



DIGITAL TRANSFORMATION AND FUTURE CITIES TODAY

PATRICIA FLORISSI, PH. D.
VP AND GLOBAL CTO FOR SALES

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PART 1

THINK ABOUT THESE

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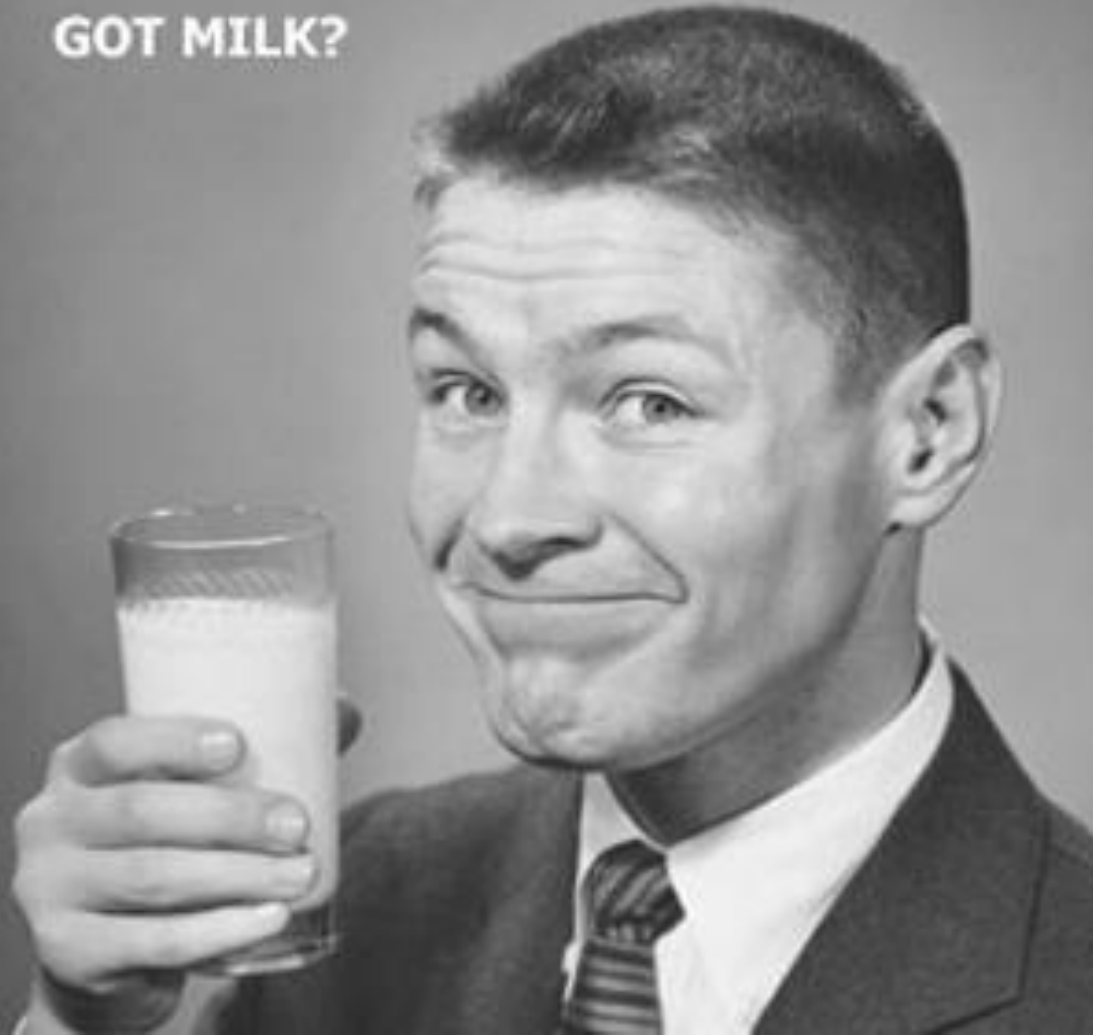
Got **MILK**

The image is a black and white advertisement for milk. The word "Got" is in a simple, white, sans-serif font. The word "MILK" is in a bold, white, sans-serif font. The letters of "MILK" are designed to look like they are filled with milk, with the top edges of the letters showing a dynamic splash of milk. The splashes are captured in mid-air, with many small droplets visible against the black background. The overall effect is one of freshness and movement.

