Convene
Collaborate
Cross boundaries

IBM

Improving economic competitiveness and vitality

A smarter approach to economic vitality

Riz Khaliq, Director . Global Public Sector and Smarter Cities

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Three Questions

- What makes a nation, a region or a city a compelling place to live, work and do business?
- What makes a business want to relocate, stay, expand or grow in an area?
- What is the right balance of initiatives to achieve citizen satisfaction and sustained competitive advantage in the marketplace?

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Populations in Transition

From 40% to 50% **to 70%**

From 5% to 7% **to 16%**

From **43%** to 22% to 3%

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Economies in Transition

The world economy is going through a major structural shift

The global **commodity**

Asia

The **CAPITAL** flows

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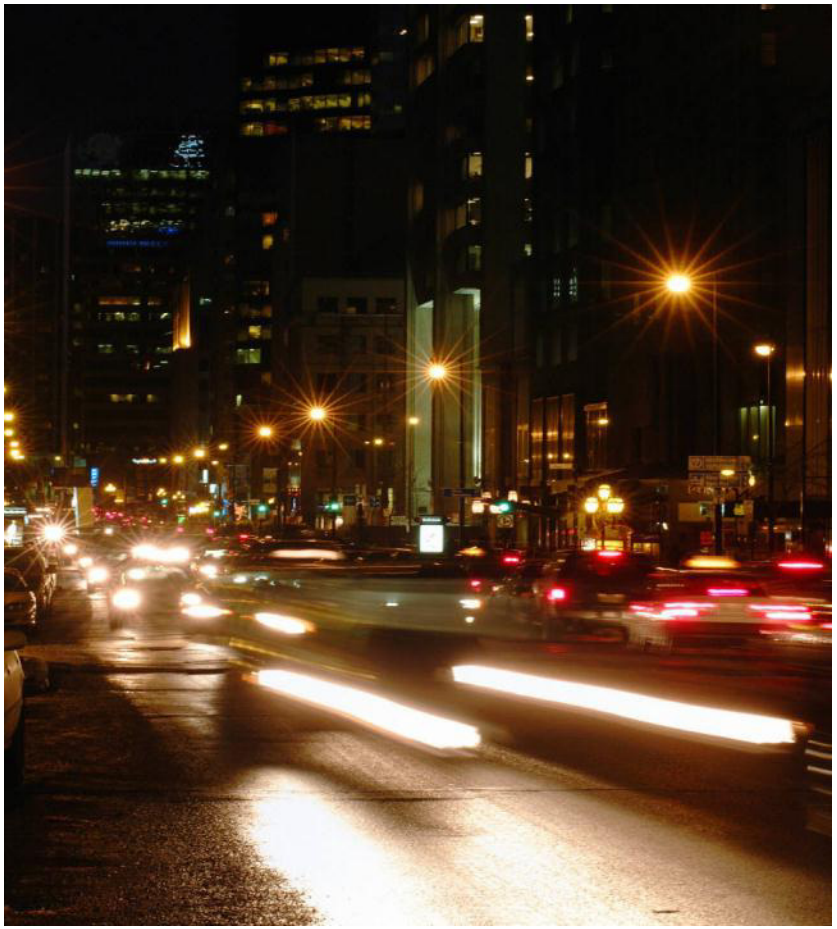
The challenges facing nations, regions and cities …

- Creating conditions to ensure businesses relocate, stay, expand or grow
- Achieving citizen satisfaction and sustaining competitive advantage in the marketplace
- Moving beyond traditional and unsustainable tax and consumption

… All in an environment of change, risk assessment and rapid decision making



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But opportunities exist to create and sustain competitive advantage

- Harness the power of data and analytics and coordinate resources and processes for improved effectiveness
- Creation of new industries and transformation of existing sectors
- Positioning as pioneer locations for development and piloting of new solutions / opportunities

