



Cisco Expo

Government Transformation and Smart & Connected Communities

Nairobi 28th to 29th June 2011

Tim Ellis, Director Public Sector

4 Major Transitions

- Definition of State – Evolution/Revolution
- Economic – Growth and Stability is Critical
- Technological – Collaboration, Cloud etc
- Demographic – Urbanization

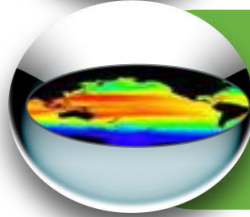
Government Challenges



Do more with **less** budget



Foster economic **growth** and employment



Empower **citizens** and include social minorities



Simplify **G2C** and **G2B** interaction



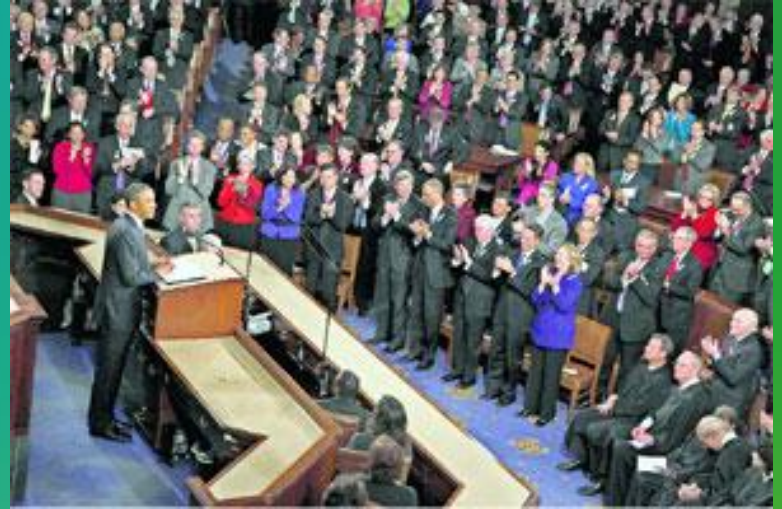
Make governments more **sustainable**

5 Major Opportunities

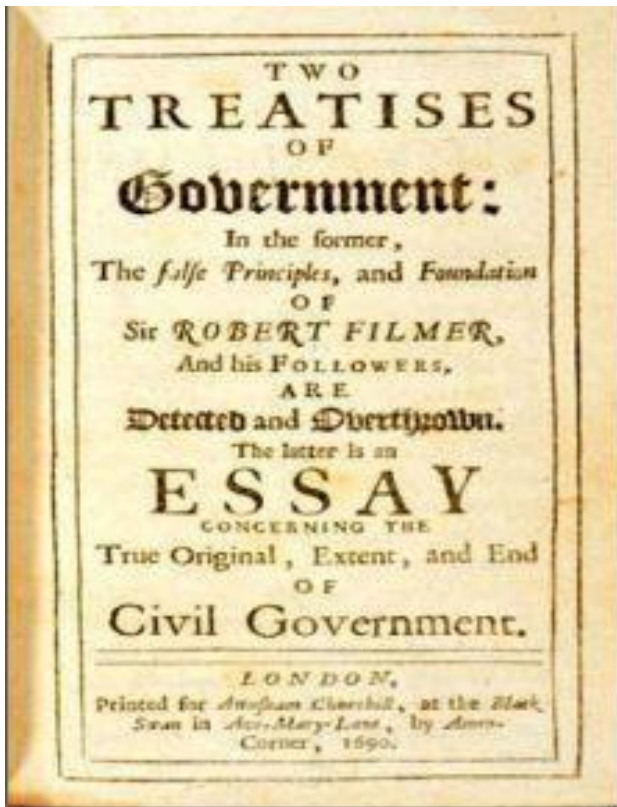
- Connectivity
- Collaboration
- Cloud
- Connected Communities
- Vertical Architecture



The rules have changed



- **The plan to “win the future” — spending in critical areas like education, Healthcare, high-speed rail, clean-energy technology and high-speed Internet to deal with the challenge from emerging powers like China and India.**
- **“We need to out-innovate, outeducate and outbuild the rest of the world.”**