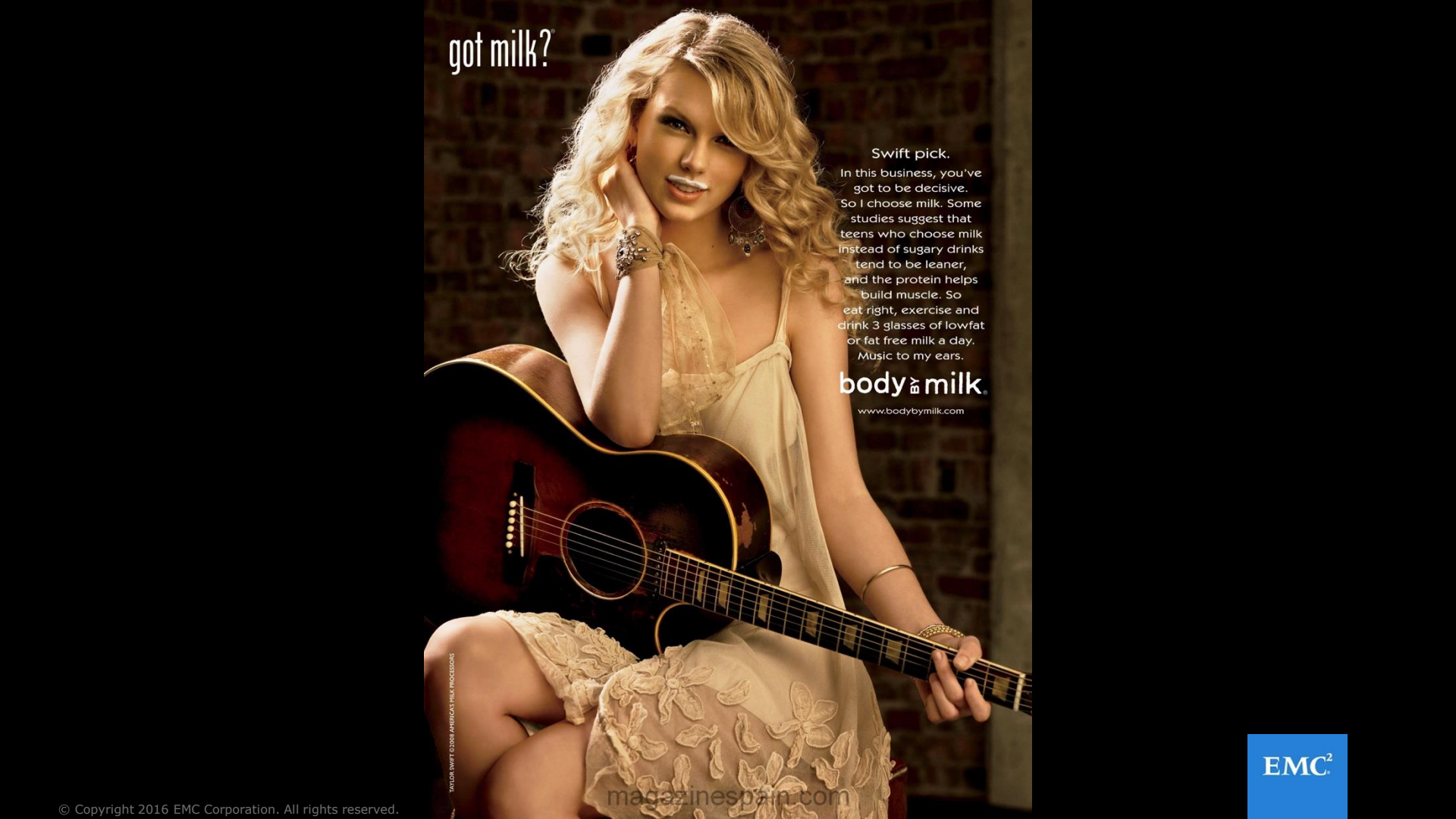


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GOT MILK?



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A full-page advertisement for Body by Milk featuring Taylor Swift. She is sitting and holding a dark acoustic guitar, wearing a light-colored lace dress and multiple bracelets. The background is a brick wall. The text 'got milk?' is in the top left, and 'body by milk' is in the middle right. A small vertical text on the left edge reads 'TAYLOR SWIFT © 2008 AMERICA'S MILK PROCESSORS'. The bottom left has a copyright notice, and the bottom right has the EMC² logo.

got milk?

Swift pick.

In this business, you've got to be decisive. So I choose milk. Some studies suggest that teens who choose milk instead of sugary drinks tend to be leaner, and the protein helps build muscle. So eat right, exercise and drink 3 glasses of lowfat or fat free milk a day. Music to my ears.

body by milk®

www.bodybymilk.com

TAYLOR SWIFT © 2008 AMERICA'S MILK PROCESSORS

WHO SPONSORED THIS CAMPAIGN





MILK BRANDING MODERNIZED

ALL MILK
IS CREATED
EQUAL

BUSINESS MODEL MODERNIZED



American Dairy Association
and Dairy Council

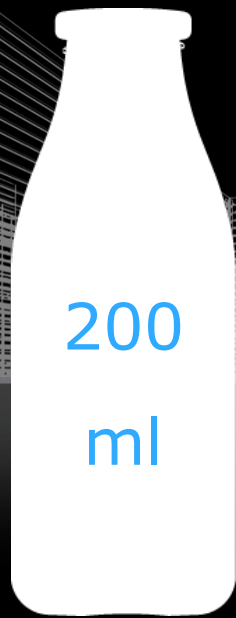
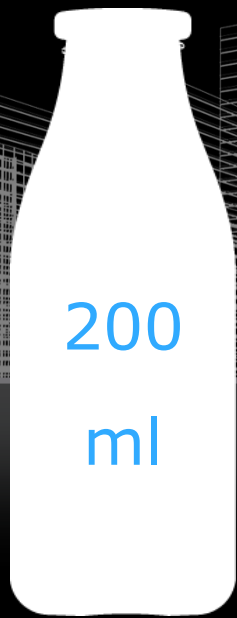


