



EIT Digital Innovation Day

CEDUS

City Enabler for Digital Urban service

Eindhoven, December 10

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19261 CEDUS



- CEDUS launched on the market the “Digital Enabler” (DE), an **Internet of Everything platform** for crawling, collecting, integrating, analyze and rendering **scattered data coming from heterogeneous data providers**.
 - In 2019 it focuses on impact to the market thanks to commercial agreements among the partners.
 - The IA will put the basis to become the EU reference Internet of Everything platform.
- **MVP:** The City Enabler is currently used by two EU cities (Helsinki and Antwerp) within the Phase 3 of a Pre-Commercial Procurement



Updated pitch



- Digital Enabler is a collection of software tools to easily find, manage, and correlate data from heterogeneous data sources, including IoT devices, independently from the domain.
- Digital Enabler uses Artificial Intelligence to deduct new information and to generate value-added for decision-makers and companies, as well as increase the quality of life of citizens through user-friendly dashboards and mobile apps.



Website:
<http://digitalenabler.eng.it>

Customer need



Problem addressed:

- High number of different data providers using heterogeneous technical solutions;
- City Managers, Businesses and Citizens **not aware** about available urban data
- Information systems closed within siloes;
- Unexplored data, potentially useful to deploy innovative solutions



Customers and actors:

- Cities (i.e. the City Manager);
- Industries
- Data providers (i.e. the City Provider)
- Citizens
- Companies and Start-ups that want to do business with data! (i.e. Developers/Ecosystem)



Approach



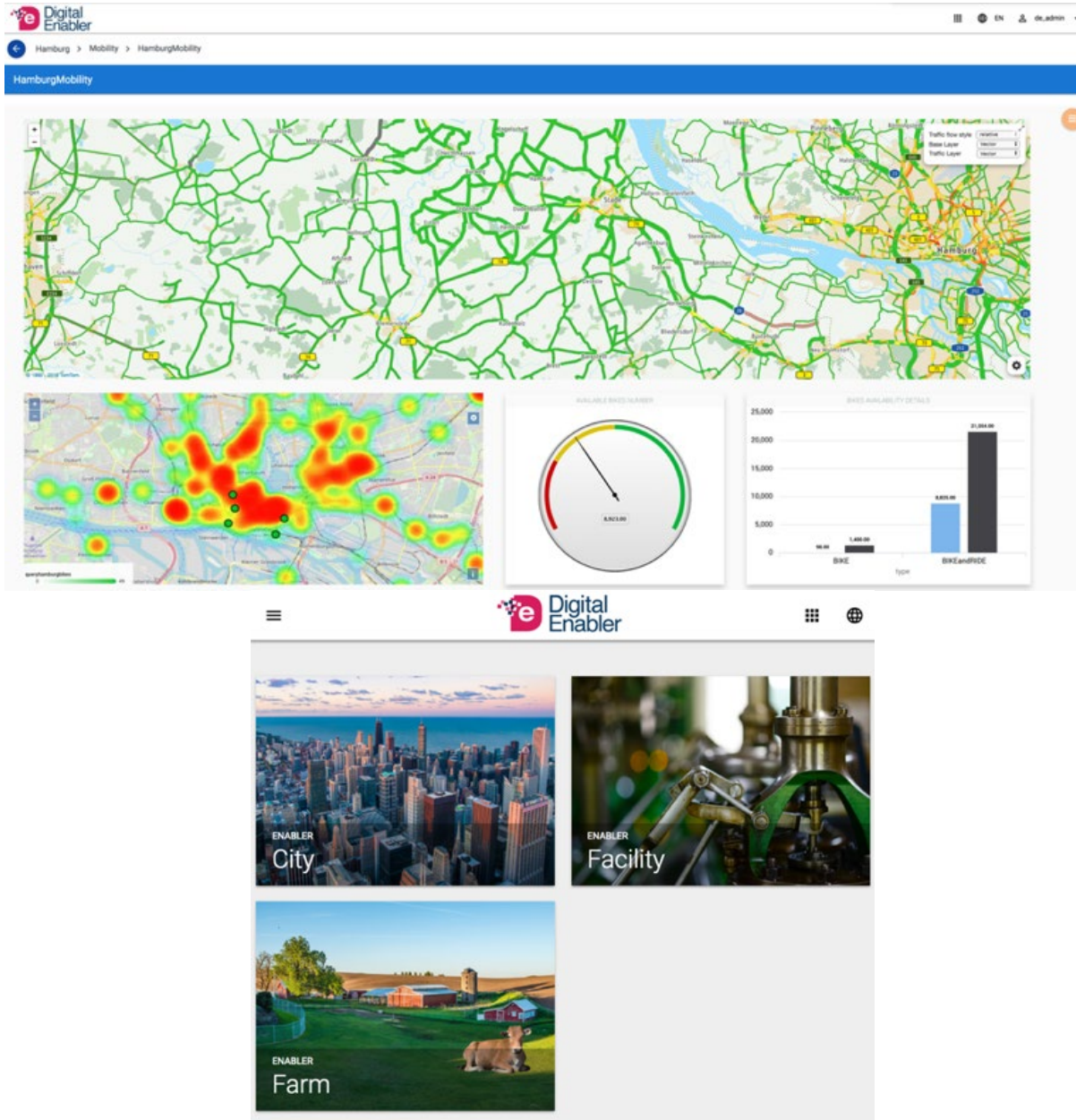
- **Discover available datasources from the web**
- **Data info collection and quality assessment:** Detection of data sources from the web and support in the creation of the “Single Point of Knowledge (**SPOK**)”
- **Data Integration and Harmonization:** Possibility to graphically integrate data coming from different data sources and wrap any kind of data structure in NGSI LD FIWARE Data Models
- **Analyze and render data through user friendly dashboards:** Assisted creation apps and dashboards relying on data present in the SPOK, that are reusable among different customers