18th Century

Liberal States
established

Rule of Law
replaces
Absolutism -

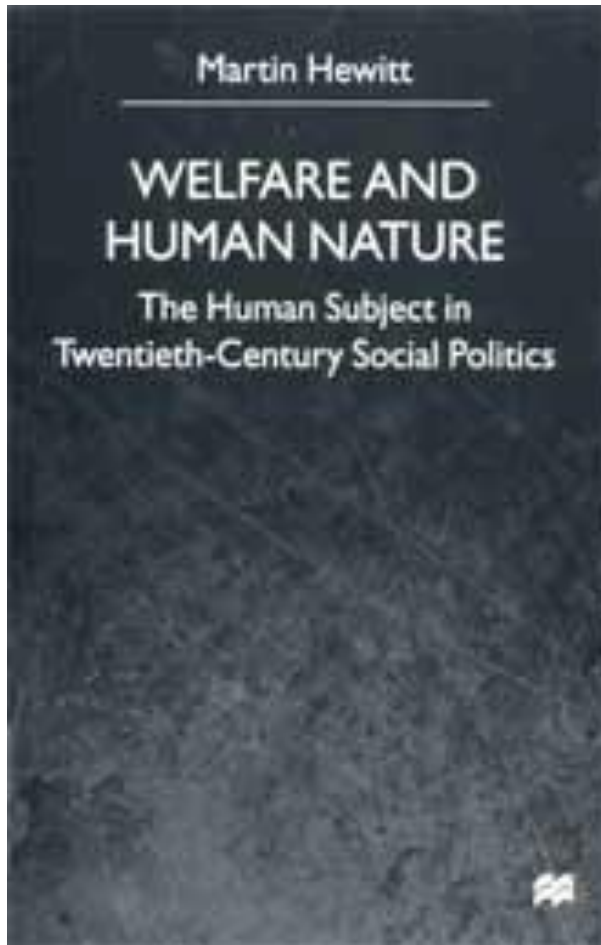
the principle of complete
and unrestricted power
in government



Democratic
principles
created

Influence
of Capital
increases

19th Century



Welfare
systems

Socio-
economic
focus of
governments

20th Century

THE E-STATE



The citizens fight back

Integrated Service Delivery

Citizen Access

Leadership and Governance

Common Capability

Cost Management

Performance

The E-State

Governments key ICT Issues

▶ Citizen Access

Improving Citizen Access and experience by delivering faster, more accessible and more consistent services, as well as improving public access to Government data and information

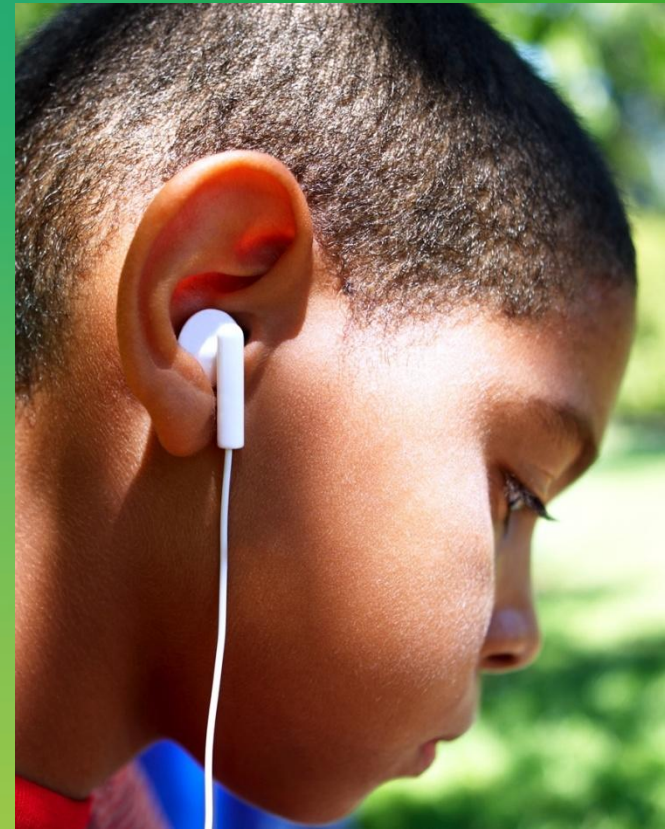


Governments key ICT Issues



Integrated Service Delivery

Cross departmental initiatives to deliver Integrated, Multi-Channel, Service Delivery across Government, as well as reduce duplication and standardize on architecture, systems and information.



