Smart Cities: Cox’s Perspective on a Cable Operators Role

SustainOC
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With more than $21 billion in revenue and 60,000+ employees nationwide, we’re industry leaders in Communications, Automotive, and Media. We’re also investing in new Cleantech and Healthcare verticals.
Smart City

A city that employs powerful information and communication technologies to enhance the effectiveness of local government, achieve operational excellence and create a modern and vibrant quality of life for it’s residents.
SMART CITY DRIVERS

In order for cities to thrive and compete today, they must anticipate complex drivers, responding creatively and aggressively.

URBANIZATION
Urban population growth is straining infrastructure

COMPETITION
75% of city officials reported increased focus on business attraction

ENGAGEMENT
Residents expect digital equality as technology dependence increases

CONSERVATION
By 2050, 75% of global resources will be consumed by people occupying just 2% of the world’s land
Smart City Challenges

1. Technology Evolution
   - The constant evolution of technology is making it difficult to adopt solutions that can have long lifespans.

2. Finance
   - City budgets may not allow for the implementation or maintenance of solutions.

3. Policy
   - Outdated policies and data governance have hindered larger adoption of smart city solutions.

4. Cooperation
   - The difficulty in bringing the right stakeholders together within local governments has created roadblocks to smart city adoption.
Cox Knows the City

HOME
Robust bandwidth and connected devices make Cox households more informed, efficient, safe and entertained

NEIGHBORHOOD
$10B network investment expanding broadband capabilities – Gigabit to all by end of 2019
Programs like Connect2Compete and Tech Centers allow Cox to bridge the digital divide for low income families

SMART CITY
Having worked with entire communities, Cox possesses the experience, tools and capabilities to deploy, manage and maintain smart city solutions.

BUSINESS
Cox capabilities include fiber ubiquity, managed services, cloud-based phone, IT Help and security monitoring to drive smarter workplaces

GOVERNMENT
Cox works closely with local governments to provide services, secure franchise and right-of-way agreements and support community programs
Smart City Evolution

Smart City isn’t merely a concept. Being smart is a reality for cities with vision. Successful deployments begin with need-driven solutions. Cox works as a co-creator and a city’s visionary partner allowing needs to drive solutions, not simply technology.

1.0 TECH DRIVEN
A provider offers a technology-first, one-size-fits-all solution.

2.0 CUSTOMER DRIVEN
A provider offers a tailored solution through a thorough needs-analysis.

3.0 CO-CREATION
A solution that is co-created through a collaborative effort of needs-discovery and pilot deployments.
The Cox approach to a Smart City

Focus on Needs
Discover customer needs in areas of operational efficiency, customer experience, safety, mobility, health and sustainability.

Enable with Technology
Enable Cities to achieve excellence using Cox technology.

Environment to Innovate
Create a sandbox environment where Cox and the city can co-create.
Unleash the Power of a Connected World

Agility of a **startup** with the resources of a **large enterprise**.

- Wireless/Fiber Networks
- Hardware Capabilities
- Data & App Platform
- Fleet of Vehicles
- In-Market Support
- Tower Infrastructure
Cox2M Values

Disruptive Price Point
Our goal is to deliver a solution at a price point that can scale according to customer requirements.

Customer Needs First
Needs first, technology second, is at the core of Cox2M. It is imperative to understand the needs of our customers and deliver a solution to satisfy those needs.

Simplicity
Cox2M solutions are simple to operate and integrate into other business systems.
End-to-End Capabilities

- Network
- Sensor
- Platform
- Application

COX2M®
Smart City Platform Possibilities

- Smart Light Poles
- Metering
- Traffic & Parking
- Stadiums & Airports
Cox2M Focus Applications

Additional Cox2M focus areas:

- Fleet Management
- Waste Management
- Smart Grid, City, & Campus
- Asset Tracking
One Platform, Many Solutions

A FEW EXAMPLES OF COX2M INTEGRATION PARTNERSHIPS:

- Audio analysis w/ML (Gunshot detection)
- Traffic management for urban congestion
- Emergency response transformation
Thank You