

# Akıllı Şehirler

## Bir Liderlik Meselesi

Server Tanfer,  
IBM Türkiye, Ortadoğu ve Afrika Teknik Satış Müdürü





## “Smart Planet”i ilk kez 2008’de duyduk



## BUSINESS**LEADERSHIP**FORUM

12-13 NOVEMBER 2008 | ISTANBUL, TURKEY



## Akıllı Şehirler Forumu yapıldı

İstanbul Büyükşehir Belediyesi'nin katkıları ve IBM'in organizasyonu ile gerçekleştirilen Akıllı Şehirler Forumu, izlenecek süreçlerin ele alındığı Akıllı Şehirler Forumu



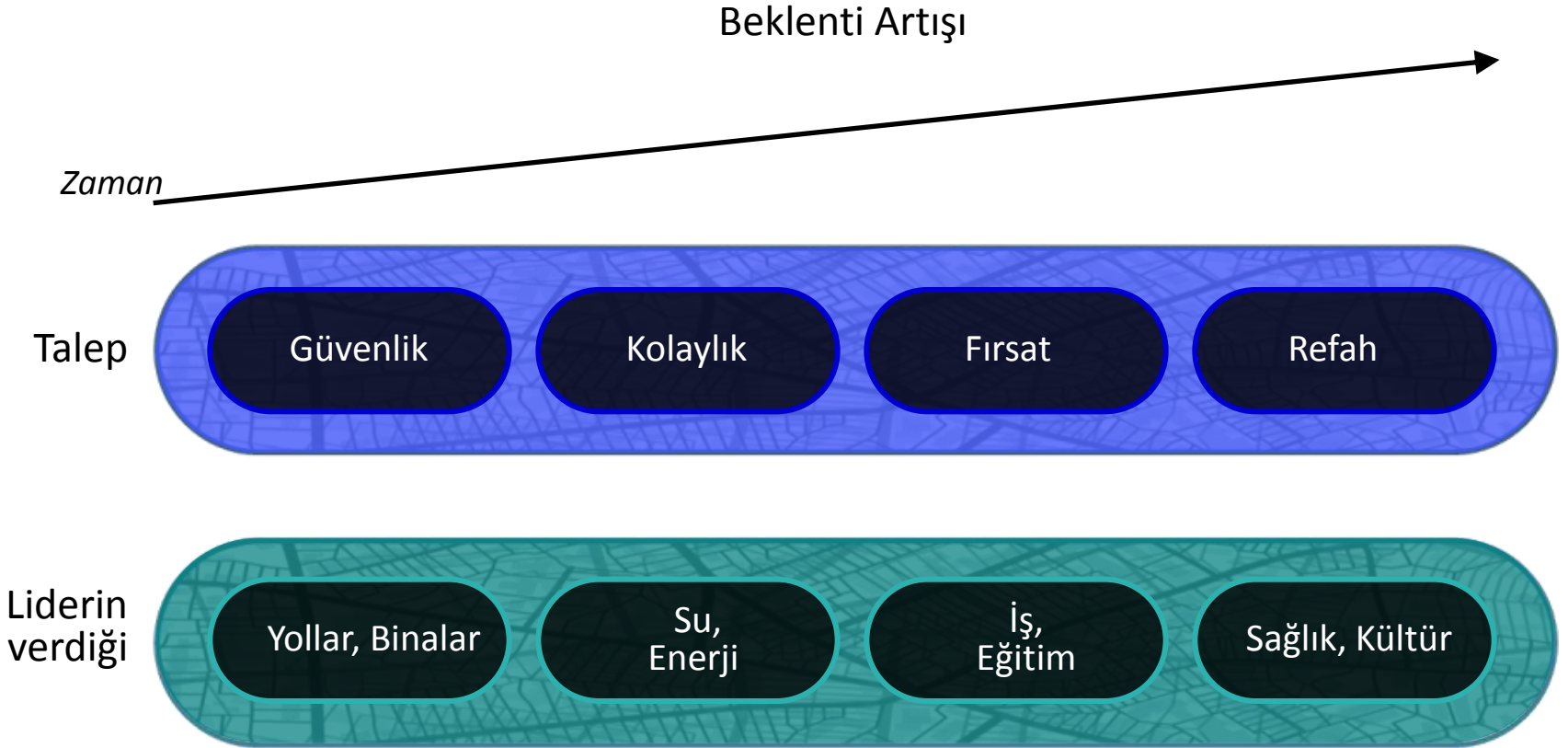
Facebook



(C) İHA



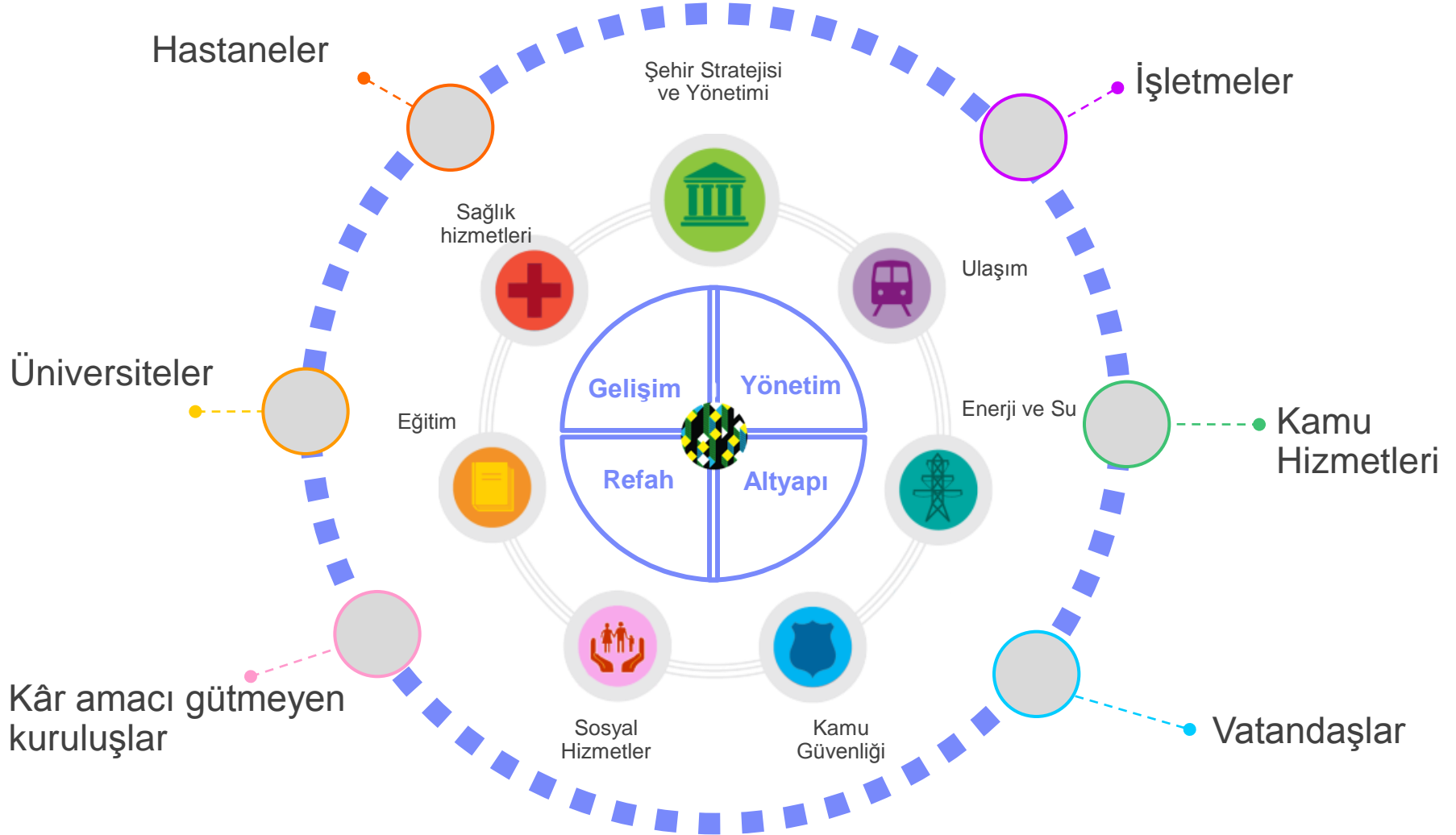
# Şehirlerde yaşayanların liderlerden beklentisi her gün **artıyor**





