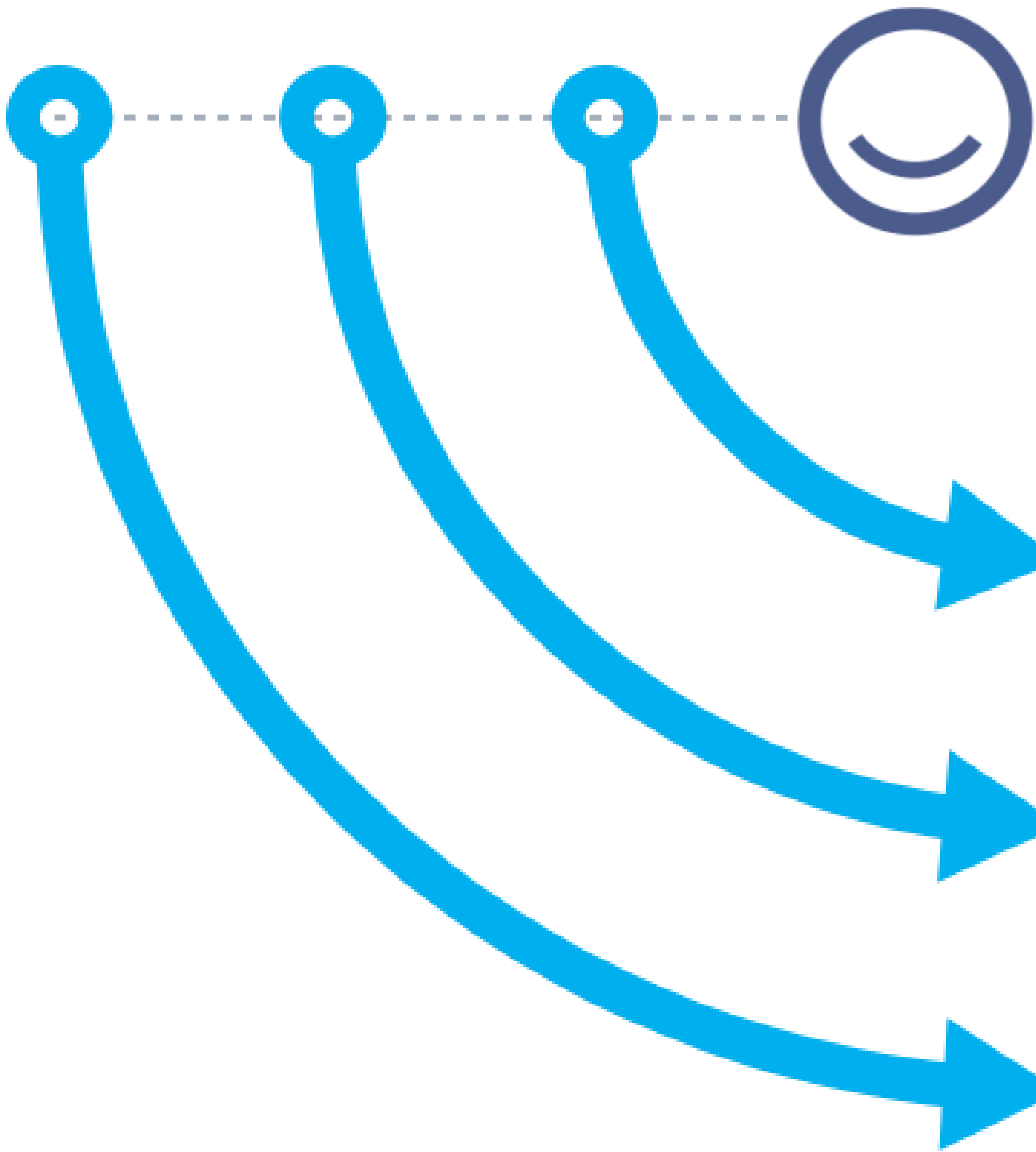
2021



Impact on the city will be measured along three areas

CITY STRATEGY IMPACT AREAS

Every strategic initiative and program contributing to our citywide transformation is evaluated against our impact areas, so that decision makers can focus time and resources on the most impactful projects.



