SMART CITY @ DEUTSCHE TELEKOM EUROPE

CURRENT ACTIVITIES/SOLUTIONS AND GENERAL STRATEGY

Budapest May 3, 2017 – Michael Frank

LIFE IS FOR SHARING.

ONGOING SMART CITY PROJECTS

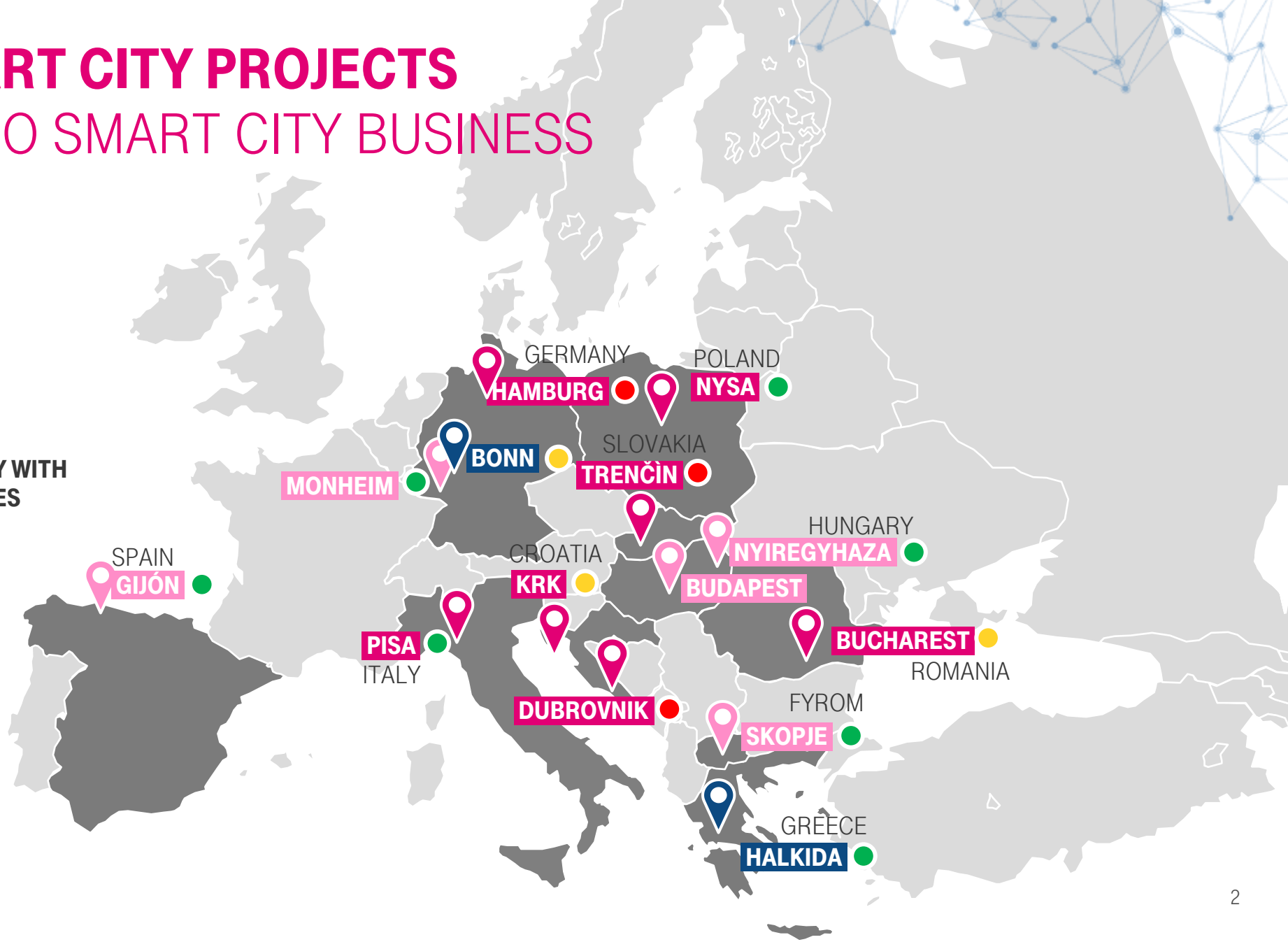
WE ALREADY DO SMART CITY BUSINESS

IN 10 COUNTRIES

OPERATIONAL PROJECTS INCLUDING PILOTS

CONTINUE WORKING CLOSELY WITH OUR PARTNERS AND THE CITIES

- SMART CITY PILOTS
- SMART CITY PROJECTS
- NB IOT PILOT



LIFE IS FOR SHARING.