Faster

Cheaper

More scalable

Access Anywhere and Anytime

Rural Inclusion

Personal data and digital

The E-State

21st Century Country Competitiveness:

Broadband
Stimulate SMEs
Energy consumption
Social Innovation

GovNet

E-Gov Apps

eBusiness

Video Surveillance

eDefense

CyberSecurity

**Cloud /
XaaS**

eHealth

Telemedicine

Virtual University

eTicketing

Air Traffic Control

eSustainability

Governance of the Country

*Efficiency
Urbanization
Public Safety
National Security*

Collaboration Social Media 112

Smart Grid / Smart Metering

Mobile Payment

Citizen Services

*Healthcare
Education
Transportation
Environment protection*

Cloud Computing in Government



The Government View

Why Cloud? Why Now?

- Lower total cost of IT
- Better cost control
- Deploy services faster
- Better align resources to needs
- Simplify IT operations
- New level of inter-agency collaboration

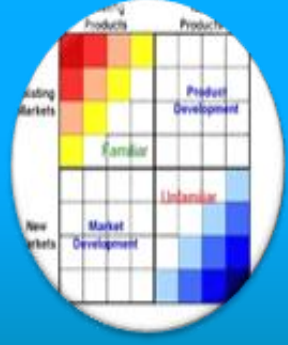


Emerging Markets Public Sector Portfolio



Strategic Planning

Board Participation
PS Strategy Development
IAP Planning



Market Development

EBC Funding
Centre of Excellence



Vertical Value Proposition

National Sec/Defence
Central Gov. / State Finance
Local Gov. / Public Trnsp.
Education
Healthcare



Architecture

Arch. Influence
Apps Ecosystem
Partner Accel.



Thought Leadership

Event participation
Customer Use Cases
Modern State



Business Models

Gov Cloud Services
Exchange Managed Services
ROI

Education

Our Priorities

Key Market Trends

- Broadband and basic connectivity
- Back-office operational efficiencies.
- Safeguard campus assets; Anti vandalism, drugs, violence
- Collaborative Learning - 24x7; anywhere, any screen
- Digital tools effective usage with local/distant students
- Equipped with HPC resources & Connected with National & Int'l Communities
- Digital management and distribution 24x7; anywhere, any screen

Customer Grouping:

- NRN
- Higher Education (Private and Public)
- K-12

Strategic and Cluster Accounts: Value Proposition and TL materials

- Connected Schools / Campus
- Safe & Protected School (Video Surveillance/Physical Sec; UC; Digital Signage)
- Virtual Classroom (Webex connect/meeting)
- E-Learning Studio (Tandberg-Video Enabled Classroom)

Healthcare

Key Market Trends

- Combination of aging demographic and “youth boom” in Africa.
- As the middle class grows, so do waistlines and other chronic diseases
- Public Sector hospitals are of poor quality with the population looking to private health coverage when/if possible financially.
- Healthcare is always a political win.
- Concept of Health Services Exchange will provide a significant advantage

Our Priorities

Customer Grouping:

- Ministry of Health
- Public and Private Hospitals
- University Clinics
- Military Hospitals

Strategic and Cluster Accounts: Vertical Value Proposition

- Cisco Health Presence
- Connected Hospital (Medical Grade Network)
- Connected Clinic

Central Government / State Finance

Key Market Trends

- Governments adjusting to shrinking budgets and resources
- From parallel networks to unified government networks (GovNet)
- Sharing of infrastructure and resources → community cloud and shared services
- Transform legacy infrastructure to support more citizen-centric services
- Increase productivity and organizational agility
- Cancellation of large CAPEX projects; increased focus on OPEX

Our Priorities

Customer Grouping:

- Min of ICT / Telecom
- Min of Foreign Affairs
- Min of Finance
 - Tax Authority, Customs, Social Security and State Treasury

Strategic and Cluster Accounts: Vertical Value Proposition and best practices

- GovNet (Secure)
- Private Cloud/ Share services
- Collaboration Solutions / Video
- DC / Virtualization