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WHAT COWS CAN TELL YOU MODERNIZED

NOT ALL MILK
IS CREATED
EQUAL
AFTER ALL

WHAT COWS CAN TELL YOU MODERNIZED



VAT MILK

Average components
(fat, protein)

And
Average properties
(coagulation properties)

UNDERSTANDING OF MILK MODERNIZED



Milk
(controlled %
of fat)



Yogurt
(controlled %
of milk solids)



Cheese
(high
coagulation
properties)



Butter
(high %
of fat)

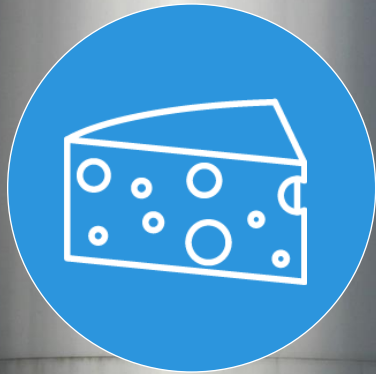
VAT MILK

Average components
(fat, protein)

And

Average properties
(coagulation properties)

UNDERSTANDING OF MILK MODERNIZED



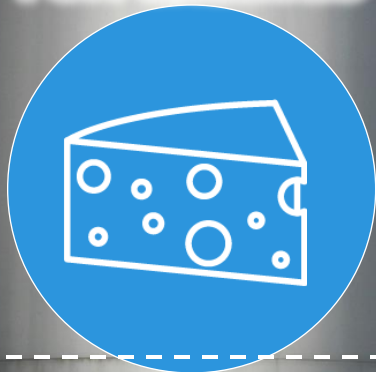
Cheese
(high
coagulation
properties)

HIGH
COAGULATION
YIELDS UP TO
15%
HIGHER CHEESE
PRODUCTION PER
SAME MILK VOLUME

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PRECISION DAIRY FARMING MODERNIZED

MILK OPTIMIZED
FOR CHEESES



X%

Cheese
(high
coagulation
properties)

THRESHOLD

MILK OPTIMIZED FOR
OTHER PRODUCTS



Milk
(controlled % of fat)



Yogurt
(controlled %
of milk solids)



Butter
(high % of fat)

IOT IN DAIRY FARMING
MODERNIZED

afimilk®

Vital know-how in every drop

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MILK PARLORS MODERNIZED

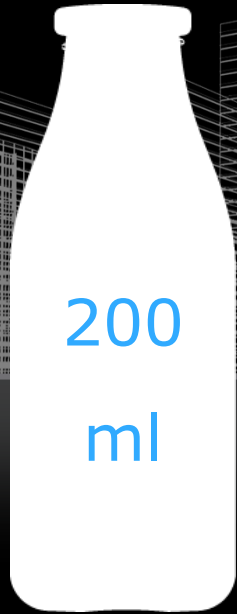


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MILK METERS MODERNIZED

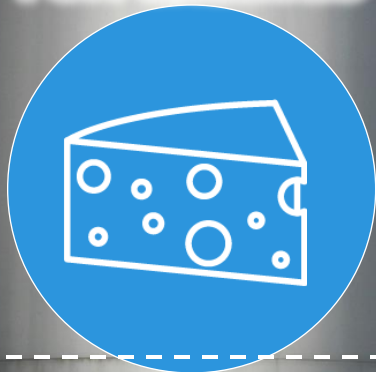


COAGULATION LEVEL MONITORING MODERNIZED



PRECISION DAIRY FARMING MODERNIZED

MILK OPTIMIZED
FOR CHEESES



X%

Cheese
(high
coagulation
properties)

THRESHOLD

MILK OPTIMIZED FOR
OTHER PRODUCTS



Milk
(controlled % of fat)

