



4 STEPS TO TRANSFORMING YOUR CITY

VIDEO TRANSCRIPT

Well the simplest way to answer that is the best digital strategies are the ones that get implemented and finally get to scale.

There's no point in developing a strategy that stays on the shelf and never gets implemented. And the history of smart cities suggests that the best strategies are getting to pilot stage and not progressing from pilot to full scale implementation.

So the best digital strategies start with design. They then go into a value discussion: how are we creating value? And then they get political endorsement.

Once they're politically endorsed, then you've got an opportunity to get to scale. And then you have to implement through your ecosystem's suppliers.

So the best digital strategies are the ones that clearly create value, can get political endorsement, and also may be implemented at scale by an ecosystem of potential partners.

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