CUSTOMER
IMPACT

When city services become **more efficient and seamless**, **saving time and money** while **delivering delightful experiences**



FINANCIAL
IMPACT

When **efficient city services** enable **cost savings in all industries** while **insights from data drive innovations** stimulate **economic growth**



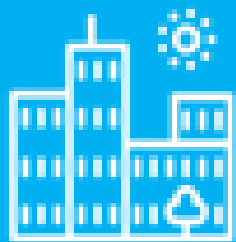
RESOURCE & INFRASTRUC-
TURE IMPACT

When city **resources, energy and infrastructure** are **sustainable and resilient**, a **clean and healthy environment** is maintained



SD 2021 defines six strategic objectives

SMART DUBAI 2021 STRATEGIC OBJECTIVES



*Smart Livable & Resilient
City*



*Globally Competitive
Economy Powered by
Disruptive Technologies*



*Interconnected
Society With Easily
Accessible Social Services*



*Smooth Transport Driven
by Autonomous & Shared
Mobility Solutions*



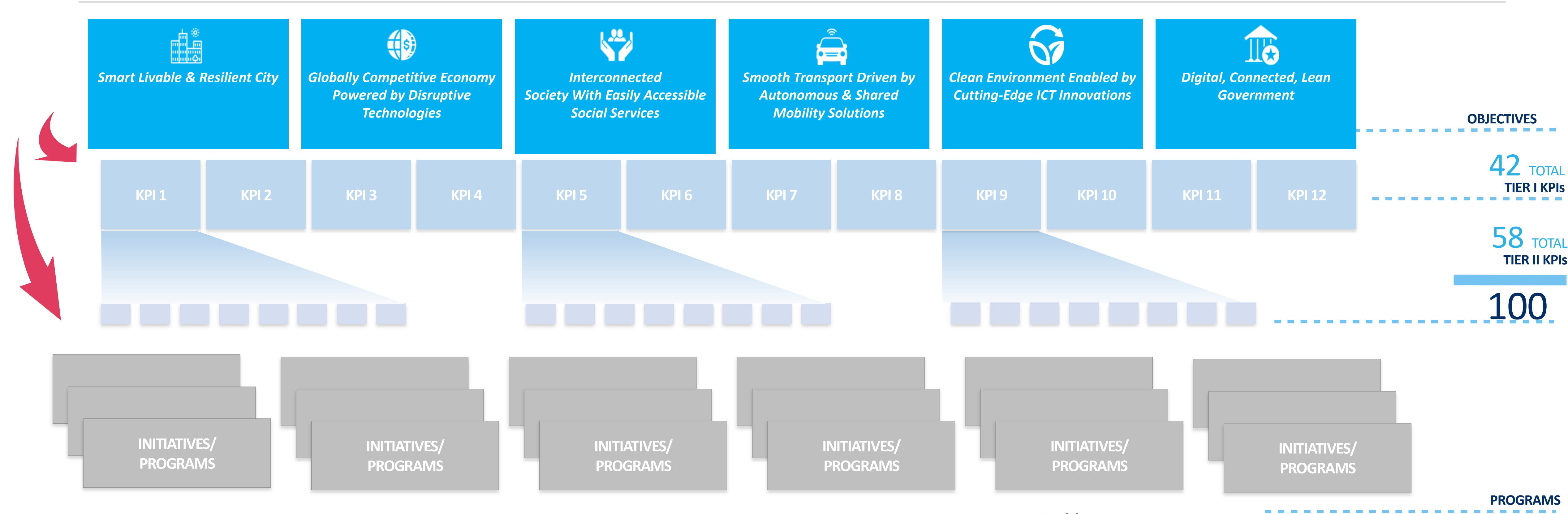
*Clean Environment
Enabled by Cutting-Edge
ICT Innovations*



*Digital, Connected, Lean
Government*



A two-tier KPI architecture is designed to measure programs progress towards city strategic objectives

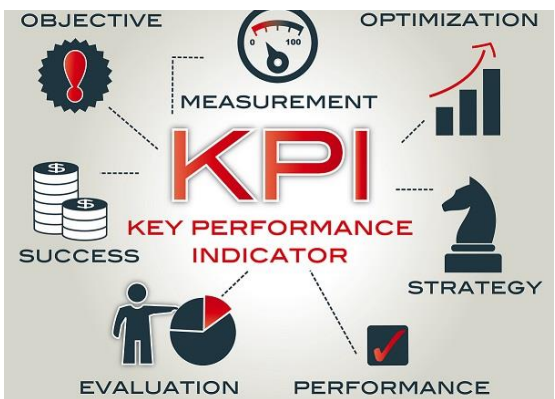


UN Sustainable Development Goals



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ITU & UNECE KPIs on Smart Sustainable Cities



#smartdubai



INITIATIVES



Three related initiatives were launched to support Smart Dubai Transformation, among others



Smart Livable & Resilient City



Globally Competitive Economy Powered by Disruptive Technologies



Interconnected Society With Easily Accessible Social Services



Smooth Transport Driven by Autonomous & Shared Mobility Solutions



Clean Environment Enabled by Cutting-Edge ICT Innovations



Digital, Connected, Lean Government

Dubai Data Initiative

Published the Dubai Data Law to pave the way for a new culture of data sharing and excellence in Dubai through a comprehensive data initiative