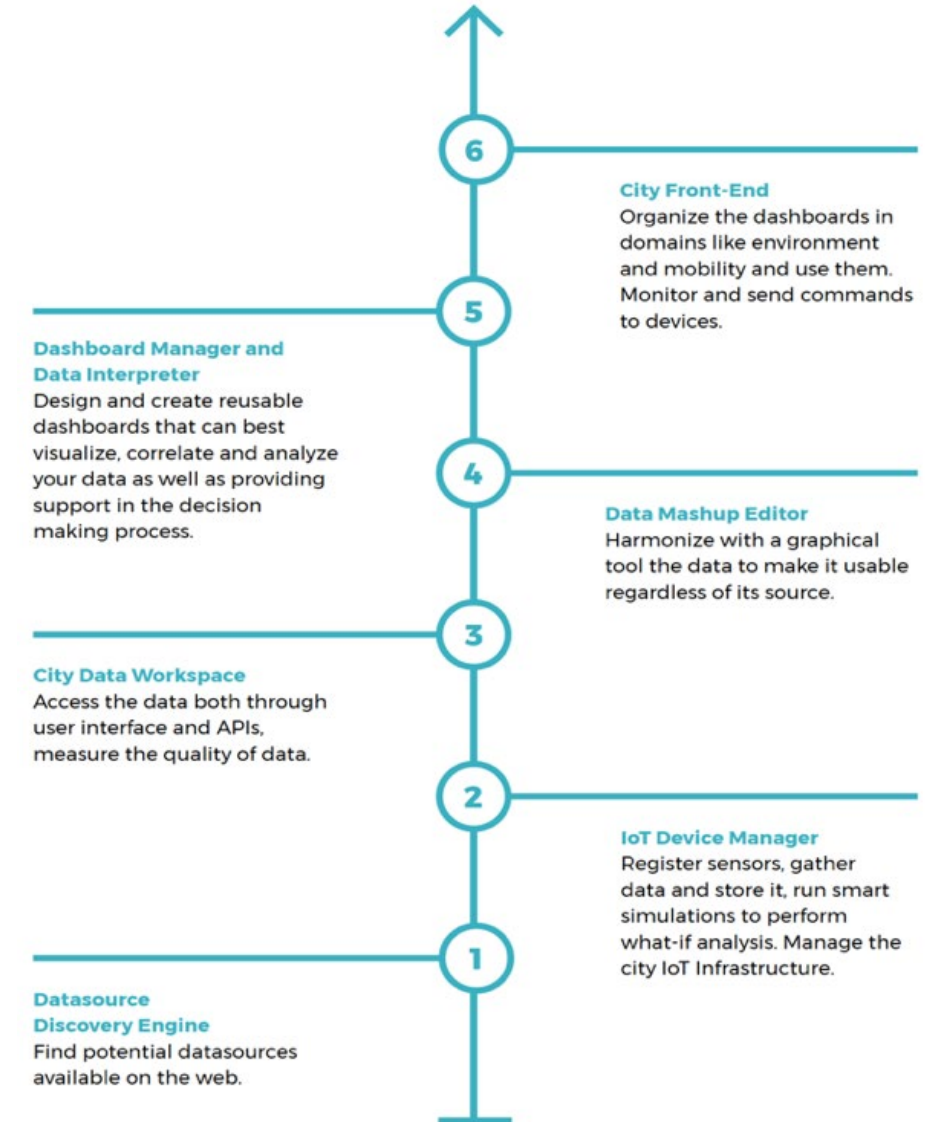
Digital Enabler is based on **FIWARE Open Platform** and is compliant with **OASC specs** (MIMs and NGSI LD)