SMART CITY PORTFOLIO OF DEUTSCHE TELEKOM EUROPE

SMART CITY WORLD CONGRESS

MEETING MAYORS

SMART CITY EXPO KEY FIGURES

16,688 VISITORS	421 SPEAKERS	591 EXHIBITORS	600 CITIES

T-SYSTEMS HUNGARY
UNIQUE PLAYER WITHIN DT GROUP

WHO ARE WE?

367 m € revenues with healthy margins

1600 employees with strong IT/SI background

#1 SI in Hungary with market share of **16%**

IT/SI already contributing to revenues **64%**

WHAT IS OUR STRATEGY?

- Transformation Partnership
- Service-oriented ICT
- Integrated Solutions
- T-Family

KEY FOR SUCCESSFUL EXECUTION

UNDERSTAND YOUR CUSTOMER – 2 EXAMPLES

CITIES

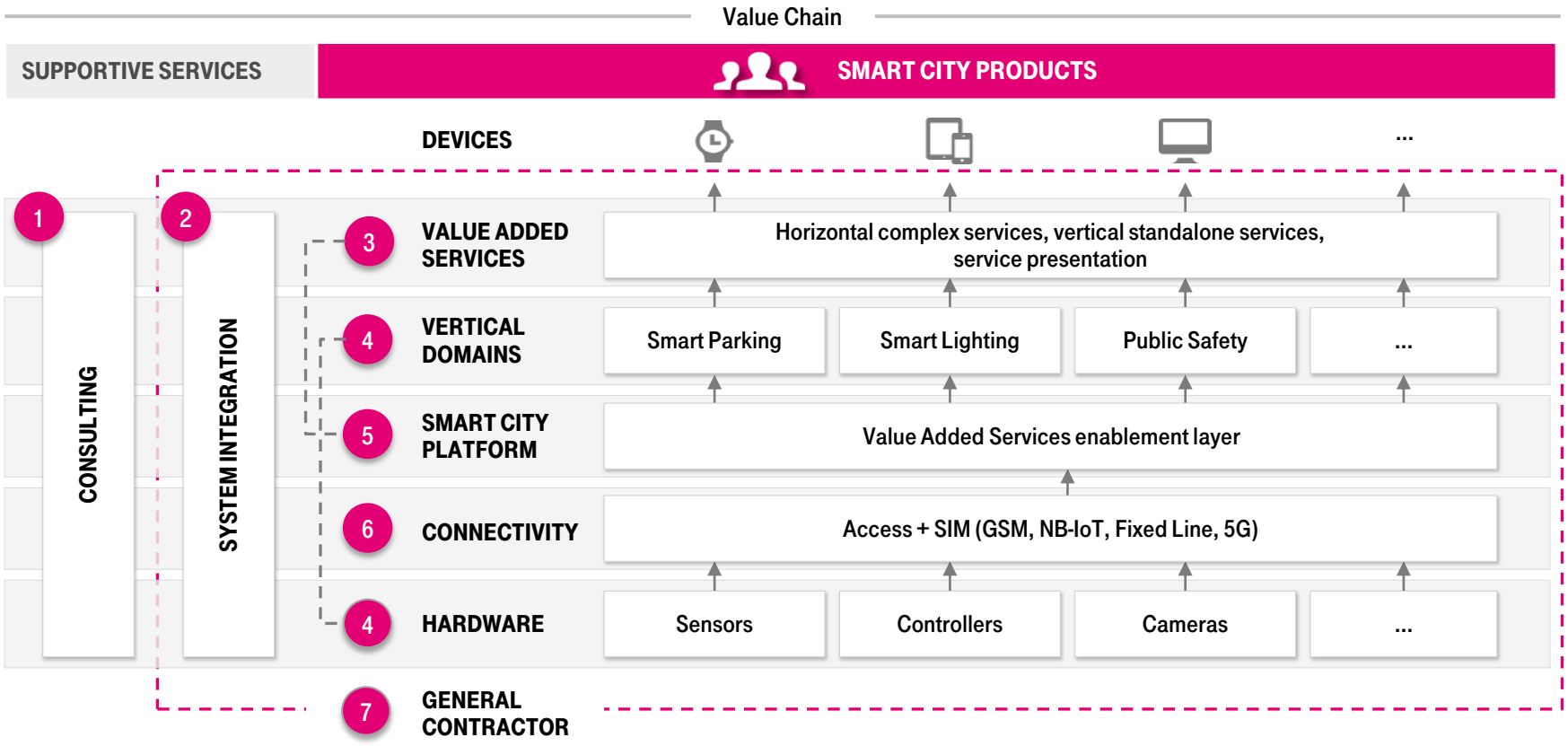
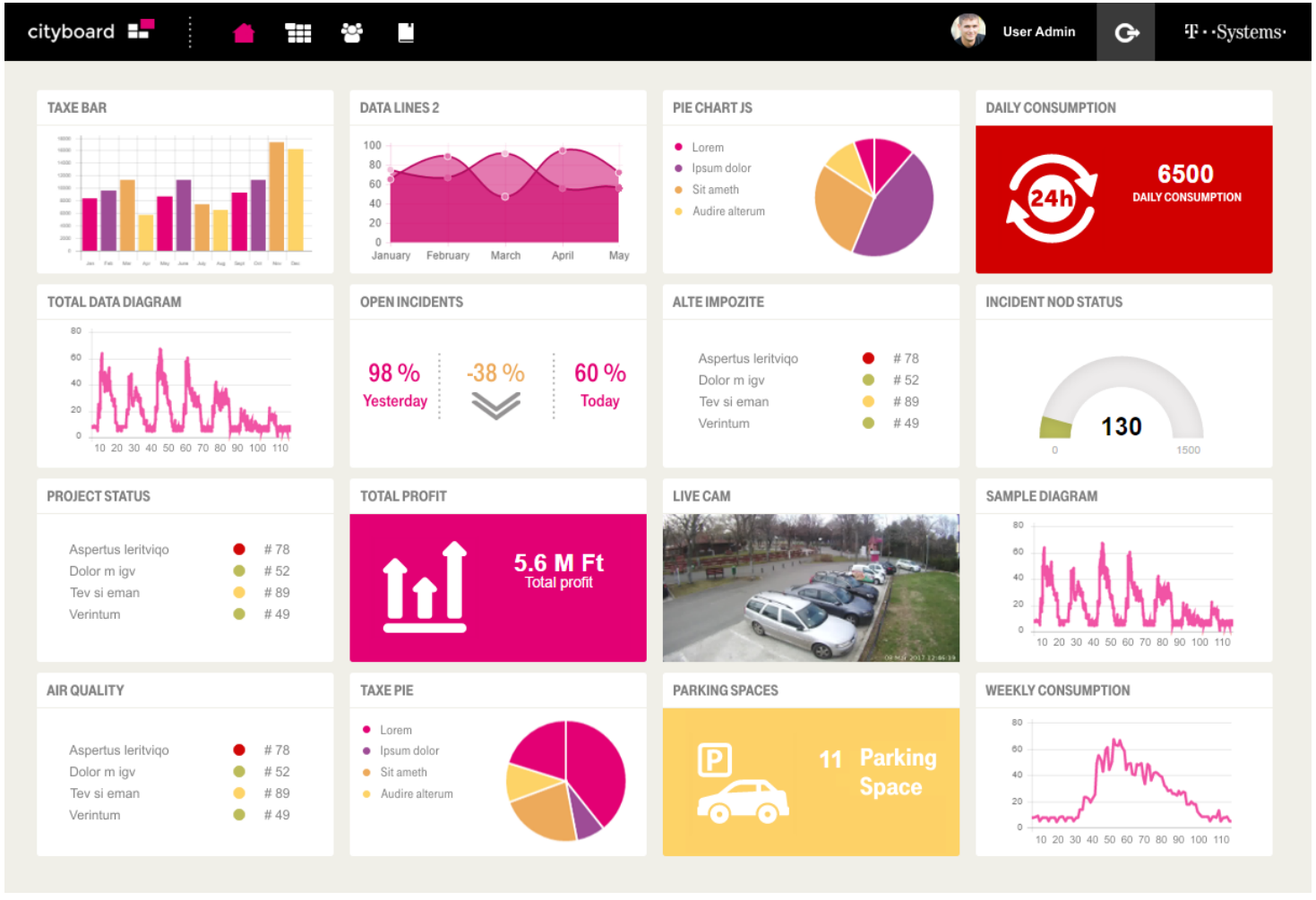
- Manage key challenges efficiently
- Add real value to the citizens/city
- Make use/money of big data

BANKS

- Implement structural cost reduction
- Focus on customer experience
- Proactively manage risks

DEUTSCHE TELEKOM SMART CITY STRATEGY

UTILIZE THE CURRENT WINDOW OF OPPORTUNITY OF EU FUNDS TO CREATE THE BASIS FOR REAL SMART CITY SOLUTIONS.



SMART CITY DASHBOARD AS BASIS FOR VALUE ADDED SERVICES