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Conversations for a Smarter Planet

This meeting was during the conference PaperJam Business Club on Thursday 25. March 2010 on Smarter Organisations.

In the frame of the international project “Conversations for a smarter planet” by IBM – in collaboration with PaperJam, we were invited to a Round Table on Thursday, 25. March 2010, in the Buildings of BGL BNP Paribas, Boulevard Royal, Luxembourg.

The Round Table was lead by Jean-Michel Gaudron, Chief Editor PaperJam, with the participation of

Jean-Claude Bintz (Lakehouse)

Marie-Jeanne Chèvremeont-Lorenzini (Arendt & Medernach)

Marc Gerges (LuxairGroup)

Michel Vlasselaer (IBM Global Business Services, IBM Benelux)

On the subjects of:

Smarter Organisations – international case studies, by IBM

Smarter Organisations – case studies from Luxembourg, by Jean-Michel Gaudron

“IBM: Conversations for a smarter planet

A mandate for change is a mandate for smart

Political leaders around the world are not the only ones who have been handed a mandate for change. Leaders of businesses and institutions everywhere have a unique opportunity to transform the way the world works.

We find ourselves at this moment because the crisis in our financial markets has jolted us awake. We are seriously focused now on the nature and dangers of highly complex global systems. And this isn't our first such jolt. Indeed, the first decade of the twenty-first century has been a series of wake-up calls with a single theme: re reality of global integration.

The problems of global climate change and energy, global supply chains for food and medicine, new security concerns ranging from identity theft to terrorism – all issues of a hyper-connected world – have surfaced since the start of this decade.

The world continues to get “smaller” and “flatter”. But we see now that being connected isn’t enough. Fortunately, something else is happening that holds new potential: the planes are becoming smarter.

That is, intelligence is being infused into the way the world literally works – into the systems, processes and infrastructure that enable physical goods to be developed, manufactured, bought and sold. That allows services to be delivered. That facilitates the movement of everything from money and oil to water and electrons. And that helps billions of people work and live.

How is this possible?

First, the world is becoming instrumented. Imagine if you can, a billion transistors for every human being. We’re almost there. Sensors are being embedded everywhere: in cars, appliances, cameras, roads, pipelines... even in medicine and livestock. Second, our world is becoming interconnected. Soon, there will be 2 billion people on the Internet – but systems and objects can now “speak” to each other as well. Think of a trillion connected and intelligent things, and the oceans of data they will produce. Third, all of those instrumented and interconnected things are becoming intelligent. They are being linked to powerful new back-end systems that can process all that data, and to advanced analytics capable of turning it into real insight, in real time.

With computational power now being put into things we wouldn’t recognise as computers, any person, any object, any process or service and any organisation – large or small – can become digitally aware, connected and smart.

With so much technology and networking available at such low cost, what could you not enhance? What wouldn’t you connect? What information would you not mine for insight? What service would you not provide a customer, a citizen, a student or a patient?

The answer is that you will do all these things – because you can. But there is another reason. We all will because we must. Consider:

Congested roadways in France cost six billion euros in lost work hours.

Inefficient supply chains cost billions annually in lost productivity.

One in five people living today lacks safe drinking water. And, of course, we have seen what has developed in our financial markets, a system in which institutions could spread risk, but not track it.

Yet all of these things are solvable on a smarter planet.

Stockholm has used smart traffic systems to cut gridlock by 20%, reduce emissions by 12% and increase public transportation use dramatically.

Smart food systems are using RFID technology to trace meat and poultry from the farm through the supply chain to store shelves.

Smart systems are transforming energy grids, supply chains and water management, as well as helping confirm the authenticity of pharmaceuticals and the security of currency exchanges.

There is a tremendous mandate for positive change in the world. We have the resources to do this. You will continue to hear more from IBM on the specific ways we can make our planet work better. Let's build a smarter planet.

Think IBM. "(IBM: Conversations for a smarter planet, pages 4-5)

IBM's Conversations for a smarter planet are on the following subjects:

- Energy
- Traffic
- Food
- Infrastructure
- Retail
- Intelligence
- Banking
- Telco
- Oil
- Healthcare
- Cities
- Water
- Public Safety
- Buildings
- Work
- Rail
- Products
- Education
- Government
- Cloud Computing

Let's have a closer look at the Conversations for a smarter planet: Telco and cite IBM:

"Look what's talking on a smarter planet.

What is the sound of a planet talking? A century ago, the answer was simple: people conversing in person or over wired networks. Today, it's not just everyone, but also everything talking to every other thing, in constant motion.

An estimated 2 billion people will be on the Web by 2011 – and they'll be doing more than talking. Video on demand, IP television and Internet TV will account for nearly 90% of

consumer IP traffic by 2012. When people talk, it will be to many more people – via social networking sites, whose memberships will top 500 million in the next three years.

Consider that 10,000 security cameras in London are connected to the Web, feeding it video 24 hours a day. Or take the 300 connected sensors on a bridge in Minnesota; add the 800 monitoring another in Hong Kong – and multiply by the millions of roads, bridges and buildings in cities around the world. Now add billions of intelligent phones, cameras, cars and appliances, and millions of miles of smart power lines and roadways.

Is it any wonder that in just three years, IP traffic is expected to total more than half a zettabyte? (A zettabyte is a trillion gigabytes – or 1 followed by 21 zeros.)

A smarter planet will require a smarter communications infrastructure.

High-speed broadband, as important as it may be, doesn't make a network smart. We need the network to be multidirectional instead of point-to-point. Smart networks must be infused with advanced analytics and intelligence so they can identify connected, instrumented things and collect relevant data from them. They'll have to be built on a foundation of standards and software that allow trillions of devices and objects to "talk". And we'll need next-generation digital platforms on which telecom providers can create and deliver all kinds of services.

Fortunately, smarter communications are at hand. India's leading private telco is using IBM's digital platform to deliver new services dynamically to hundreds of millions of people.

A US hospital is applying a pervasive wireless infrastructure, bar coding and RFID to manage its assets and administer medications – helping to increase both patient safety and operational efficiency. A network operator in Taiwan is offering customised advertising based on subscriber purchasing patterns – while individual subscribers of one Chinese telecom provider are collaborating directly with the company to create new services.

And a university in California worked with IBM on North America's first wireless parking solution to be integrated with payment stations.

A thinking, communicating planet will spur advances in everything from science and medicine, to business and technology...to possibilities not yet imagined...and will help billions of people join the global economy. When things communicate, systems connect. And when systems connect, the world gets smarter. Let's build a smarter planet." (IBM: Conversations for a smarter planet, page 21)

"It's happening.

Smart trains are rescheduling their own timetables.
Students are helping lecturers decide what to teach.
Smart roads are eliminating their own congestion.

Data is helping prevent crime and smart power grids detect their own faults.

The world is getting smarter. Infused with a new intelligence, everything from companies and communities to buildings, roads, railways, health systems, local governments and even entire nations are slowly changing for the better..

IBM wants to help you achieve even more. So let's keep talking. And together we'll build a smarter planet.”(source: IBM: Conversations for a smarter planet, page 1)