Approach



Single Point of Knowledge giving value to the city data



Data is scattered around the city, heterogeneous, siloed, unusable

Benefits



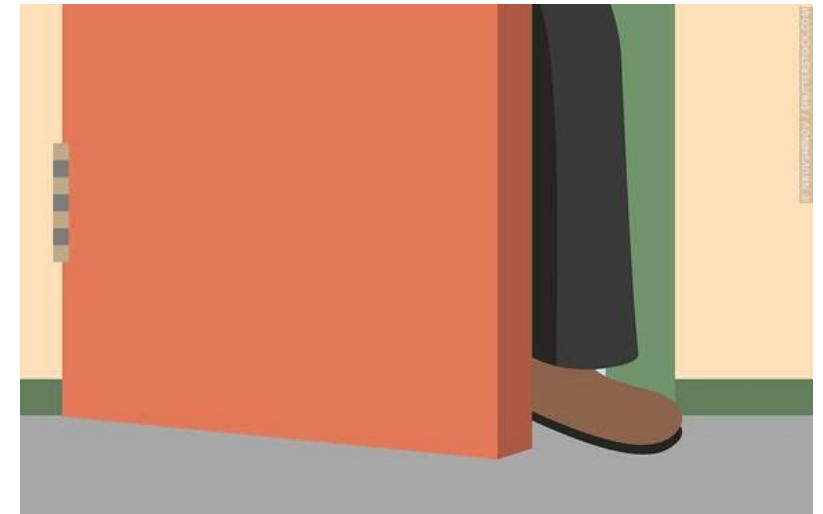
- **Digital Enabler relies on opensource software.** It is flexible and interoperable with any other existing platform.
- **No costs for licenses**
- **No vendors lock in**
- **Dashboards and apps created through the Digital Enabler are reusable, the ecosystem of companies can use the data provided by the City Enabler to develop solutions!. Customers are enabled to do business!**

Users	Actions	Benefits	Time/€
City manager	Be supported in taking takes decision	Plans actions and policies	Save € and time
City provider	Share data/take data	New services using data from other City providers	Earn € and save time
Citizen	Use apps	New/better services	Save time & €
Developers/ecosystem	Use City Enabler to do business	New market	Earn € and save time

Go to market strategy



- **Foot-in-the-door approach**
 1. Provide **free software**
 2. Create **prospects** through different channels
 3. Start with **small commitments**: virtual meeting, face2face meeting, free demo
 4. Close **small contracts** for **basic services**
 5. **Up-sell** and **cross-sell** additional **services**
- **Methods to gather feedback**
 - Living Lab activities (Select for Cities)
 - Surveys, Focus groups
 - DE Roadshow with OASC
 - PoCs



CUSTOMERS' WILLINGNESS TO PAY VALIDATION

1. Level of participation of potential customers to the pre-assessment meetings
2. # of paid POCs
3. Sign of the DE collaboration agreement

