



# Smart**Cities**Council

## 2020 **Partner** Prospectus

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*Creating liveable, workable, and sustainable communities for all*

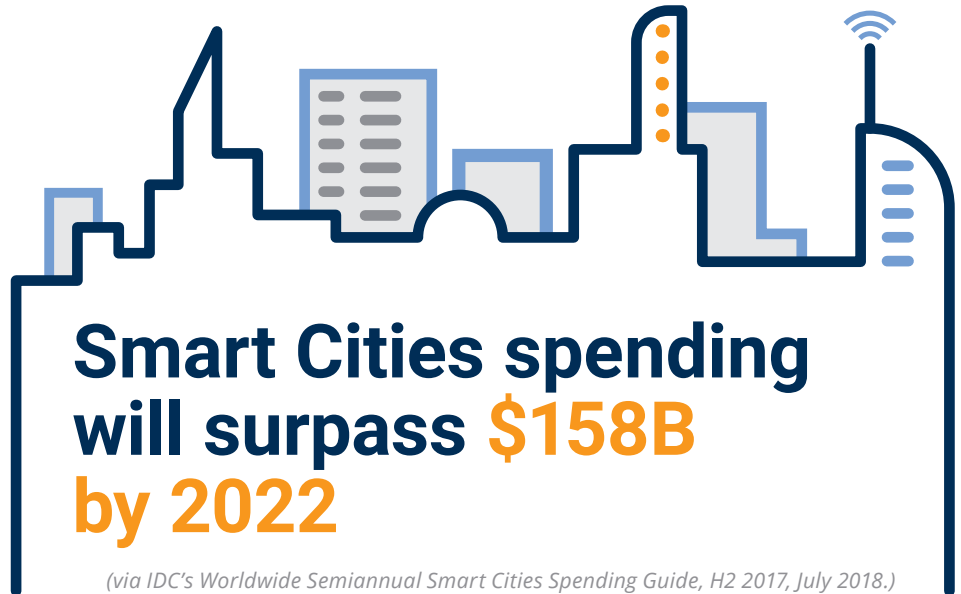
# The Shared Challenges of Smart Cities

*Worldwide, cities grow by five million people every month. Swelling urban populations put strain on aging infrastructure and delivery of basic human services.*

*City leaders need help.*

*The Smart Cities Council provides it.*

A smart city is not a destination, but a journey. As markets mature, the public sector has an opportunity to work with ecosystem partners. The Smart City Council nurtures the process of collaboration to ensure that everyone wins.



## Limited Resources

### CITIES

Accountable to residents, cities have limited resources to allocate towards new technologies.

## Crowded Market

### CITIES

Officials and planners suffer exhaustion from an influx of vendor pitches and ultimately reach paralysis by analysis.

### VENDORS

Qualifying cities eat up significant bandwidth and may amount to gambling on which cities will advance projects to procurement.

## Inefficient Pre-Procurement

### CITIES

Path from concept to procurement is long and onerous, distracting officials from developing necessary market expertise.

### VENDORS

Resource-intensive, compounded by the sunk costs of failed deals and freebie-seekers; limited data on what cities are seeking.

## Siloed Decision-Making

### CITIES

Often plan, procure and execute programs at a department level; competition for resources hinders collaboration.

### VENDORS

Navigating public sector politics is an uphill battle—one great relationship does not guarantee a clear path to decision-makers.

## Financing

### CITIES

Limited capacity to identify, prioritise and plan bankable projects. Absent a clear understanding of financing options, initiatives quickly stall out.

# The Strongest Global Partner Network in Smart Cities

**150**

ORGANISATIONS  
EMPLOYING...

**1.5M**

PEOPLE  
GENERATING...

**2.7T**

REVENUES  
DEVELOPING...