Smart + Connected Communities



Four Megatrends that will change the worlds



Developed Countries'
Labour Forces
Substantially Age and
Decline



Population Growth
Increasingly
Concentrated in
Emerging Countries



Economic Power
Shifts to Developing
Nations



World's Population
Becomes Urbanized

The Benefits of Smart + Connected Communities

Within 20 years, a city of 5 million can drive



City
Revenues
+\$15B



GDP
Growth
9.5%



Energy
Efficiency
+30%



New jobs
375,000

One Common Infrastructure



Smart+Connected Communities Worldwide

Proof of Concepts



Kuwait: Al Hamra Tower



Seoul: Personal Travel Assistant



Amsterdam: Smart Working Centres



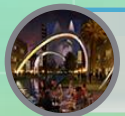
Cisco on Cisco



NYC: Yankee Stadium



Singapore EPIC



Qatar: Gate Building

Greenfield Cities



Abu Dhabi: Masdar



South Korea: Songdo



China: Chongqing



India: Lavasa

Revitalisation



Toronto



San Francisco



Barcelona



Holyoke



Colorado: Connected Communities Initiative



Cape Town – City Broadband

Function & Duties Cape Town Municipality

- ☐ . Electricity
- ☐ ☐ Water and Sanitation
- ☐ ☐ Solid Waste
- ☐ ☐ Roads and Stormwater
- ☐ ☐ Public transport
- ☐ ☐ Public Housing
- ☐ ☐ Local Economic Development
- ☐ ☐ Primary health services
- ☐ ☐ Emergency Services
- ☐ ☐ Municipal Policing
- ☐ ☐ Urban Planning and Environment
- ☐ ☐ Sport and Recreation
- ☐ ☐ Libraries

Thank you.



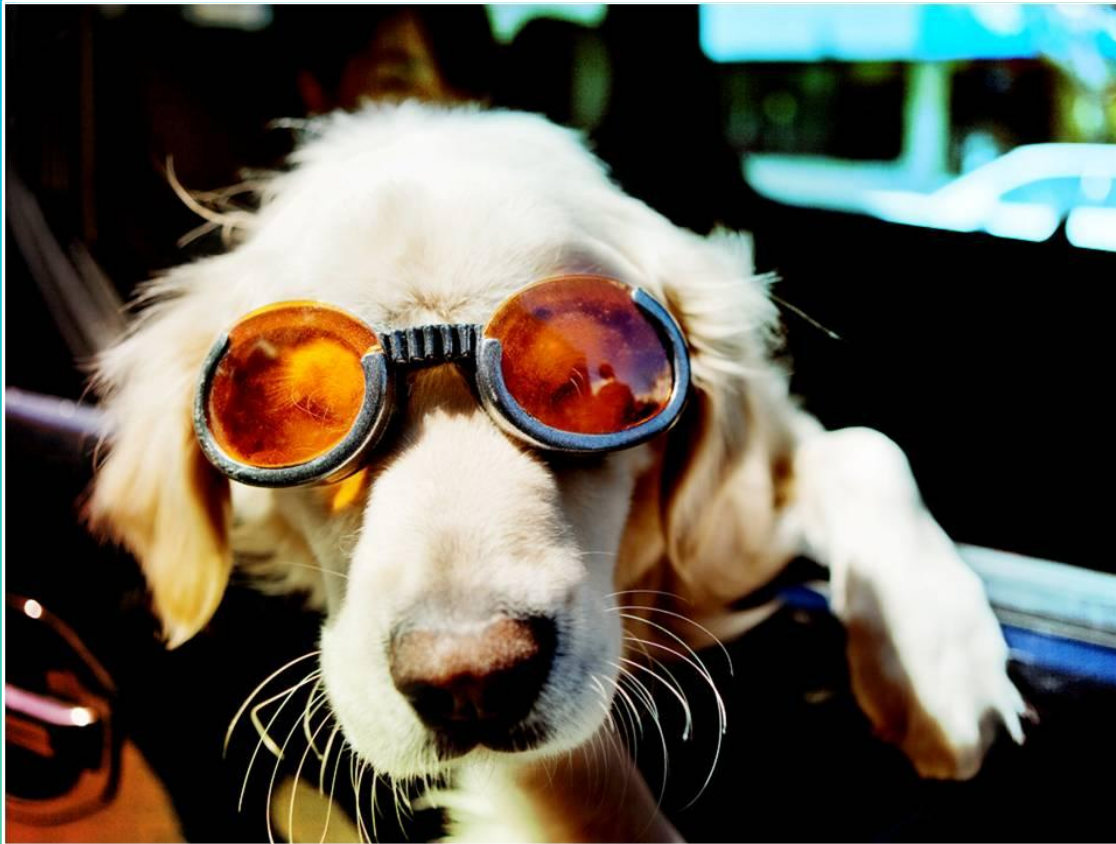


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