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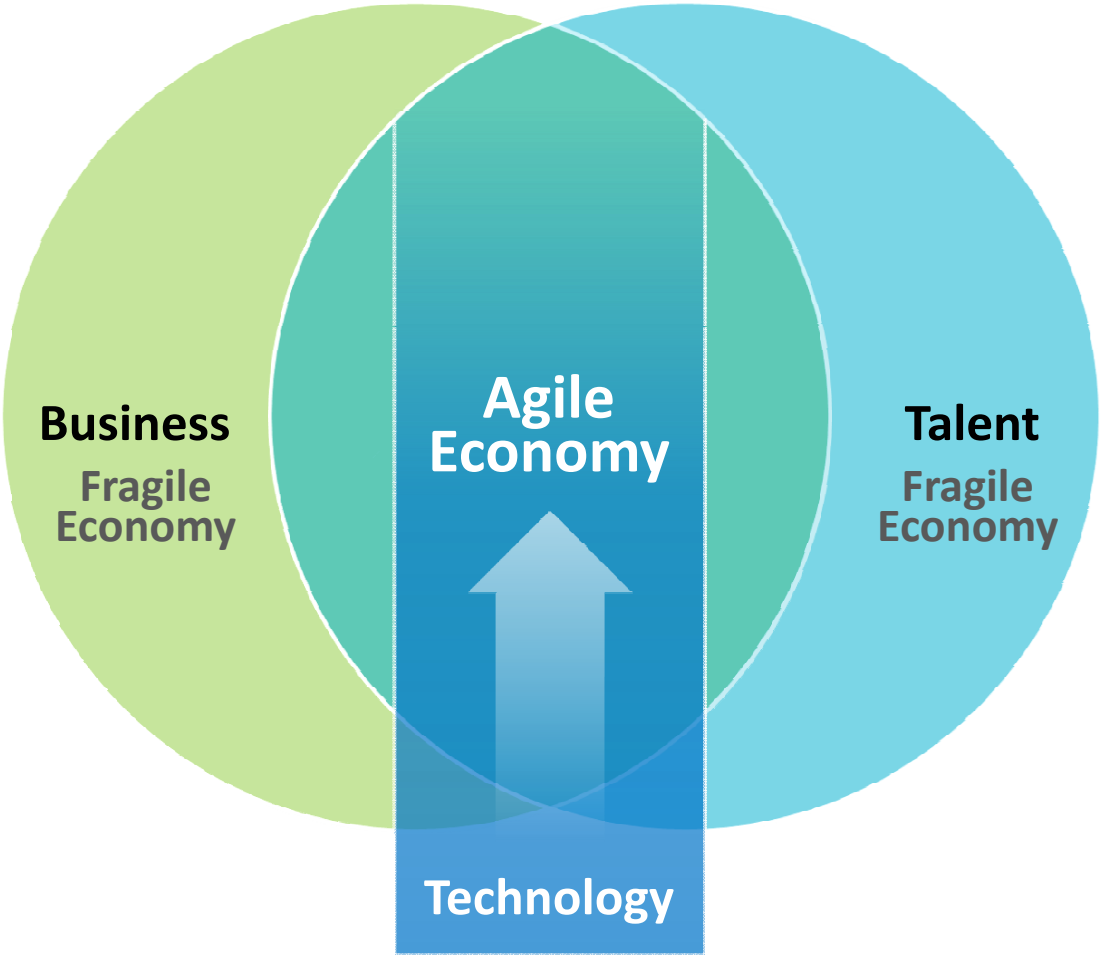
The three drivers of an agile economy

Long term sustainable economic vitality is shaped by the value creation of people and businesses, leveraging technology as an accelerator for growth



