



SMART CITY SOLUTIONS

IT'S NOT JUST ABOUT BEING SMART. IT'S ABOUT BEING SMARTER!

70 percent of the world's population will live in urban areas by 2050. Are you ready?

ASCENDON

GO UBER URBAN OR GO HOME.

It is projected there will be close to 10 billion people across the globe in 2050. With an astounding 70 percent* of that population estimated to live in urban areas—close to doubling the number of people residing in cities and surrounding areas today in just over 30 years. Rapid growth that puts tremendous stress on any urban environment.

To manage the influx, urban planners need to think differently about how they operate, the environments they develop and the constituents they serve. They must embrace innovative infrastructures to better understand and manage increasingly complex urban settings, institute real time decision making, and actively engage residents. All while creating an atmosphere that embraces the old (architecture, parks and town centers) with the new (a modern standard of housing, improved livability, the integration of IoT).

A seemingly large order for a city to fulfill in a short amount of time. Is it possible? **Absolutely.**

BUILD TOMORROW'S CITY, TODAY.

Ascendon is a SaaS, cloud-based platform purpose built to navigate the infinite number of new business models urban planners now face, while quickly and easily

*World Health Organization

putting into place the processes and systems needed to transform to a digital services based city that isn't **just smart, but smarter.**

Implement and manage hundreds of millions of IoT devices (think health, home, traffic, energy, security, and much more) for insight into city infrastructure and how residents interact with their environment. Collect and analyze information correlated from billions of daily events for optimal decision making and immediate dissemination of information in a multitude of ways across city employees and to residents. Conduct pilots for short- and long-term planning.

Back-end systems manage the multi-faceted relationships cities of tomorrow must embrace. Because **Ascendon** is a SaaS, cloud-based solution, it provides the cost-effective solution complimentary to any city budget. What's even better? Get up and running in **90 days or less!**

→ **Manage the intricate web of B2B2X relationships** and commercial specific capabilities that exist in multi-dimensional business models

→ Collect the massive amounts of data associated with connected and monitored devices—**extract insights and intelligence** from this data to make informed business decisions



- **Easily onboard** vast numbers of partners, services and devices
- **Seamlessly collect, correlate, price and charge** for the massive amounts of data associated with connected devices
- SaaS, cloud-based platform with quarterly releases **radically reduces operating costs**

PARTNERS AREN'T NECESSARY. THEY ARE A MUST HAVE.

Smart solutions implemented throughout the city that test, run and monitor...well, everything... provide a sound quality of life to citizens, a clean and sustainable environment, and efficiencies that enable cities to operate smoothly and exceedingly cost effectively. But, no city can go it alone. The development of digital urban-ecosystems will require a multitude of partnerships between businesses and enterprises, public and private. **Ascendon** simplifies even the most demanding business models.

- Collect, correlate and ultimately **price, charge and settle with partners at an immense scale**
- **Comprehensive** partner management and settlement capabilities (including hierarchies)
- Order management **simplifies complex ordering** of traditional services and converged billing support any monetization model

Transparency is key. Web-based dashboards that report revenue-sharing data in real time ensures partners have full insight into usage patterns and corresponding settlement amounts. Building trust with partners, builds bottom lines.

CITIES THAT ARE SMARTER WON'T JUST RELY ON TECHNOLOGY.

No matter how sophisticated, technology alone does not equate to transformation. No program is sustainable without a sound business model transformation in conjunction. Integrating CSG Managed Services, ensures urban planners work to, and achieve their business case from the get-go and no matter how programs may evolve in the future.

Receive the domain expertise and experience required to integrate with existing and third party systems, streamline and simplify complex operations, develop business processes and efficiency improvements, and cultivate business outcomes unique to smart cities. All supported by a structured governance model extending across every level of the city that establishes program integration, reduces risk (assessing the known, while continually testing for the unknown), and decreases operational expenses that can then be redirected to other areas.

For further cost savings, overhead reductions and program efficiencies continue to leverage CSG Managed Services and let those that know best manage the day-to-day digital services program in its entirety (or in part) so urban planners can focus resources and budget on what matters most—implementing strategic initiatives that create an exceptional quality of life.

WE'RE READY. ARE YOU?

URBAN-ECOSYSTEMS ARE FAST EVOLVING. ASCENDON DELIVERS A COMPREHENSIVE AGILE FRAMEWORK THAT SUPPORTS EVEN THE MOST INTRICATE OF RELATIONSHIPS REQUIRED TO NOT JUST MANAGE SMART CITIES, BUT MAKE THEM SMARTER. ASCENDON ENSURES URBAN PLANNERS ARE READY FOR TODAY—AND WHATEVER THE CITY OF TOMORROW LOOKS LIKE NEXT.