

# IBM Metro Pulse

## Powered by Watson

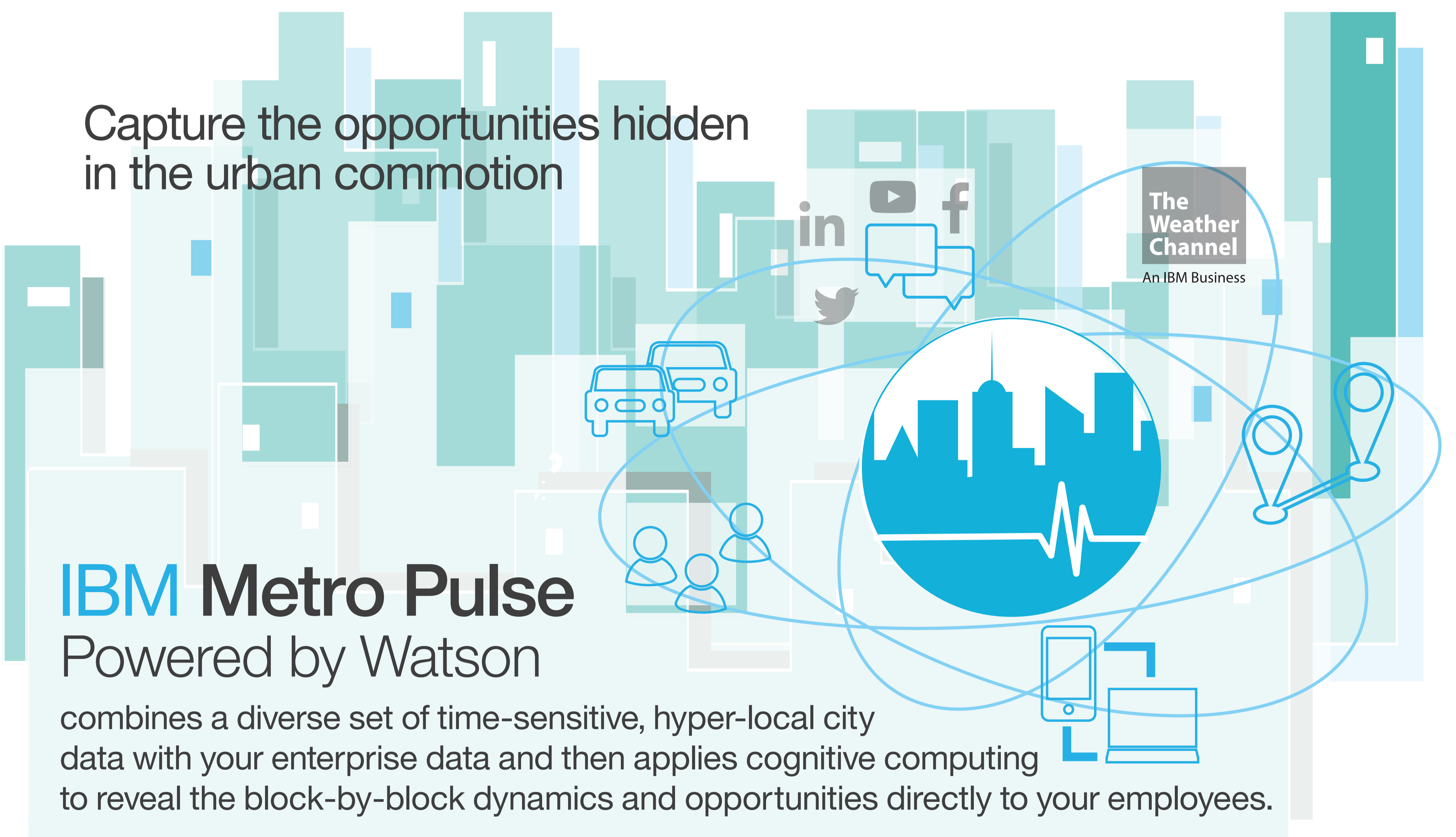


**50%** of the world's population lives in urban environments today<sup>1</sup>

**70%** of the world's population will live in urban environments by 2050<sup>2</sup>

Urbanization is a powerful force, bringing together **people, places and opportunities**

Capture the opportunities hidden in the urban commotion



## IBM Metro Pulse

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combines a diverse set of time-sensitive, hyper-local city data with your enterprise data and then applies cognitive computing to reveal the block-by-block dynamics and opportunities directly to your employees.

### By understanding

the net effect of multiple signals, this cloud-based service can help you identify and capture pockets of opportunities.

*How do I optimize distribution?  
Fleets? Routing?*

*Which products do customers in this neighborhood buy most?*

*Where should we locate our next ATM?  
Hotspot? Retail store?*

*How will weather affect local insurance claims?*

*How will Saturday's parade and forecast for rain change sales of ice cream along the route?*

Learn how you can harness the heartbeat of a neighborhood with IBM Metro Pulse Powered by Watson.

[ibm.com/metropulse](http://ibm.com/metropulse)

1, 2 United Nations, Department of Economic and Social Affairs, Population Division (2014). "World Urbanization Prospects: The 2014 Revision, Highlights," <http://esa.un.org/unpd/wup/Publications/Files/WUP2014-Highlights.pdf>