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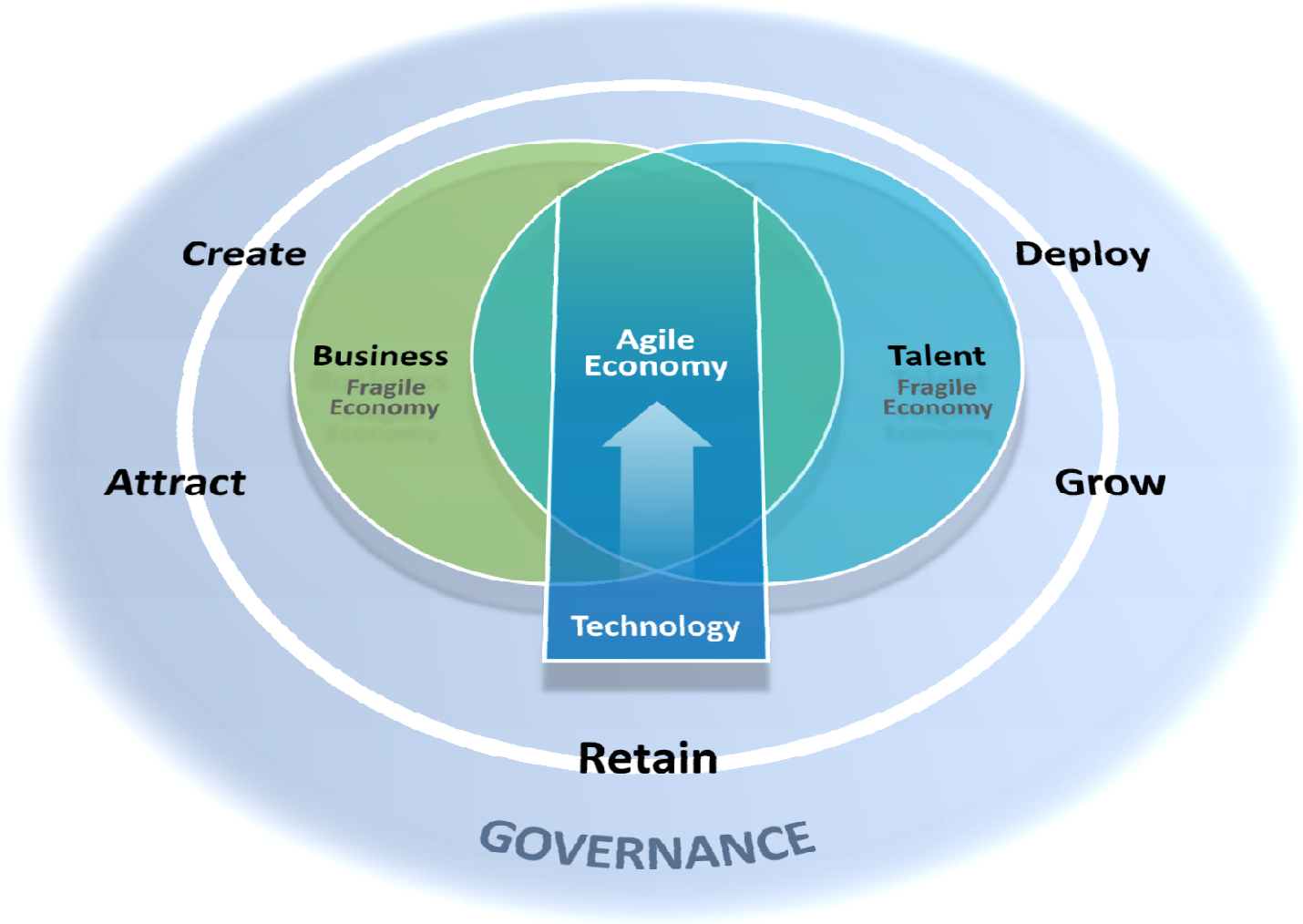
Attraction, creation, deployment, growth and retention

