



Waterfront Toronto

A portal with social tools puts a community at the forefront of the smart cities movement

Overview

The need

As an intelligent and innovative community, Waterfront Toronto needed a portal with social capabilities to link all stakeholders and support an exceptional quality of life.

The solution

Teaming with IBM Premier Business Partner Element Blue, LLC, Waterfront Toronto deployed the New Blue Edge community portal powered by SoftLayer® cloud and IBM Connections social business software.

The benefit

The solution enhances Waterfront Toronto's efforts to build a smarter city and improve residents' quality of life. It showcases the community to potential participants, visitors and entrepreneurs.

Waterfront Toronto is the steward for revitalization of Toronto's lakefront area. Initiated in 2001 to manage the transformation of 2000 acres of brownfield lands into beautiful, sustainable mixed-use communities and dynamic public spaces, it is one of the world's largest revitalization projects.

A need for social collaboration

Waterfront Toronto aims to be a model intelligent community, which means developing a community where people live, learn, work and play in a seamless, technology-enabled environment. After deploying an ultra-high-speed fiber-optic network and IBM Intelligent Operations Center software for city management, Waterfront Toronto turned to creating a social network. It sought the best way to link present and future residents, retailers, students, partners and staff using online interactions and apps that would enhance the quality of life while showcasing the community as a model of innovation in sustainable development, urban design and advanced technology.

At Waterfront Toronto, the New Blue Edge community portal is the centerpiece of digital information and social networking. "Our strategic engagement with stakeholders and with IBM and Element Blue helps to crystallize our vision as an intelligent community," says Kristina Verner, director of intelligent communities at Waterfront Toronto.



Enter the New Blue Edge community portal

Working with IBM and IBM Premier Business Partner Element Blue, LLC, Waterfront Toronto deployed the New Blue Edge community portal, an instance of Element Blue's Community Hub portal. It is powered by the SoftLayer cloud on bare metal servers, yielding infrastructure savings and the benefits of a more agile software service. New Blue Edge also includes IBM® WebSphere® Portal software, while IBM Connections software provides an overlay of social tools such as profiles and communities. Ease of integration will make it simple for entrepreneurs to offer innovative digital content and services such as wellness advice and an online marketplace.

Delivering an exceptional web experience

Though it has only recently gone live, the New Blue Edge portal enhances Waterfront Toronto's reputation as a smart cities thought leader. Its intuitive interface, apps and tools improve residents' quality of life by delivering an exceptional web experience and linking the community for social collaboration. Its dynamic content showcases the community to would-be residents, visitors and business owners. Ease of software integration is expected to attract digital entrepreneurs to help make the portal financially self-supporting. IBM Web Content Manager software makes it easy to publish content, while cloud-based technology simplifies IT management.

Solution components

Software

- IBM Connections
- IBM® WebSphere® Portal
- IBM Web Content Manager
- SoftLayer®

IBM Business Partner

- Element Blue, LLC

For more information

To learn more about IBM Connections, IBM WebSphere Portal, IBM Web Content Manager and SoftLayer cloud software, please contact your IBM marketing representative or IBM Business Partner, or visit the following websites:

- ibm.com/software/products/conn
- ibm.com/developerworks/lotus/
- ibm.com/cloud-computing/

To learn more about IBM Premier Business Partner Element Blue, LLC, please visit the following website: elementblue.com



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