Supposed / the most potential Markets



FORECASTS of MAIN ANALYSTS



>\$2 trillion by 2025
>300bn IoT in Europe

The Digital Enabler ecosystem today

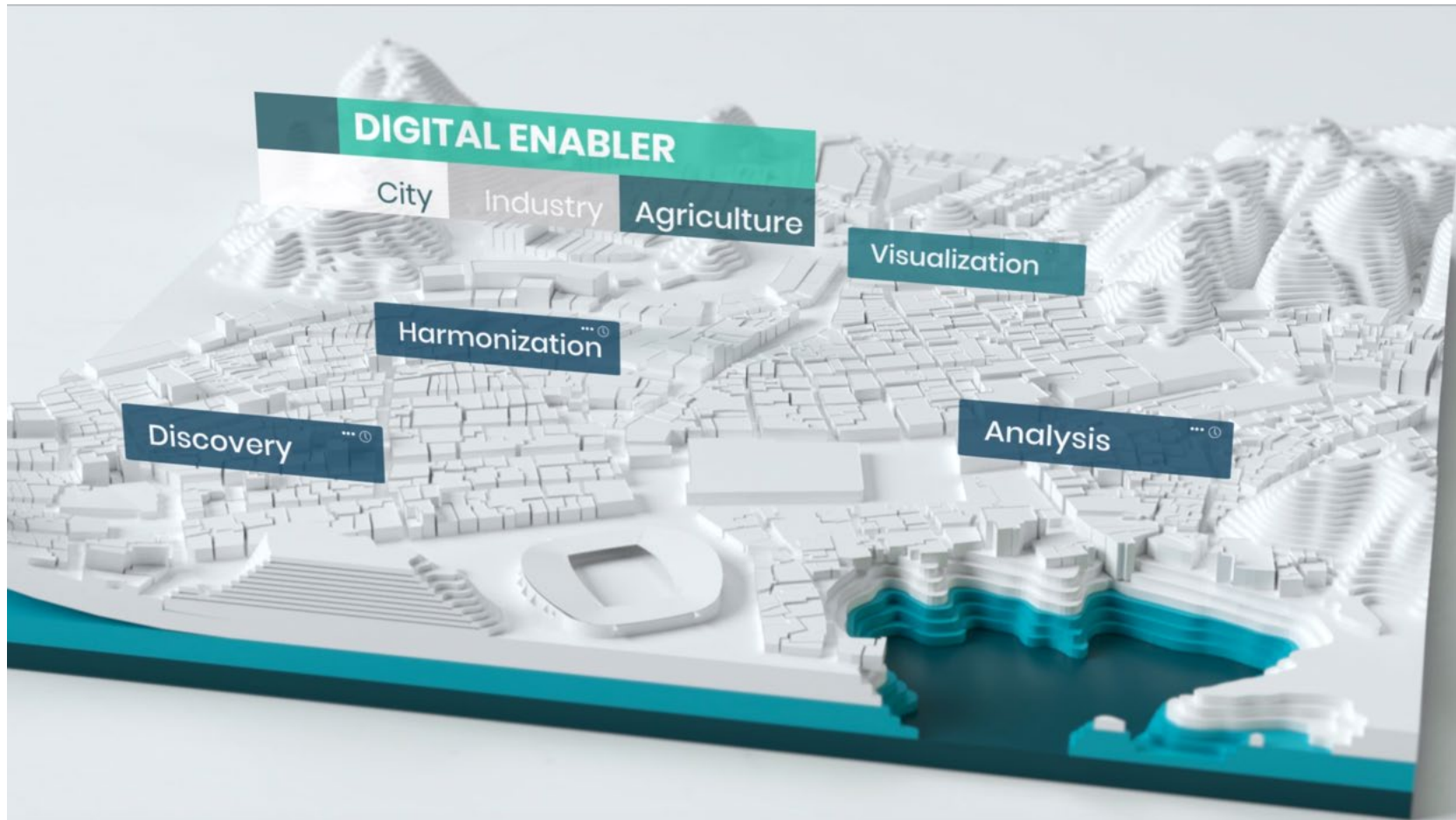


01 – La Plata 02 – Montevideo 03 – Helsinki 04 – Copenhagen 05 – Antwerp 06 – Rennes 07 – Nantes
08 – Lombardy Region 09 – Trento 10 – Madrid 11 – Málaga 12 – Genoa 13 – Ancona 14 – Palermo

Lessons learned

- Put curiosity in your customers when you do pre-selling activities
- **First impression is the most important!** It is more than better to give the first presentation of the product with real data that the customer knows
- Continuous innovation of the product is **vital**... to remain in the market. Feedback from end users is essential to apply innovation

Video



Thank you

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