Enabling business, talent and technology



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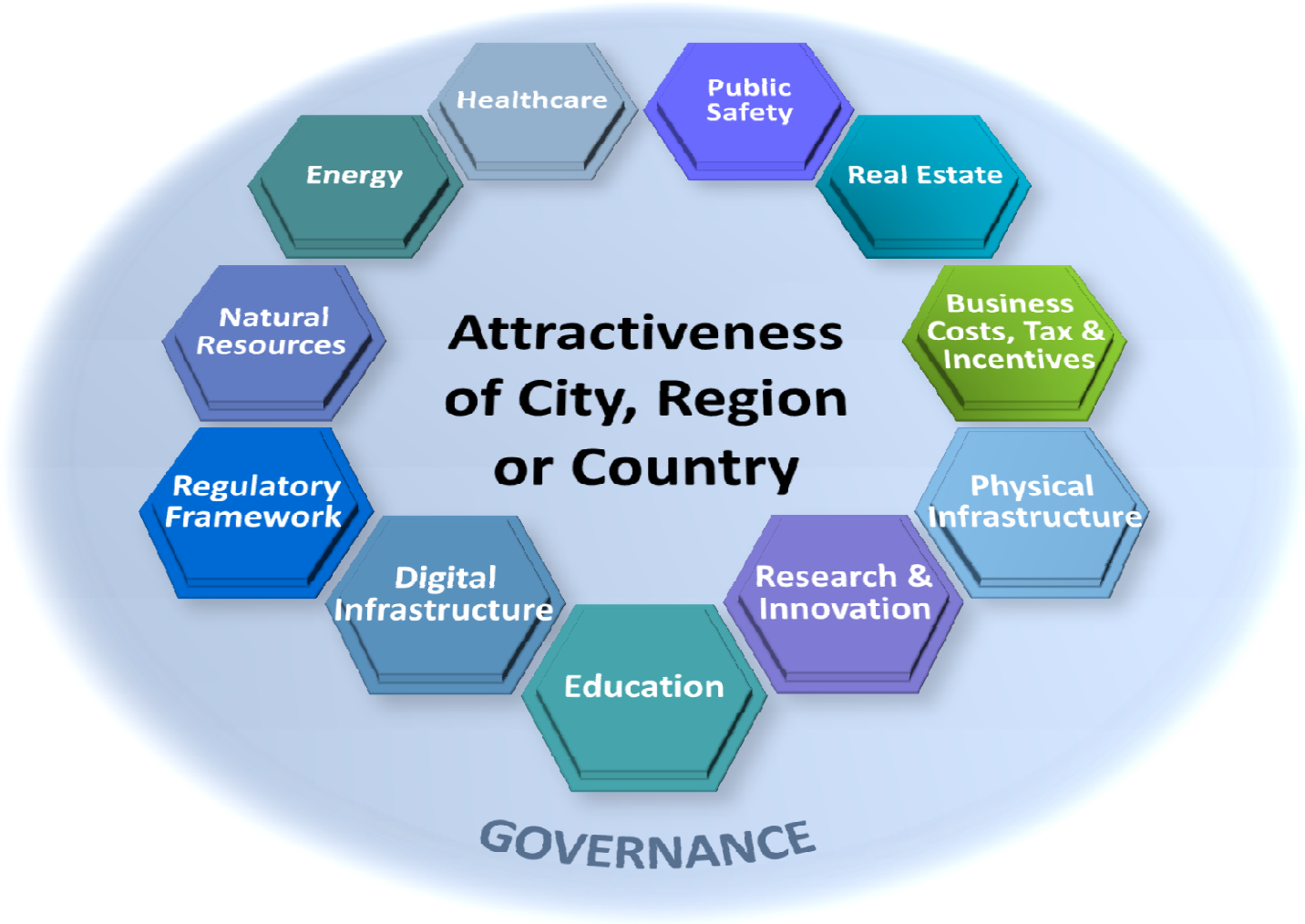
Determining factors for sustainable economic vitality …



