**HIGHLIGHTS**

**Goal:**
- Reverse the net outflow of citizens from the city, decrease crime, and attract more businesses by transforming Drancy into a leading technology and commerce center through investments in new networking and collaborative tools.

**Solution:**
- Fiber network managed by Cisco Nexus 7000 series switch to enable virtualization, data center growth, and high performance, complemented by more than 300 CCTVs across the city and a host of modern collaboration tools.

**Results:**
- Attracted a new site for Eurocopter to the area, which will result in 750 new jobs
- Attracted top engineering school, which will bring 1,700 students and 200 professors to the area
- Reduced crime by 30 percent to become the second-safest suburb of Paris

**CUSTOMER PROFILE**

- **Customer:** City of Drancy
- **Background:** Drancy, France is a suburb with a population of about 66,000. Located about six miles northeast of Paris, Drancy is undergoing a transformation in the 21st century to modernize its city and make itself the most innovative place to work and live in France.
- **Region:** France
- **Industry:** Public Sector
- **Employees:** 1,500
- **Business Issue:** Network-based transformation of city services

**HARNESSING THE POWER OF PARTICIPATION TO BECOME FRANCE’S MOST INNOVATIVE COMMUNITY**

Drancy, a suburb of Paris, has become one of the most innovative cities in France by embracing the power of participation. Thanks to forward-thinking leaders and a comprehensive business transformation initiative based on Cisco networking technology, Drancy’s citizens are connecting to schools, local government, and healthcare centers, while new businesses and schools are coming to town.

Ten short years ago, Drancy was one of the poorest cities in France with a dearth of business. Crime-ridden streets and a lack of jobs caused a net outflow of citizens. Residents, schools, and hospitals had limited access to the Internet and other modern technologies, and the IT organization had to forego new technology initiatives due to an insufficient, aging infrastructure.

Cisco worked with Drancy as a strategic partner to understand their goals and identify an architectural approach that encompassed data center and virtualization solutions, collaborative technologies including Cisco TelePresence, and the installation of France’s largest closed circuit TV (CCTV) system.

Mayor Jean Christophe Lagarde explained: “Our city has become a hub for high tech industries and higher education through the advent of new networking technologies. We owe a debt of gratitude to Cisco for its support of our city’s transformation, in terms of both superior technology and the creation of real business value.”
CISCO ARCHITECTURES ENABLE INNOVATION AND OPERATIONAL EXCELLENCE

Building on an untapped fiber network, Drancy revamped its data center with a Cisco Nexus 7000 switch and used virtualization to reduce energy consumption by an estimated 3.3 gigawatts over three years. It has boosted operational efficiency, while being able to scale up bandwidth and connected devices.

Drancy optimizes its IT investment by sharing its data center and technologies with nearby municipalities, new companies and schools. Eurocopter, the largest turbine helicopter company in Europe, is opening a new site in Drancy; its data center and technologies with nearby companies in Europe.

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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