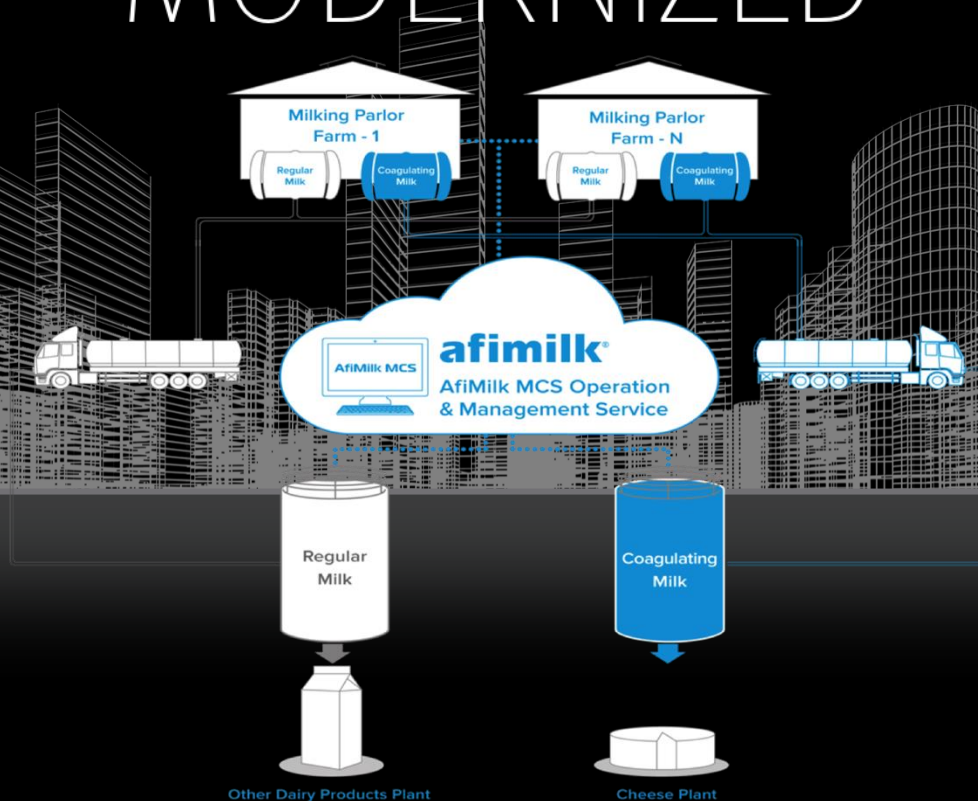


Yogurt
(controlled %
of milk solids)



Butter
(high % of fat)

MILK ROUTING MODERNIZED



MILK PRODUCTION GOALS MODERNIZED

X%



WHAT IS THE
OPTIMAL
VALUE FOR
X%?

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HOW EXACTLY ARE ALL OF THESE RELATED

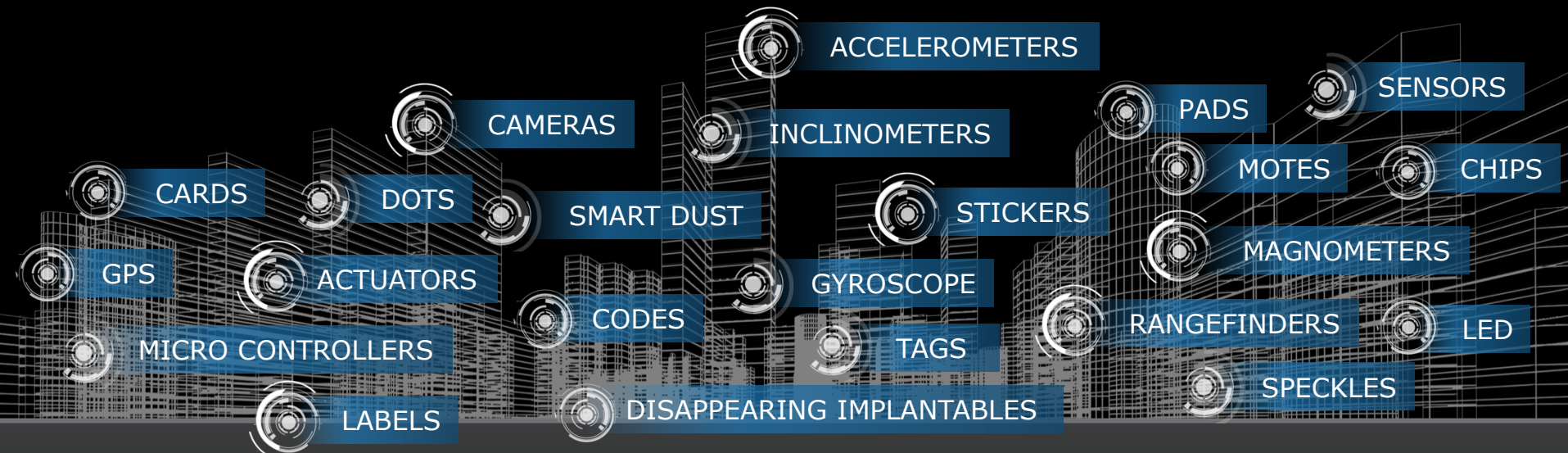


AN AVERAGE OF 26 DEVICES FOR EACH INDIVIDUAL



AMAZING VARIETY

ALL TYPES OF SITUATION AWARE EDGE TECHNOLOGIES



HYPER OPTIMIZATION MODERNIZED



GIGANTIC SUPPLY CHAIN MODERNIZED



The background is a dark blue gradient. It features a complex network of white and light blue lines that resemble circuit traces or data paths. These lines are interspersed with small circles, dots, and arrows, suggesting a flow of information or data. In the lower half of the image, there is a faint, wireframe-style representation of a city skyline with various building shapes. The overall aesthetic is high-tech and digital.