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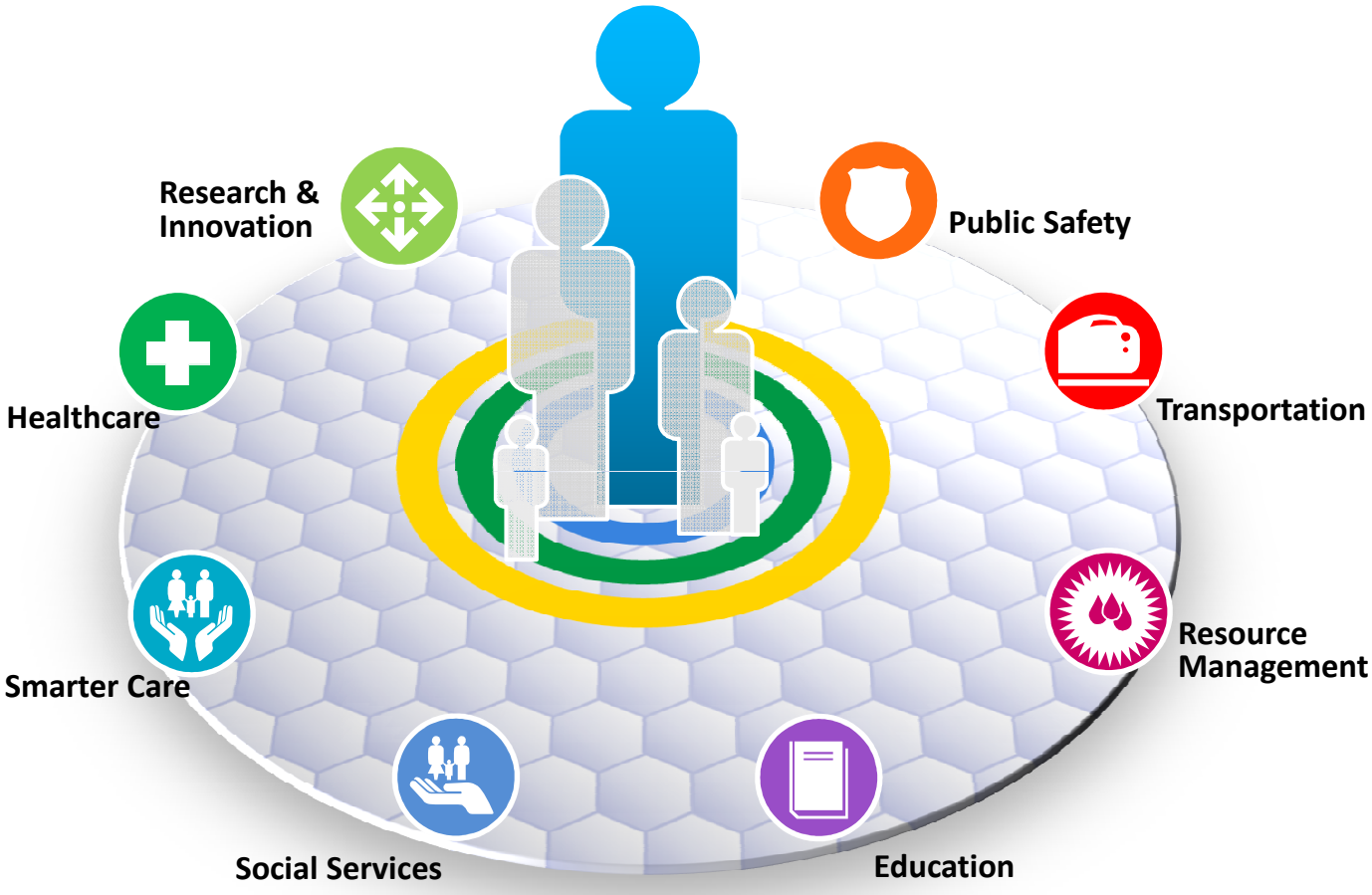
…with individuals at the center of everything



Smart solutions radically alter the ability of governments to realize their economic, social and environmental objectives

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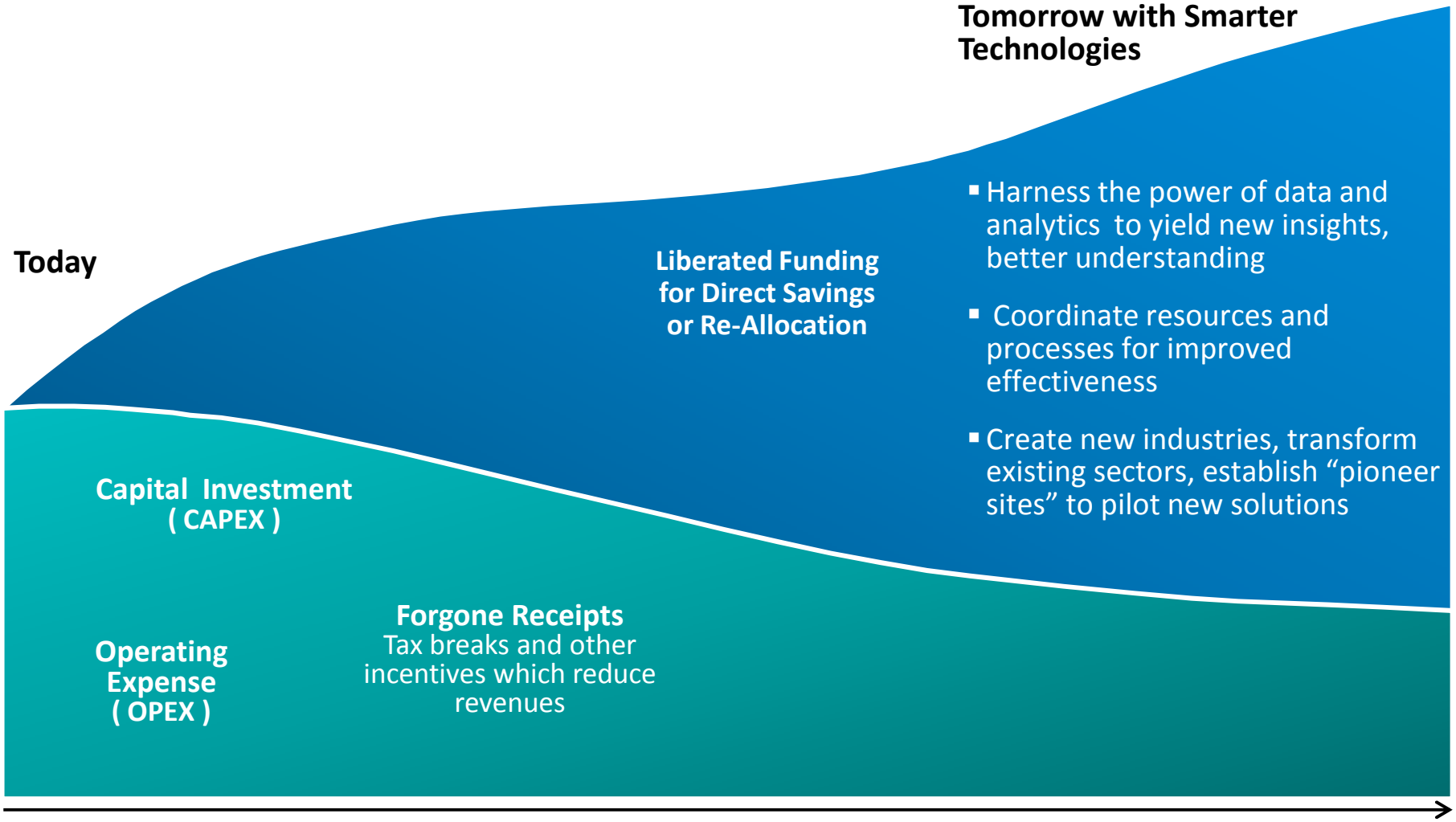
Localities can do more with smarter technology – a key factor in a smarter approach to economic vitality