# Liderlerin zor ortamda **yeni fırsatlar** yaratma becerileri







## Dünya genelinde şehirleri zorlayan ortak konular...

Operasyonlar için '**Büyük Resim**' yoktur

### **Birden Çok**

- Tedarikçi
- Sistem
- Paydaş

**Parçalı ve tutarsız** varlık yönetimi

**Birimlerarası işbirliği** veriye değil, deneyime dayalıdır

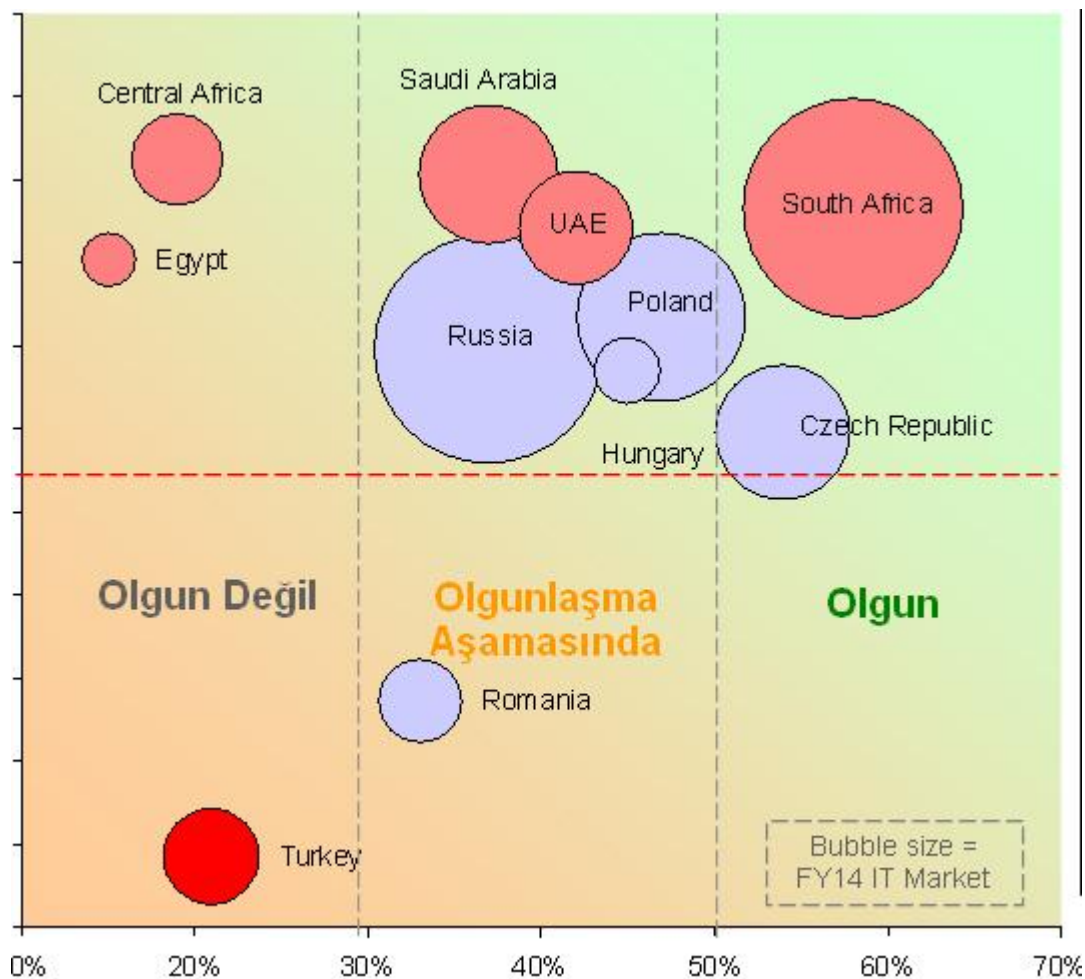
- Bilgiler, sistemde değil çalışanların aklındadır



*Teknoloji kullanmak bir çözüm mü ??*

*Organizasyon  
Süreç  
Teknoloji*

## 2014 BT Pazarı Olgunluk Görünümü



IDC olgunluk tarifi: Yazılım ve Hizmetlerin Toplam BT pazarına oranı



## Bazı örnekler... Rio de Janeiro

30 deęişik birim

Acil durum önleme ve müdahale





# Hollanda – Digital Delta

## DIGITAL DELTA

USING BIG DATA TO TRANSFORM MANAGEMENT OF THE DUTCH WATER SYSTEM AND HELP KEEP THE COUNTRY SAFE



## WATER AROUND THE WORLD

**€600 million**  
European annual expected loss from storm surge for North Sea countries

**€37 billion**  
Estimated damage of Hurricane Sandy

**€8 billion**  
Germany's aid fund for June 2013 floods

**€8.7 billion**  
Costs of 2003 drought to the EU economy

## HOW FLOODS IMPACT NETHERLANDS

**16,496 km**  
Extent of Deltaworks dikes - one of the most extensive engineering projects in the world

**€7 billion**  
Annual water management costs + incremental €2 billion per annum

**66%**  
Population living in flood prone areas

**Rotterdam**  
Largest European logistics hub which supplies 75% of Western Europe

**70%**  
Percentage of GDP at risk from flooding

**1:10,000**  
The Dutch protective system is designed for 1 in 10,000 years flood event

## DROUGHT BRINGS CHALLENGES TOO

**€400 million**  
Annual average losses to Dutch agriculture due to drought

**€5 billion**  
Damage to infrastructure due to low groundwater levels. May increase to €40 billion by end of century

**Up to 19%**  
Average decrease in capacity of power plants in Europe due to drought

## KEEPING DATA FLUID

**20%-30%**  
Potential cost reduction of managing future water projects

**75%**  
Reduction in scientific research & development time due to smarter information sharing

**32 terabytes**  
Potential volume of data produced by a single water management project (approx. 7 billion pages of text)

**2 million**  
Streaming sets of data produced by 450 monitoring stations every day

Join the conversation  
@IBMBigData or #BigData

## CISEM – Madrid Acil Durum Müdahale Merkezi

### Can technology make a city feel safer?

#### CHALLENGE:

On March 11, 2004, terrorists bombed 10 train stations simultaneously in Madrid. IBM helped Madrid build a command center to improve emergency response. But before citizens could feel safer, they needed to know that the new system existed.