HYPER OPTIMIZATION
MODERNIZED

DEEP
DIGITAL UNDERGROUND

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AGENDA: HYPER OPTIMIZATION

BECOME AN INNOVATIVE DIGITALLY TRANSFORMED BUSINESS AND
INDIVIDUAL

EFFICIENT



Optimized use of resources:

People

Businesses

Environment

DOES GARBAGE REALLY MATTER



GARBAGE MATTERS OR THE MATTER OF GARBAGE



ALL GARBAGE
IS CREATED
EQUAL

SCIENCE OF GARBAGE MODERNIZED



ON WASTE MANAGEMENT

OPTIMIZED FOR 75% PICK UP



Source: Enevo

TWEETING WASTE CONTAINNERS

OPTIMIZED FOR 75% PICK UP



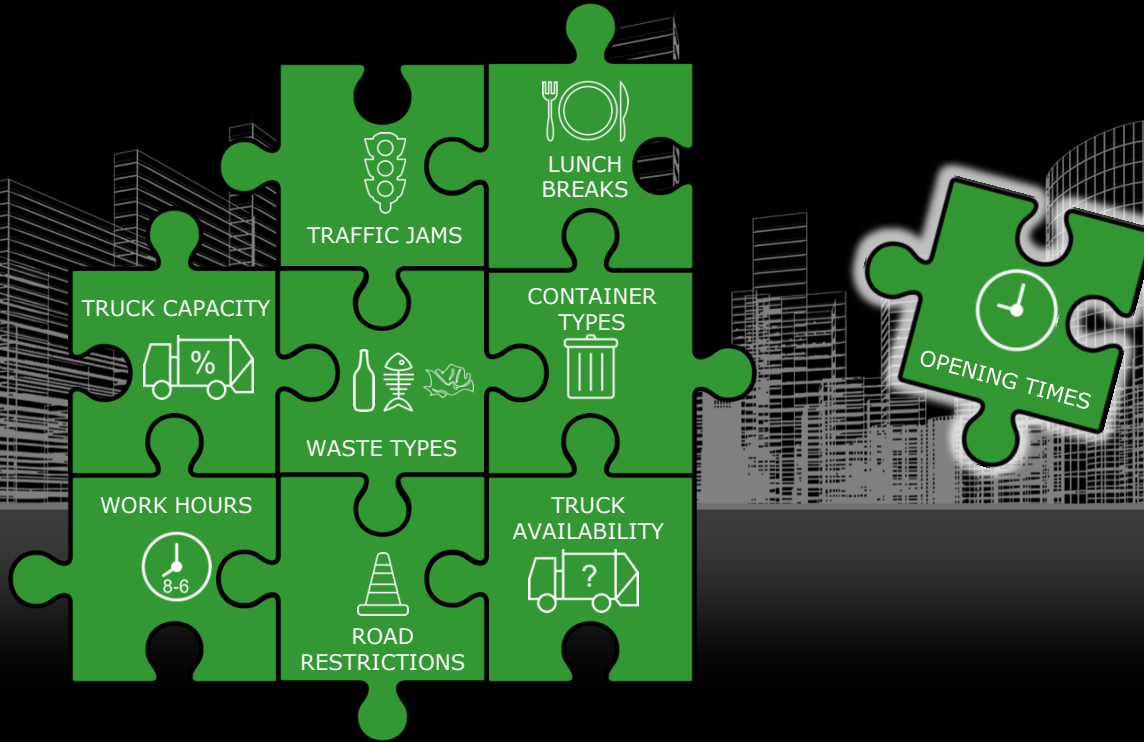
Source: Enevo

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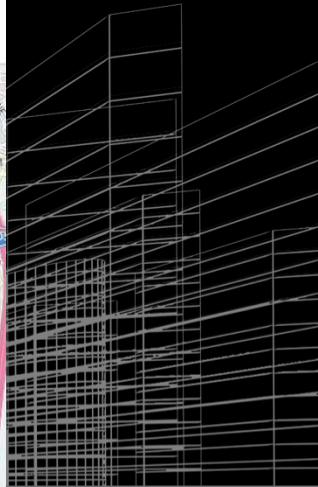
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BROAD SET OF VARIABLES

OPTIMIZED FOR 75% PICK UP



Source: Enevo



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OTHER WASTE MANAGEMENT OPTIONS

PILE IT ON THE SIDEWALK



The background is a dark blue gradient with a complex network of white and light blue lines representing circuitry and data flow. In the center, there is a faint, wireframe-style illustration of a city skyline with various skyscrapers. The text is overlaid on this background.

