CISCO BUSINESS TRANSFORMATION SERIES

DRANCY CASE STUDY

CUSTOMER PROFILE

Drancy

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**

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

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

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 that will create 750 jobs, work for 275 local contractors and customers for local businesses. A top engineering school will attract 1,700 students and 200 teachers.

All municipal buildings, schools and one-quarter of residences now have network access, while some 1,400 elderly residents and 7,000 primary school students have received computer education.

The network also supports more than 300 CCTV cameras along with Cisco Physical Access Manager and Cisco Video Surveillance Manager. National and municipal police can access a real-time video feed while on patrol using connected notebook computers.

"CCTVs are as important to the cops as their cars," noted Mayor Lagarde. Referring to Drancy's 30 percent drop in crime rates, he continued, "The crime rate has dropped significantly, and now Drancy is one of the safest cities in the area."

HARNESSING THE POWER OF PARTICIPATION

Today, parents connect with teachers online and see their children's homework. Citizens engage local government using social media tools, for better, more personalized service. New apartment tenants use Flip cameras to record building inspections.

"With collaboration tools like WebEx, TelePresence, desktop virtualization, and VoIP phones, our employees can work just as effectively from home as from the office," said David Larose, CIO of Drancy. The IT workforce has doubled in the past decade without requiring additional office space, saving about 12,000 Euros per teleworker. Approximately 20 percent of Drancy's off-site meetings are now virtual, saving time and reducing pollution.

Cloud-based applications including open source email and Web mail have reduced costs by about 6,000 euros per year and improved service levels. Citizens now enjoy a cloud-based system for scheduling appointments at the city's health care center, where previously 25% of callers were lost waiting on hold.

SUCCESS IN A NEW ERA

Drancy will continue to balance the expectations of next-generation workers with the need for efficiency. "These young people will expect personalized Web content, lightning-fast query response time, sophisticated video conferencing capabilities, portals rather than websites—all the innovations that technology has to offer," explained CIO Larose. "Working closely with Cisco, we will satisfy these requirements while continuing to contain operational expenses."

Concluded Larose: "With Cisco, there are no trade-offs. We can capture value from technology transitions, and still operate as a lean and efficient city government to help ensure an excellent quality of life for our citizens. We aim to make Drancy the most innovative city in France, and we are confident that Cisco can help us do this."

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