

# ThingWorx Platform & Ecosystem Solutions for Smart Cities

## Accelerate Smart City Solution Delivery & Unlock the Full Potential of IoT

### Summary

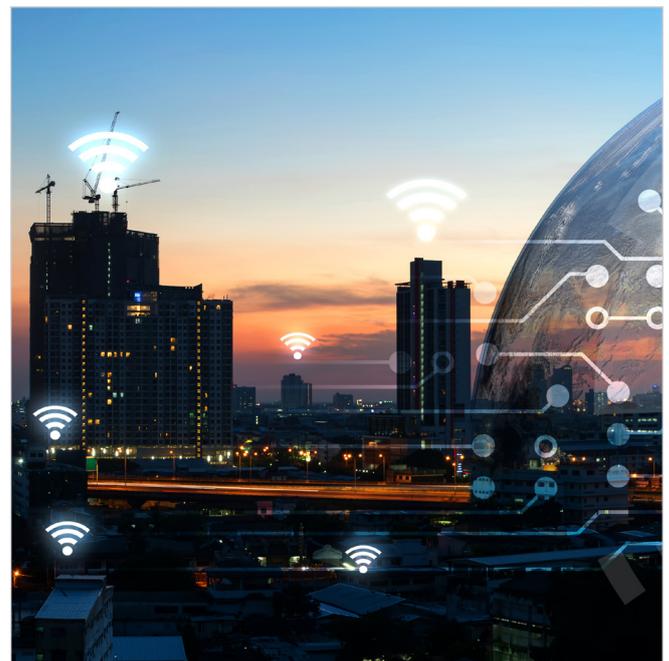
The IoT is transforming the products and services cities, utilities, and infrastructure managers rely on, as well as the means of communicating and providing value to constituents, whether in power, water and wastewater, building management, or city services such as lighting or parking.

In order to seize the tremendous opportunity IoT presents, your customers and stakeholders are looking to you to rapidly lead the way. With the ThingWorx Platform and its associated partner ecosystem, you can do so with confidence.

### Smart City Challenges and Opportunities

Cities and their partners are anxious to get more out of their infrastructure. They demand greater uptime, higher efficiency, and reduced cost of service, all while providing a higher quality of life for citizens. In addition, they want to deliver innovative new services, new sources of revenue and sustainable economic growth. They are looking to IoT as the answer, yet lack the resources, high-end skills and experience they need to do this on their own. They are looking to you to solve this challenge for them.

You need to quickly identify projects that will deliver immediate, quantifiable value and quickly deliver a successful deployment. Your first project is just the start and will put in place the technology foundation and long term strategy to scale your efforts and enable sustained growth and innovation to fulfill the smart city transformation. You want to do it right, and you want to do it quickly. You want an IoT platform and the supporting ecosystem you can rely on.



### ThingWorx Offering for Smart Cities

The ThingWorx platform and ecosystem enables the rapid delivery of City solutions with any combination of the following on a single technology infrastructure:

- Deploy out-of-the-box Smart City Solutions from a ThingWorx Solution Provider
- Use the ThingWorx Platform to rapidly develop new IoT solutions that connect assets, break down information silos & meet unique needs of city
- Deliver the ThingWorx platform to serve as the IoT foundation for the city and enable start-ups, universities and high tech businesses to create innovative apps that leverage existing investments such as assets, communication networks, cloud infrastructure, and open data

## ThingWorx Platform Features

The ThingWorx platform enables the rapid development of game-changing IoT applications:

- Connect to any device, with any protocol, over any network, in any cloud or on premise
- Visually model the “Things” in your world to increase development velocity, ease of maintenance and reusability of solutions
- Build interactive applications, dashboards, collaborative workspaces, and mobile interfaces with “Drag & Drop” user interface creation
- Deliver innovations such as augmented reality for rich visualization and real time predictive analytics to help find actionable insight from IoT data
- Multilevel security from device to application, with support for identity and access management



**Build Fast**



**Build Smart**



**Build for Cities**

## Platform Benefits

Delivering smart city solutions with the ThingWorx platform provides the following benefits:

- Fast and iterative approach to prototype, deliver, and evolve solutions
- Shared code for common use-cases across all solutions
- Ability to leverage existing IT investments in cloud infrastructure and connectivity
- Software development resources focused on creating high value-add application business logic
- Proven scalability and security
- Ability to transform applications into immersive experiences via augmented reality
- Access to a robust network of ThingWorx partners with complementary skills and knowledge



The ThingWorx platform is an essential component of our smart water solution. ThingWorx provides all of the necessary IoT platform components, allowing us to focus on our expertise and applications in clean and waste water management, and deliver the most robust and cost effective solution to the cities, utilities, water service, and industrial companies that we work with.”

Laurie Reynolds

Managing Director, Aquamatix Ltd

A Powered by ThingWorx partner offering smart water solutions via WaterWorX™

## The Power of the Platform

The demand to build new Smart City solutions is at an unprecedented high. Development teams are being stretched thin and being asked to learn IoT technology as quickly as possible in order to meet the demand to deploy IoT-enabled products, applications, and systems. The ThingWorx platform is purpose-built for the development of scalable and secure solutions that are simple to create, accelerate the time-to-market and makes end-user experiences more compelling.

With ThingWorx and an ecosystem of partners you can easily:

- Create, test, and deploy IoT solutions faster than ever on one complete platform
- Build more feature-rich solutions that are scalable, secure, and city-ready
- Access the broadest IoT-focused ecosystem in the market and the industry’s premiere IoT Marketplace for off-the-shelf extensions

For more information, visit: [Thingworx.com/smartcity](https://thingworx.com/smartcity)