SMART DUBAI PLATFORM / KEY ENABLING TOOLS

SMART DUBAI PLATFORM



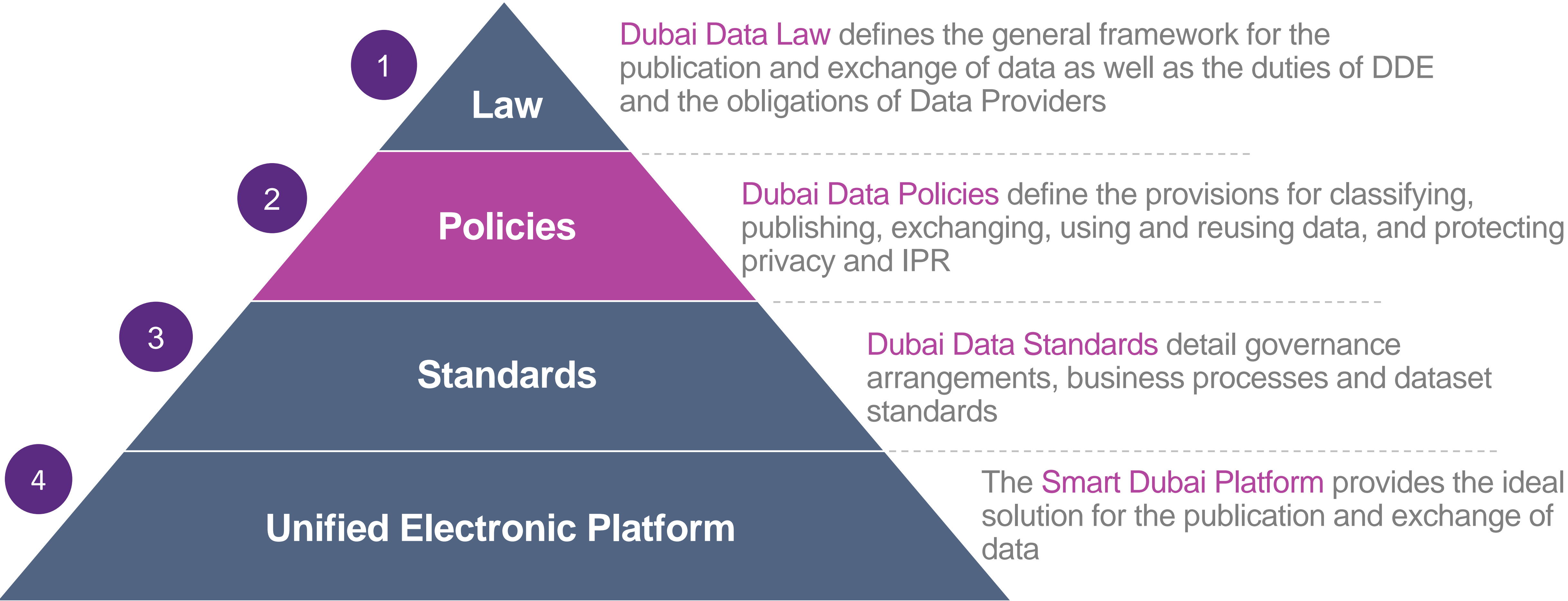
IoT Business Strategy Domains



#smartdubai



Dubai Data Initiative governs city data





Smart Dubai Platform is the new digital backbone powering Dubai's smart city transformation

SELECTED FEATURES:



**DASHBOARD AND
ANALYTICS TOOLS**



**DIGITAL ID SERVICES
(DUBAIID)**



**DIGITAL PAYMENT
GATEWAY (DUBAIPAY)**



**PLATFORM AS A
SERVICE (PAAS)**



**REAL-TIME / IN MEMORY
APP ENVIRONMENT**



**GEO-LOCATION DATA
SUPPORT**



**OPEN & SHARED CITY
DATA CATALOGUE**



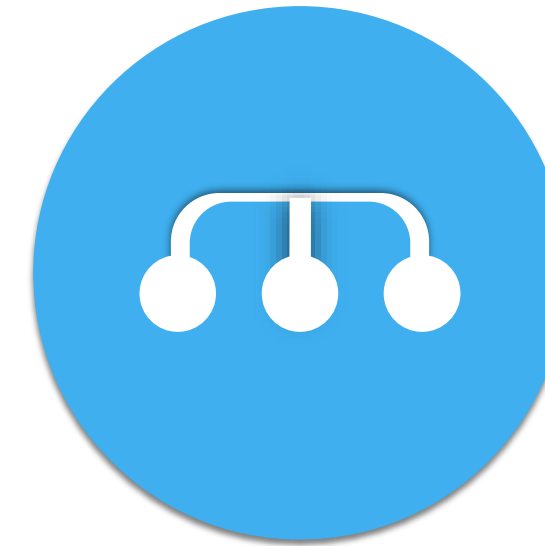
**IOT MANAGEMENT &
DATA AGGREGATION**

IoT Business Strategy

GOVERNANCE



MANAGEMENT



SECURITY



ACCELERATION

MONETIZATION



DEPLOYMENT



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