HYPER LOCALIZATION
MODERNIZED

DEEP DIGITAL UNDERGROUND
COMMUNICATION



AGENDA: HYPER LOCALIZED

BECOME AN INNOVATIVE DIGITALLY TRANSFORMED BUSINESS AND
INDIVIDUAL

EFFICIENT



SAFE



Optimized use of resources:

People

Businesses

Environment

*Anticipate risks & protect
people & information:*

*Everyone must trust the
system*

THE MATTER OF PARKING

DIFFERENT USER EXPERIENCES – HYPER LOCAL EXPERIENCE



INFORMED PARKING

SPACE AVAILABILITY



AUTONOMOUS PARKING



ENERGY GENERATING SIDEWALKS

SOLAR ENERGY



Source: SolaRoad Netherlands

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ENERGY GENERATING SIDEWALKS

FROM KINETIC ENERGY TO ELECTRIC ENERGY



Source: Pavagen

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MORE INTELLIGENT, MORE SEAMLESS

THE CITY KNOWS YOU

AUGMENTED REALITY



ARTIFICIAL INTELLIGENCE



PRESCRIPTIVE



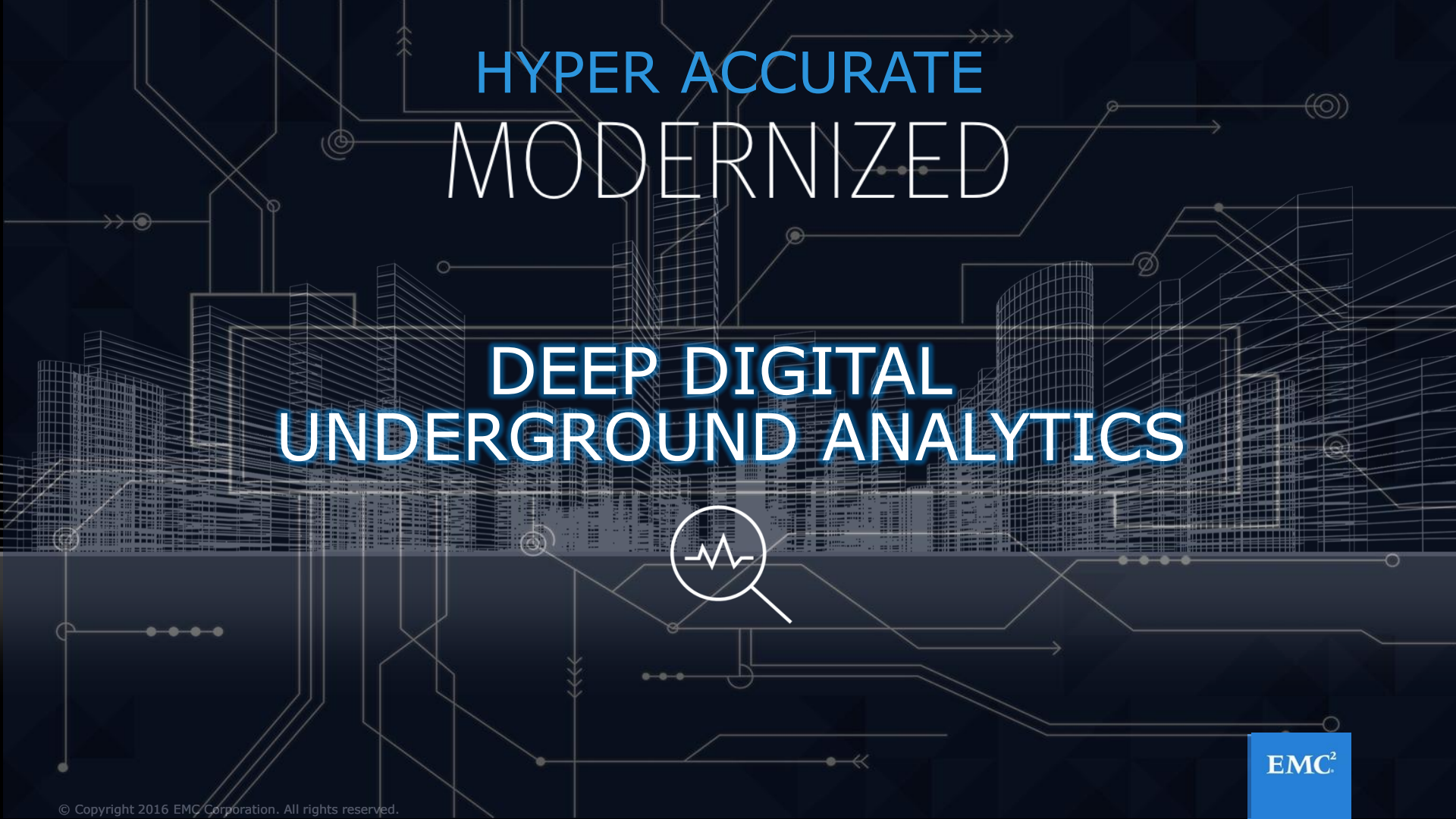
VIRTUAL REALITY



MACHINE LEARNING



PREDICTIVE

The background features a dark blue field with white circuit-like lines and a wireframe city skyline. The text is overlaid on this background.

