

# Microsoft CityNext

Presentation

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# Technology Megatrends

A new era of opportunity for Cities to innovate & prosper



Mobility

By **2016**, smartphones and tablets will put power in the pockets of **a billion** global citizens.



Social

**Millennials** will make up **75%** of the **American workforce** by **2025**



Cloud

**70%** of organizations are either using or investigating **cloud computing solutions**



Big data

**Digital content** will grow to **2.7ZB in 2012**, up **48% from 2011**, rocketing toward **8ZB by 2015**.

# Microsoft CityNext

TRANSFORM  
Operations & Infrastructure

ENGAGE  
Citizens & Businesses

ACCELERATE  
Innovation & Opportunity



Education

Health &  
Social Services

Government  
Admin.

Public  
Safety  
& Justice

Buildings,  
Infrastructure,  
Planning

Tourism,  
Recreation,  
Culture

Energy  
& Water

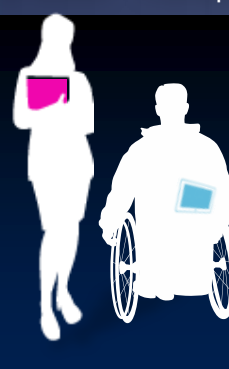
Transportation



Government



Citizens



Business

People First Approach

## Why Microsoft?

Broad portfolio of familiar, secure consumer to business software, devices & services

Diverse and vast Partner Ecosystem that scales and replicates offerings worldwide

Citizen focused education and social programs with a history of delivering real impact for a better tomorrow



Cloud



Mobility

Devices & Services Platform



Social



Big Data & Analytics