Accelerate City Planning with Cloud

Highlights

- Economics of computing are changing; city agencies and departments are gaining access to world-class computing power

- IBM Cloud solutions for City Planning accelerate innovation with advanced, secure and always up-to-date solutions in the cloud

- The IBM Cloud portfolio for City Planning includes solutions from inventory management to traffic control to city operations

- IBM offers best-in-class SaaS applications to accelerate innovation and focus on goals instead of IT deployment

The number of companies using the cloud for significant innovation is projected to double between 2012 and 2015[1]. And a recent IBM global study reveals that leading companies use SaaS beyond a cost-saving deployment option to deliver something even more compelling: competitive advantage[2].

For City Executives and Planners, this trend represents an opportunity to accelerate delivery of new services and value for citizens and agencies—leveraging information across and beyond city agencies and departments; helping municipalities of all sizes anticipate problems and coordinate resources to deliver exceptional service to their citizens. Challenges, such as traffic congestion, energy usage, public safety, and the building of sustainable communities are top of mind.
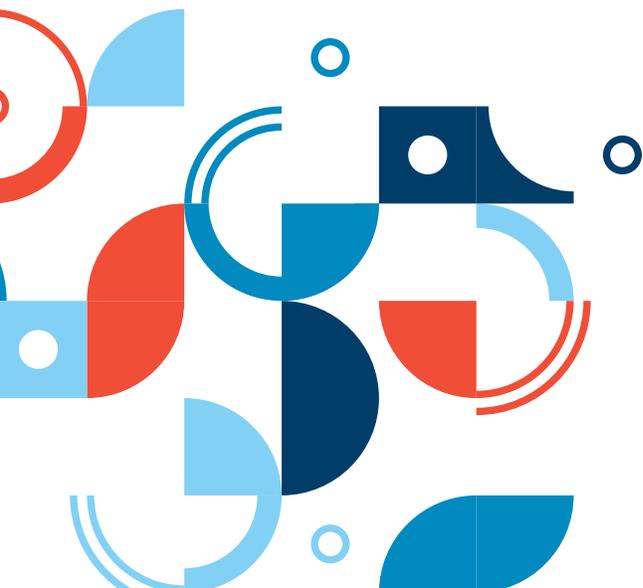
Using technology services that may have previously been prohibitive because of cost, skills, or dependencies on IT, planners can have predictive analytics and visualization tools to help city and regional managers make better decisions about daily operations, or help improve public transit operations by identifying and correcting event, performance and scheduling issues.

The Power to Innovate

IBM Cloud solutions for City Planning accelerate innovation with access to advanced, secure and always up-to-date solutions in the cloud. Now, managing water, transportation and energy more efficiently can be as simple as tapping into the IBM Cloud, where solutions are readily available to help deliver business process innovation, insight and business results.

1 Source: Berman, Saul J. Dr., et al. 2012, *The power of cloud-driving business model innovation.* IBM Institute for Business Value.
2 Source: IBM, *Champions of Software as a Service, How SaaS is fueling powerful competitive advantage* (IBM CAI, 2014)

IBM Cloud solutions for City Planning can accelerate city planning and help:
- Coordinate resources and processes to rapidly and effectively respond to issues
- Manage city incidents and view reports across systems
- Provide city-wide coordination in the planning and execution of events
- Anticipate problems to minimize the impact of disruptions or potentially costly infrastructure outages

IBM has a suite of subscription-based SaaS solutions just for city planning—from inventory management to traffic control to city operations, and more. These solutions include:
- **IBM Intelligent City Planning and Operations on IBM SmartCloud:** provides predictive analytics and visualization tools to help city and regional managers make better decisions about daily operations.

Other IBM Cloud solutions for City Planning include:
IBM Intelligent Operations Center on IBM SmartCloud®
IBM Intelligent Transportation on IBM SmartCloud
IBM Intelligent Water on IBM SmartCloud
IBM Maximo® Inventory Insights

Visit the IBM Cloud marketplace to explore SaaS solutions for city planning.
ibm.com/cloud/marketplace

Focus on business, not IT deployment

IBM offers best-in-class SaaS applications that help City Executives and Planners accelerate innovation and focus on business goals rather than IT deployment. IBM is a global SaaS leader with over 100 applications—supported by IBM Cloud data centers around the world—and delivering the enterprise-grade security, availability and elasticity you expect from IBM.

IBM presents a wider range of SaaS options than any other provider, combined with a broad set of options for deployment. These encompass a unique portfolio of SaaS solutions that accelerates business process innovation, delivers business analytics at the point of impact, and enables collaboration by creating and linking business networks.

For more information

Learn more about the IBM Cloud SaaS solutions portfolio today:
- Visit: **ibm.com/saas**
- Call: 1-877-426-3287
- Follow **@ibmsaas** and **#ibmsaas**
- Speak with your IBM representative or business partner