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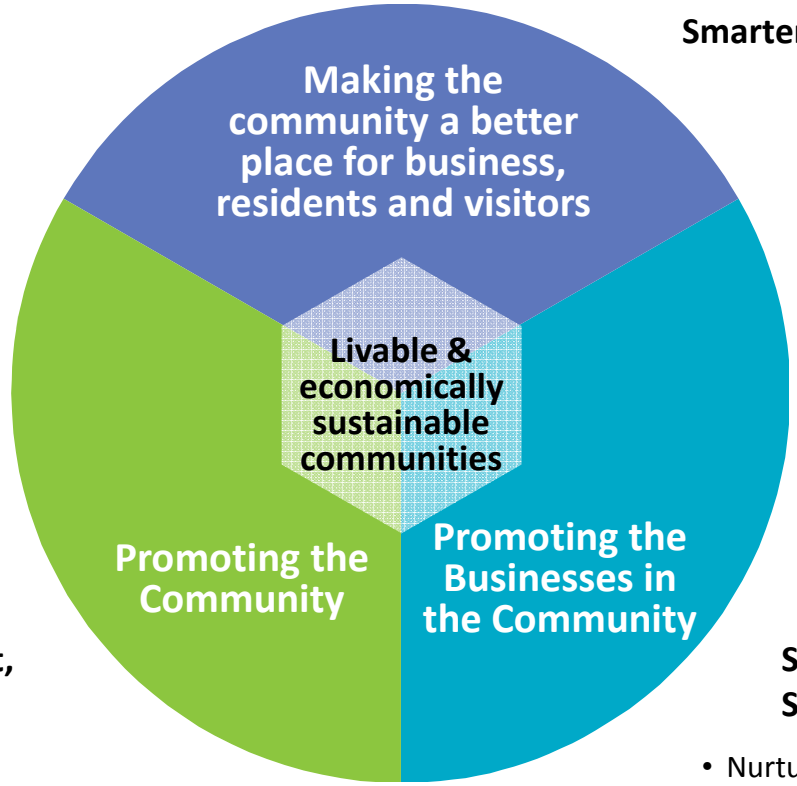
Improving economic vitality requires focus in key areas

Smarter Government,
Smarter Education,
Smarter Care

- Improve Public Safety
- Better transportation
- Better resource management
- Strong education system
- Solid healthcare options
- Outcomes-focused social programs