**11,000**

**SMART CITY PROJECTS**

We offer cities trusted, vendor-neutral guidance, resources and best practices. With our help, cities gain:

- › Confidence and tools to procure best-fit solutions
- › Capacity to improve liveability, workability and sustainability
- › An ecosystem of experts and collaborative smart city practitioners
- › A network of peers to facilitate knowledge exchange backed with relevant data
- › Access to extensive resources on the web and at our events and workshops

## Major Industrials

Dow | Hitachi | Panasonic  
Johnson Controls | SUEZ

## Construction & Engineering

Bechtel | Hatch | IBI Group  
Leidos | LendLease | Parsons

## Public Sector Specialists

Alphinat | Deloitte  
Ernst and Young | IDC

## Global Tech Leaders

Amazon Web Services | Cisco  
Dell | Intel | Microsoft  
Oracle | PTC | SAS Institute  
Teradata

## Multinational Transport

Continental | Elektrotbit

## Innovators

Amilia | Civic Connect | EST  
Evolve 24 | Fybr | Ice Miller  
Insight.US | IES | StratIS  
Vivacity

## Telecomm Leaders

Allied Telesis | AT&T  
CommScope | Crown Castle  
Huawei | Qualcomm  
Semtech | T-Mobile | Telstra

## International Utilities & Energy/Water

Avista | Duquesne Light  
Eaton | Edison International  
Elster | Enel | Itron | Pepco  
UL | S&C Electric | SUEZ  
Synexxus | Telensa  
+ 10 more

*Plus an additional 40 partners dedicated to India and Australia/New Zealand*

## Join us to...



### Grow Brand Awareness

Publish your commentary, news and videos through our world-leading platform: our website, newsletter, and Readiness Guide™—the most comprehensive framework used by municipalities across the globe. Embed relevant case studies directly into our Readiness Challenge applications to be viewed as cities build out their vision.



### Nurture your Partner Ecosystem

Demonstrate solutions at our conferences to engage directly with cities; attend partner meetings at city events and join partner calls; participate in cross-functional task forces.



### Shorten your Sales Cycles

Let our data-driven approach bring you into the conversation with decision-makers ready to act on plans and projects. Participate in our workshops, conferences and events where you'll have the opportunity to share solutions that shape the direction of projects as they develop.

## Data-Driven Approach

Our methodology to fuel effective education, qualification, connections and financing is based on a data-driven approach using the Project Activator.

- Cities use the Smart Cities Activator to enter data to the Readiness Challenge
- Cities are able to collaborate and model their stakeholder ecosystem while accessing case studies and resources directly into Activator
- The Activator facilitates peer to peer learning for city leaders
- The Activator offers 27 different visualisation and modeling tools

# Proven Tools to Help Cities and Partners Win Together

Grow Brand Awareness	Value to Cities	Value to Partners
<b>Readiness Guide™</b>	Primer on technologies and opportunities, with real-world case studies. Get the inside track on core issues and learn what questions to ask.	Case study distribution through our Readiness Guide™ promotes thought leadership and offers lead generation opportunities.
<b>World's largest library of smart cities content and 50K+ subscriber newsletter</b>	A vendor-neutral source for expert guidance and best practices to solve challenges.	Thought leadership; news coverage, content marketing and customer wins.
Nurture Partner Ecosystem	Value to Cities	Value to Partners
<b>Introductions to the Smart City Ecosystem</b>	Connect with experts who have real-world, global experience in deploying smart technologies.	Facilitated introductions to complementary technology partners. Organise coalitions to develop comprehensive solutions for cities.
<b>Task Forces</b>	Specialised resources for city departments; policy advocates for cities interfacing with federal government.	Work collaboratively with your fellow partners to achieve a greater market impact, and distribute expenses optimally.
Shorten Sales Cycle	Value to Cities	Value to Partners
<b>Readiness Challenge and Workshops</b>	Compete for grants; leverage 3rd party credibility to help guide cities and stakeholders in creating a common vision.	Fill the bottom of your sales funnel through meetings with city leaders as their plans materialise.
<b>Activator</b>	Organise Readiness Challenge applications and smart city projects; visualise stakeholder ecosystems and partner relationships; leverage data from peer cities.	Gain data-driven insight into the planning processes and smart cities goals of cities.
<b>Conferences and Events</b>	Meet with city leadership peers, learning best practices and success stories. Meet technology partners and explore their solutions.	Fill the top of your sales funnel through meetings and exposure to hundreds of cities looking to execute smart city technology.

