Can we do it together?
- a business approach

**Zoltán Tarr**
Program Manager, Invitech Solutions

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Invitech Solutions is an integrated ICT & telecommunications service provider with country-wide network reach

65 m — Annual revenue (EUR)

25% — **ICT revenue share** out of total revenue

6,000 — **Corporate clients**

100+ — Coverage in all of the **TOP 100+ cities**

9,000 km — **Optical** backbone **network**

3,300 m^2 — **Data Center capacity**

500 — Qualified professional **employees**

—— Countrywide optical network

◯ Major cities covered

● Local optical network

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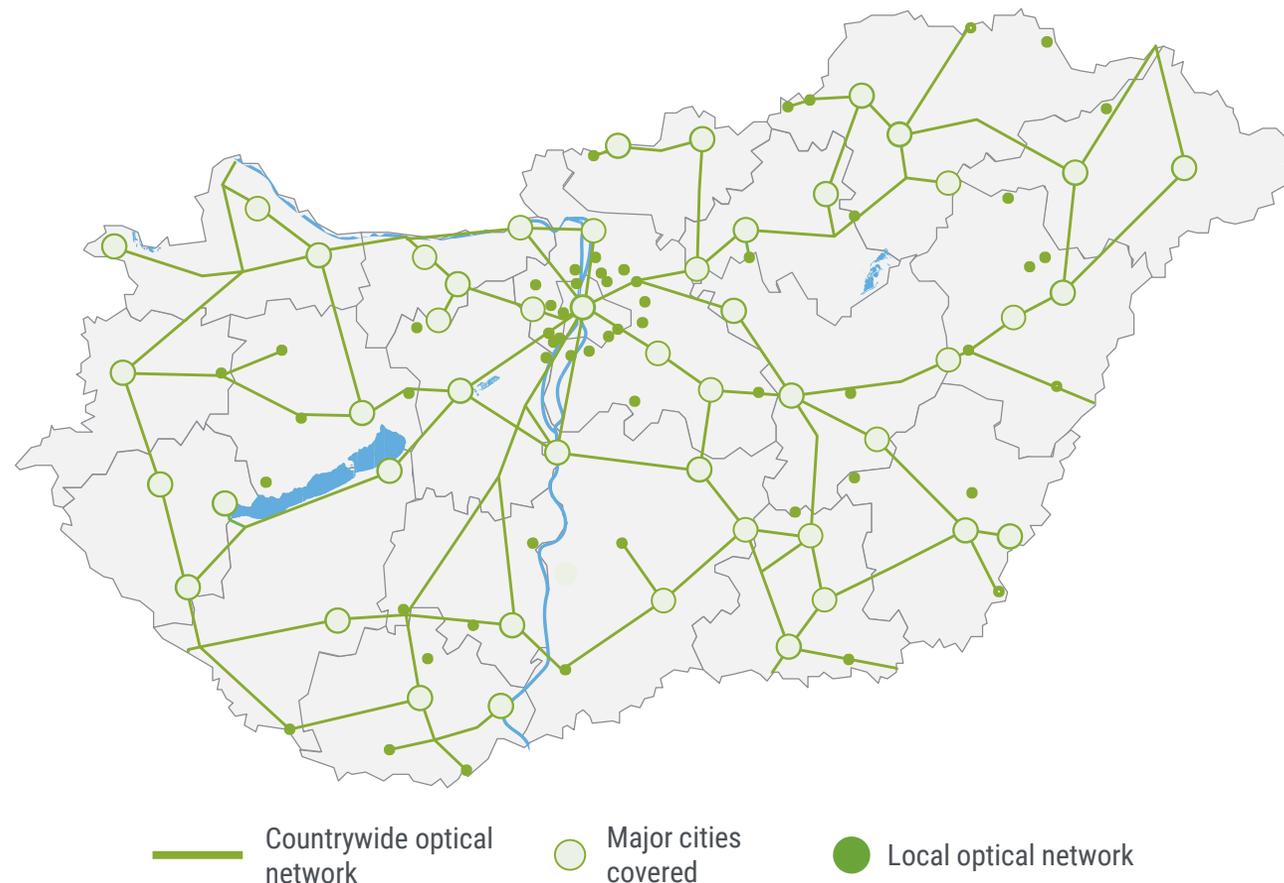
Invitech Solutions provides an integrated service portfolio

IT Services

Operational Services	Communication & Collaboration
Application Development	Customer Relations' Services
IT Security Services	Local Network Services
IoT	IT devices

Telecommunication

Voice Services

Data Services

Telco Devices

Data Center and Cloud

Data Center Services

Cloud Services

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Smart City pilot – smart light pole, Budaörs (Hungary)

Using existing infrastructure
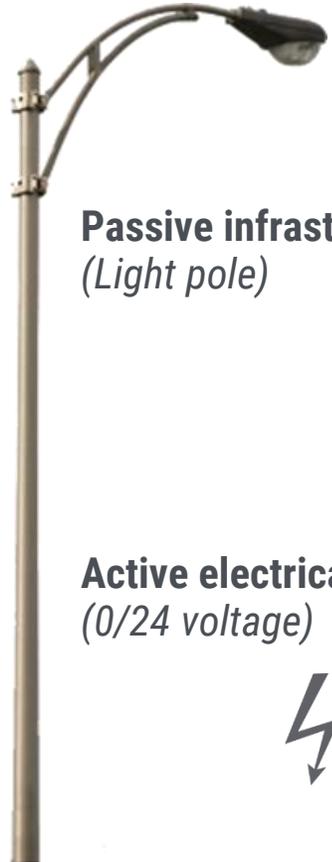
Passive infrastructure
(Light pole)

Active electrical network
(0/24 voltage)

Potential smart applications

Managed public lighting

EV charger applied to the public lighting system

Integrated wifi & camera

Additional sensors *(Uplink)*

Collection & analysis of data

Data for (local) governmental & customer / end user usage

Big data & analytics to support urban development (urban infrastructure, utilities, services)

End user applications according to the needs of the inhabitants

(Smart) City operation is based on cooperation

Effective smart city development needs a new approach – especially in settlements < 35 k inhabitants

Smart city is more **a social, communal development** model

Technology should **not** be **the primer** driving force behind development

Companies should take a more **consultative presence**

Human relations, communities can bring change in the life of the city - technology should serve to this end

Technology, innovations should support smaller, disadvantaged communities to get **equal access to services**

Smaller settlements need to cooperate – **regional cooperation** is a way forward (e.g. transportation, tourism, certain social services)

Basis of **viable business models** is to find the mutually advantageous forms of cooperation

(Smart) city operation is

- about collaboration, involvement, and

- Cooperation, which takes into account communal aspects, participation and responsibility

- above concrete technological solutions.

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3 steps to effectively operate a smart city – simplified

Monitoring – feedback and evaulation to those involved

Monitoring

Planning

Strategic planning

Financing

Developing smart financing / business models

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Recommendations

Developing / using tools and methodologies to **understand local needs**

Awareness building for all actors – towards behavioral transformation

Identifying stumbling blocks (legal, financial, behavioral, etc.), **which hinder regional cooperation** – including cross border cooperation - for better realization

Create a **fora to share best, financially viable practices** – among V4 countries

(v4) **projects to explore and foster regional**, cross border cooperation for communities

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Thank you for your attention

Zoltán Tarr

📞 +36 20 439 4532

✉ tarrz@invitech.hu

🌐 www.invitech.hu