Smarter Government,
Smarter Marketing

- Tourism
- Marketing outreach
- Strong economic vitality dept.
- Assessment options on state web sites
- Recognition in independent rating evaluations

Smarter Government,
Smarter Education

- Nurturing small businesses
- Promotion assistance
- Legislative support
- Academic-Business – Gov't initiatives
- Business Improvement Districts

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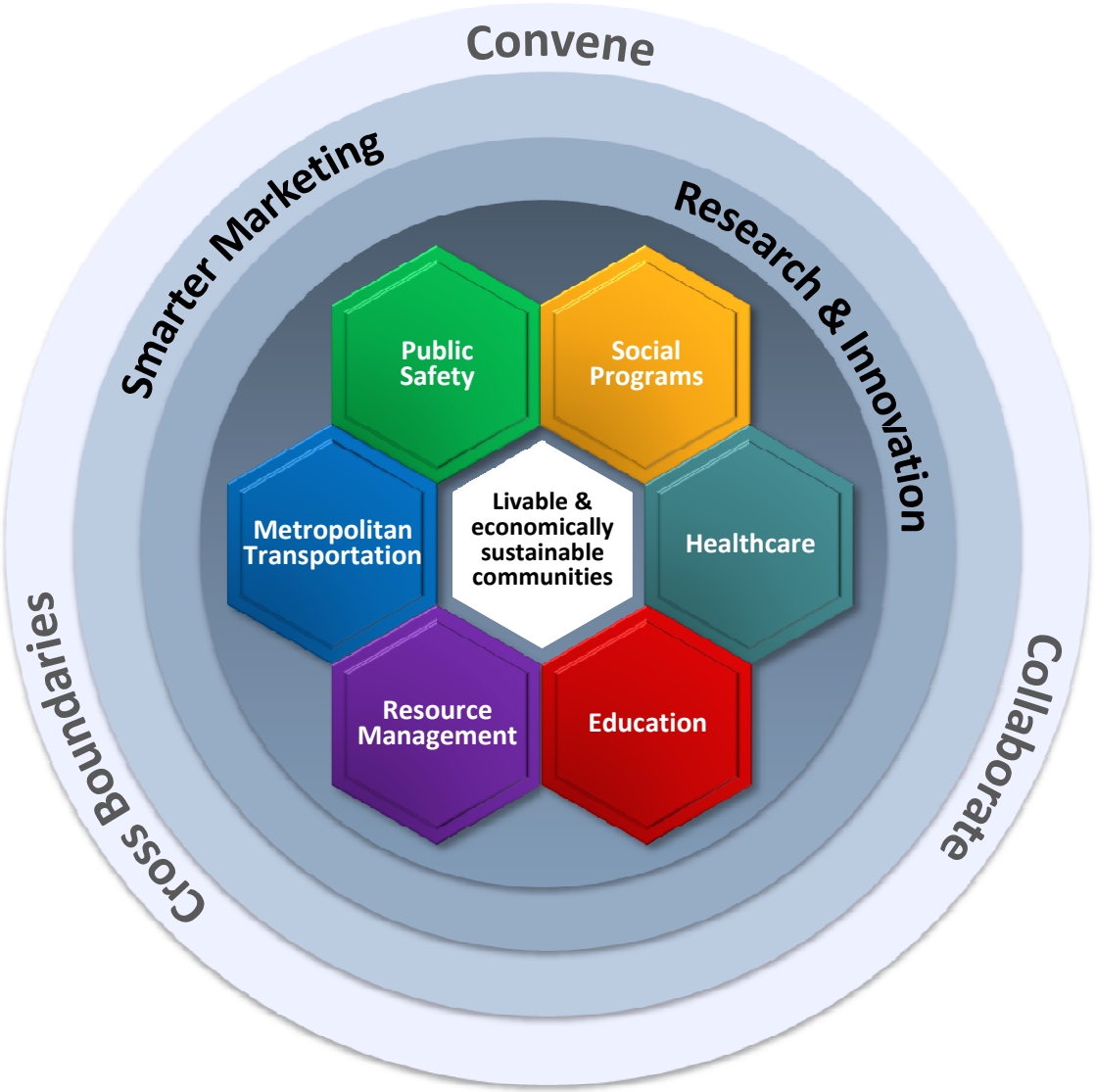
Public Sector Leaders can focus on improving those services

