Cities in the Cognitive Era

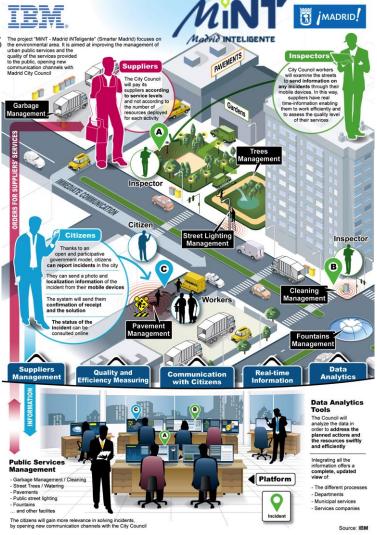
Dr. Alexey Ershov Vice President, Smarter Cities Europe, IBM Corporation

May 19, 2016



Madrid uses analytics to cut costs and support outcome-based maintenance contracts

- Service providers paid for quality, not activities
- 1,500 daily inspections tracking 300 KPIs
- Incentive to innovate and optimize resource deployment
- 6% reduction in cost of city services
- 10-20% reduction in IT costs
- Citizen collaboration

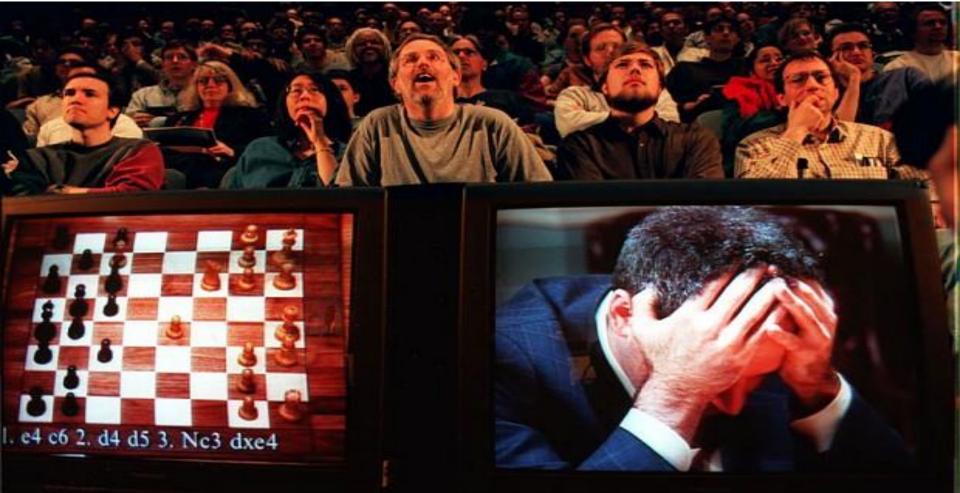




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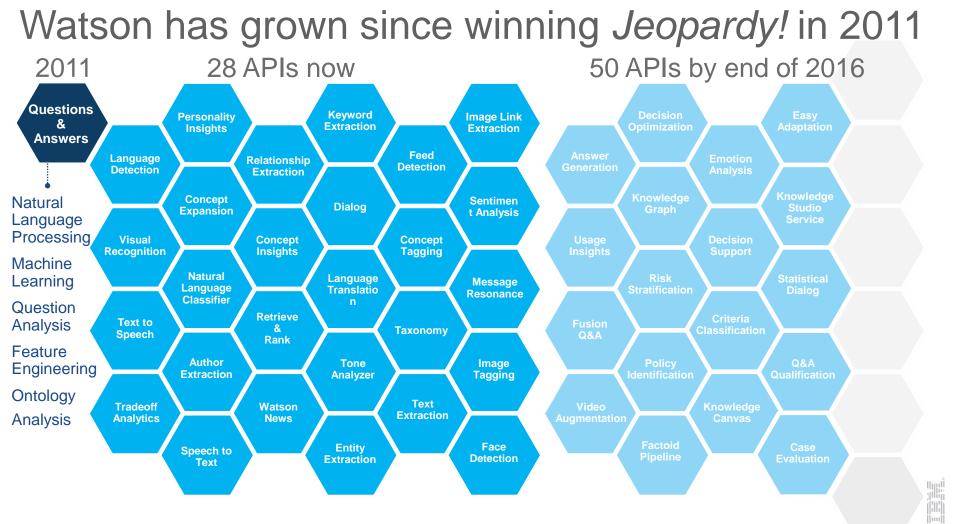
In 1997 IBM Deep Blue made history by defeating Garry Kasparov in chess



In 2011 IBM Watson made history by defeating two best players in Jeopardy!













"In fact, the business plans of the next 10,000 startups are easy to forecast: **Take X and add AI**. This is a big deal, and now it's here"

 Kevin Kelly (founding executive editor of <u>Wired</u> magazine)



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