## Become a Partner

**Global Lead Partners** seek maximum exposure worldwide. They receive full benefits and preferential participation across all regions.

**Regional Partners** receive full benefits in their chosen region and may participate in other regions by purchasing Priority Sponsorships or City Engagement programs.

**Innovation Partners** are organisations with sub-\$3M in annual sales, seeking access to the Council's network and activities.

	Global	Australia / New Zealand
Lead Partner	<b>\$30,000</b> Maximum benefits & full participation globally	N/A
Regional Partner	N/A	<b>\$12,500</b> Defined benefits & participation in selected region
Innovation Partner	N/A	<b>\$5,000</b> Starter benefits in region

All prices in AUD excl GST



*Supporting and being part of the Smart Cities Council Readiness Challenge process has been extremely valuable to Battelle... we have gained tremendous insight into where cities are in their planning and visioning processes, and in their specific targeted areas for deployment... it's allowed us to ensure our offerings to the market and cities are in line with where those city leaders and industry partners are focused. We have also been able to showcase our thought leadership, by working with cities directly on their technology roadmaps."*

**—Dominie Garcia, PhD, Battelle**

# Partnership Benefits

Global Leads enjoy worldwide benefits, while all other partners receive benefits within their specific region unless otherwise noted.

**Global Lead**
 **Regional**
 **Innovation**

Readiness event attendance		Worldwide In Region In Region
Showcase presentation at readiness workshops		Worldwide In Region N/A
Free delegate passes to any Smart Cities Week conference in any region		4 2 1
Discount for Smart Cities Week sponsorship (worldwide discount)		20% 10% 10%
Access to smart city project data		Worldwide In Region In Region
Articles, case studies, guest editorials and company pages online and in the newsletter		12 6 3
Case Studies in Regional Readiness guide		12 6 1
Custom Engagement Roadmap: recommendations tailored and optimised to your objectives		Yes Yes N/A

# Additional Premium Opportunities

- › Sponsorship of the Smart Cities Chronicles - the premium smart cities podcast
- › Demonstrate your technical leadership by sponsoring one of our key resources used by government - our Smart Cities Guidance Notes
- › Become a Foundation Sponsor or Supporting Sponsor of the the Centre for Data Leadership - a strategic initiative to build greater data leadership in the region
- › Sponsor a Smart Cities Boardroom Lunch - providing a high quality networking opportunity with government leaders

## Sponsor Smart Cities Week

Smart Cities Week conferences are operational in Washington DC, Silicon Valley, and Australia. Our Australia event attracts over 400 leaders, with almost half from private sector. To sponsor Smart Cities Week, including a Boardroom Session or City Readiness Hub, contact us for further details.

## Lead a Custom Challenge

Overcome a marketing barrier by creating a custom challenge with the Smart Cities Council. Sponsors will have access to all data collected, discover which cities are 'most ready' and gain global exposure as a solutions leader.



*At Amazon Web Services, everything starts with the customer and we work backwards from there. The Smart Cities Readiness Challenge provides the opportunity to hear from city officials directly. Learning about their challenges at the earliest stages in planning allows us to work together to deliver citizen services that improve communities and help build a long-term roadmap for success."*

**—Hardik Bhatt, Leader for AWS Digital Government, Amazon Web Services**

## We are building a smart cities movement. Join us.



**Adam Beck**

Executive Director

[adam.beck@smartcitiescouncil.com](mailto:adam.beck@smartcitiescouncil.com)

+61 0422 496 043

Smart  
**Cities**  
Council®  
Australia  
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