Convening, Collaborating and Crossing boundaries



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A healthcare provider for a European region

Regionally integrated healthcare system provides **unified view of care plan across stakeholders**

State of Texas

Large school district analyzing data from hundreds of its schools to **identify and improve student outcomes**

Singapore Land Transport Authority

Implemented **smart card fare management** across bus, rail, taxi, road-use and parking

Rio de Janiero

Integrating data and providing officials with **a single view of information, situations and events**

Portland, Oregon

Created a system thinking tool to **support high level planning**

Memphis, Tennessee

Reduced crime 19% over 4 years without proportional increase in staff, while expanding coverage area

Dutch Ministry of Water

Analyzing data from levees, rainfall, radar and other sources to **predict flooding in low-lying areas**

City of Stockholm

Intelligent toll system achieved 20% less traffic, 40% lower emissions and added 40,000 users to public transport

City of Dubuque

Real-time monitoring achieves **7% decrease** in water usage and **~11% reduction** in electricity usage

Karnataka, India

The Department of Labour is **using voice-based services** to help millions of people find work

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Effective leadership and collaboration across sectors –

Public, private and non-profit – provide a productive, healthy, and sustainable environment for businesses and citizens

Creating a safer city for citizens and business growth

Supportive programs for job training, employment search and special family needs

Promoting the community; attracting residents, businesses and visitors

Enable holistic and individualized care to optimize outcomes and lower costs

Accommodating transport demands to create reasonable commutes, reduced congestion and pollution

Developing new competencies, focusing on wellness and outcomes, and establishing more coordinated, efficient and purposeful healthcare systems

Supplying power, communications and clean, reliable water supply for residents and business needs

Strong school systems that support student achievement and an equipped labor source. Lifelong education, job training, and advanced degrees

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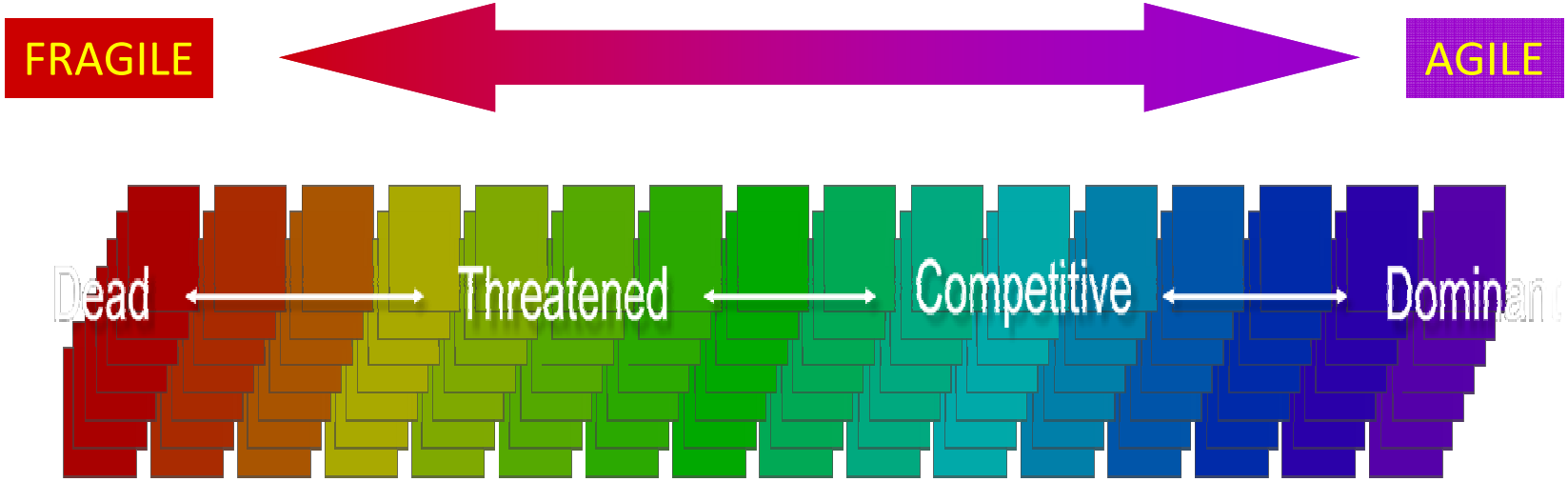

What kind of economy are you helping to build?

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Thank you!

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