#### SOLUTION:

We built an interactive experience that puts users in the position of police, ambulance and fire personnel as they respond to actual emergencies. Then we invited media, influencers and citizens to try it for themselves.

#### RESULTS:

- 285,000 unique visitors in one year.
- Front page coverage in the media.
- Peace of mind.





## Palava City - Hindistan

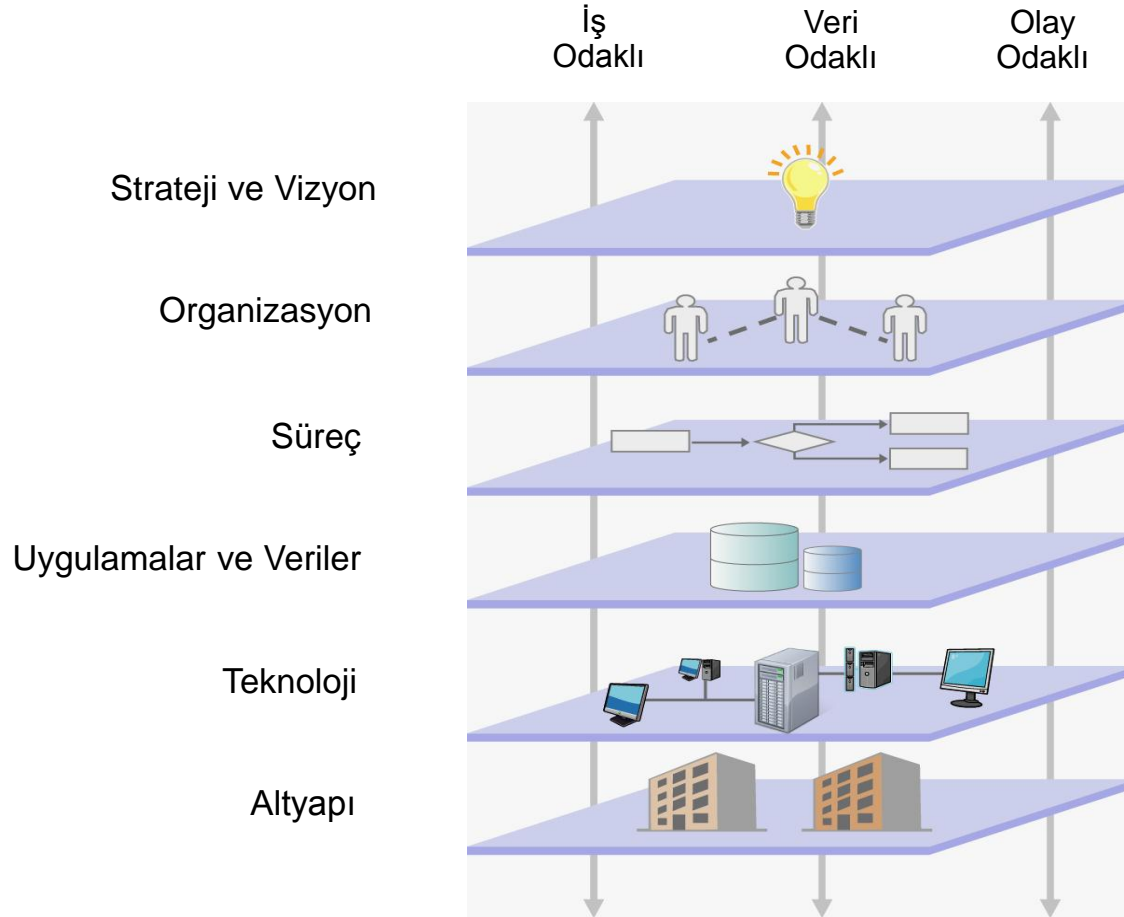
100,000 aile için Hindistan'ın en « yaşanabilir şehri »



**“A CITY DESIGNED TO GIVE EACH AND EVERY CITIZEN THE OPPORTUNITY TO PROSPER.  
AS FIRST CITIZEN OF PALAVA, I INVITE YOU DISCOVER IT.”**



## 2000'in üzerinde akıllı şehir projesi



## Akıllı Şehir Çözümleri



# Teşekkürler