



## Vodafone España S.A.U.

*Cloud-based service brings innovation-driven economic development and efficiency to smaller cities*

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Madrid, Spain

[www.vodafone.es](http://www.vodafone.es)

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### Solution Components

- IBM® InfoSphere® Information Server
  - IBM Intelligent Operations Center
  - IBM MobileFirst™ Platform
  - IBM Maximo® for Transportation
  - IBM Cloud Orchestrator
  - IBM Infrastructure Suite for z/VM® and Linux
  - IBM zEnterprise® BC12
  - IBM Storwize® V7000
  - IBM TS3100 Tape Library Express®
  - IBM Systems Lab Services and Training
  - IBM Software Services
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Based in Madrid, Spain, Vodafone España S.A.U. (Vodafone Spain) offers mobile communications services in 26 countries. The company, a unit of UK-based Vodafone Group plc, has 206 million customers.

### The Opportunity

Attracting and harnessing the energy of innovation—especially in cities—is imperative for economic growth and development. Building the connected ecosystems required to jump-start digital innovation can mean major up-front costs, which is why smaller cities have had a harder time making the business case. Vodafone Spain sought to rewrite that formula by creating a new line of business offering smarter cities services to smaller cities.

### What Makes It Smarter

Vodafone Spain created a low-cost, cloud-based service offering that empowers cities to gather real-time data from remote sensors, make efficient, fact-based decisions and engage citizens at a deeper and more personal level through mobile technology. By creating a repeatable, pay-as-you-go service model that cities can deploy incrementally, Vodafone Spain is helping lay the foundation for big-time efficiency and innovation in Spain's smaller cities.

### Real Business Results

As a cloud-based infrastructure, the solution reduces the cost for small cities to implement connected-city programs by more than 90 percent as compared to traditional smarter cities programs. The fact that it's configured as a repeatable managed service creates a new revenue stream for Vodafone Spain. More broadly, the solution promotes intensified digital innovation activity, leading to accelerated economic development and more efficient municipal services.



## For More Information

Please contact your IBM representative or IBM Business Partner.  
Visit us at [ibm.com/infosphere](http://ibm.com/infosphere).

To learn more about Vodafone España S.A.U., visit  
[www.vodafone.es/particulares/es](http://www.vodafone.es/particulares/es).

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*“Working with IBM will allow us to jointly create new innovations that will enable smaller cities to break through and enhance their economic competitiveness.”*

— Antonio Fernández, regional Andalusia director

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