HYPER ACCURATE
MODERNIZED

DEEP DIGITAL
UNDERGROUND ANALYTICS



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AGENDA: HYPER ACCURATE

BECOME AN INNOVATIVE DIGITALLY TRANSFORMED BUSINESS AND INDIVIDUAL

EFFICIENT



Optimized use of resources:

People

Businesses

Environment

SAFE



*Anticipate risks & protect
people & information:*

*Everyone must trust the
system*

SEAMLESS



Integrated daily life services:

Continuity must be preserved

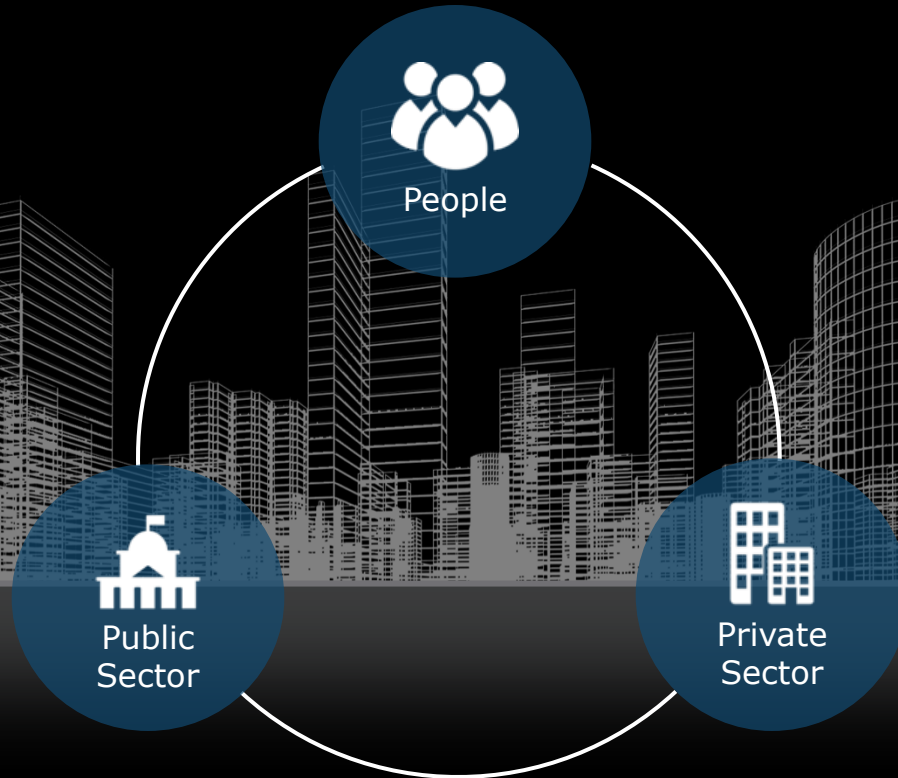
*Between many facets of work
& life*

"GET THE FARMERS OUT OF THE MUD"

FROM 1916 ACT TO TODAY

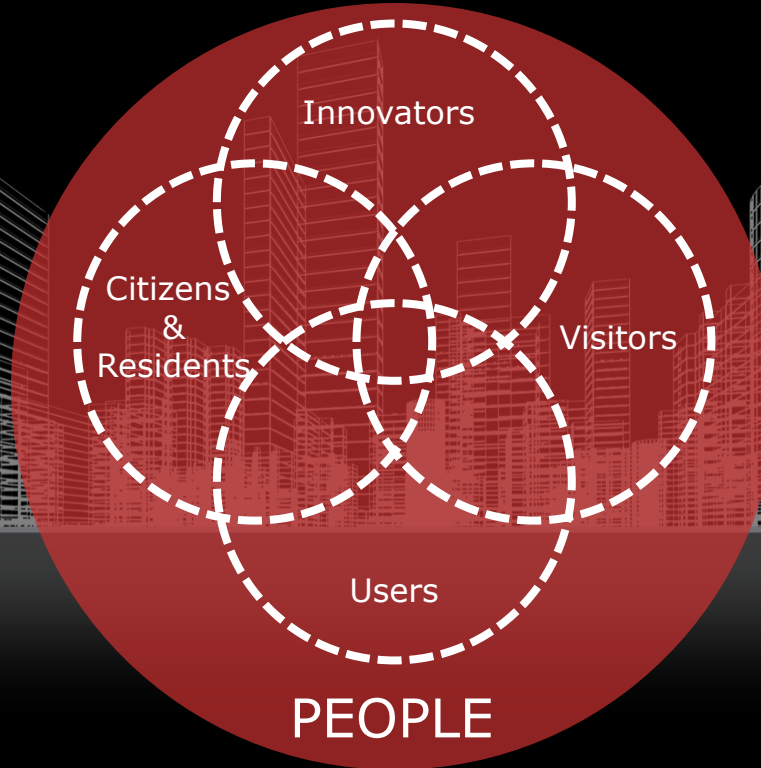


PUBLIC PRIVATE PARTNERSHIPS



YOU - PEOPLE - WILL MATTER

INTERACTING WITH THE SYSTEM



ADAPT TO DISRUPTIVE BUSINESS MODELS



zipcar®



U B E R

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HYPER SHARED
MODERNIZED

DEEP DIGITAL UNDERGROUND
COLLABORATION



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AGENDA: HYPER SHARED

BECOME AN INNOVATIVE DIGITALLY TRANSFORMED BUSINESS AND INDIVIDUAL

EFFICIENT



Optimized use of resources:

*People
Businesses
Environment*

SEAMLESS



Integrated daily life services:

*Continuity must be preserved
Between many facets of work
& life*

SAFE



*Anticipate risks & protect
people & information:*

*Everyone must trust the
system*

IMPACTFUL



*Enriched life & business
experiences for all:*

*All must benefit
No favorites*

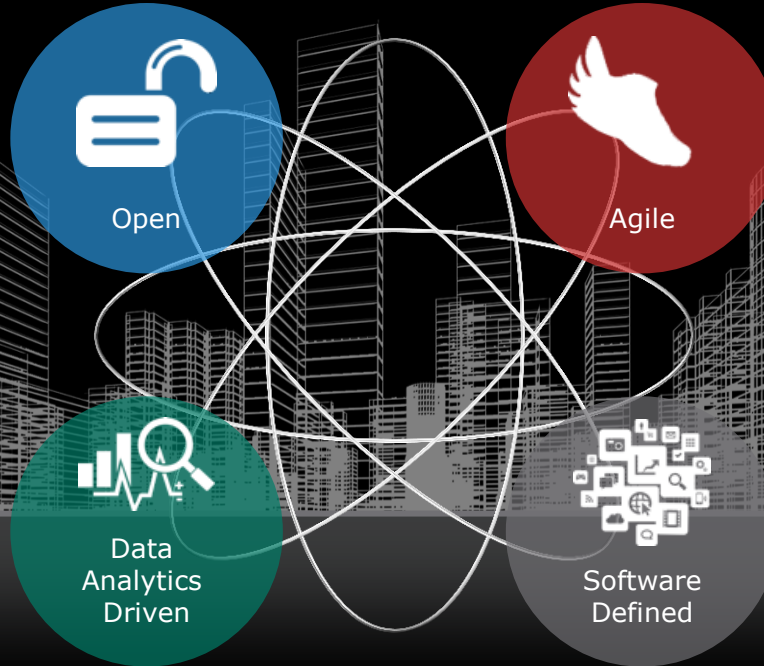


PART 2

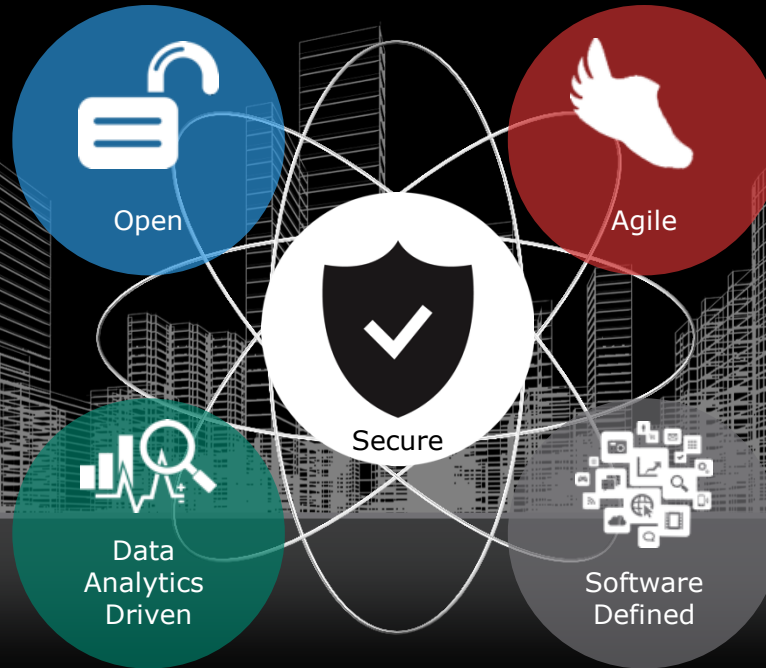
EMC RESPONSIBLE | SENSITIVE & RESPONSIVE | RESPONSE

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SOLUTION TO EMBRACE EMERGING TECHNOLOGY TRENDS



WHERE SECURITY IS EMBEDDED



SMART CITY PLATFORMS

Promote trust,
transparency
& collaboration

Accelerate
innovation



Support
growth at
scale

Enable
smarter
decisions



Open



Agile



Secure



Software
Defined

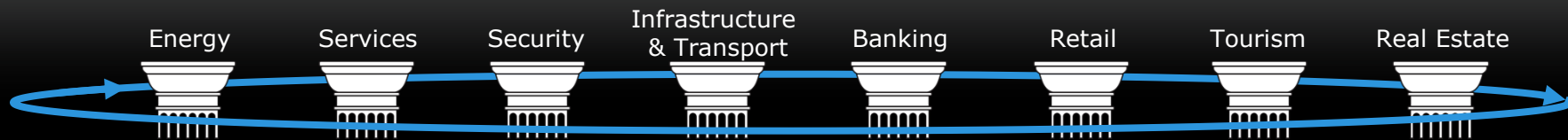


Data
Analytics
Driven

P L A T F O R M O F T H E F U T U R E

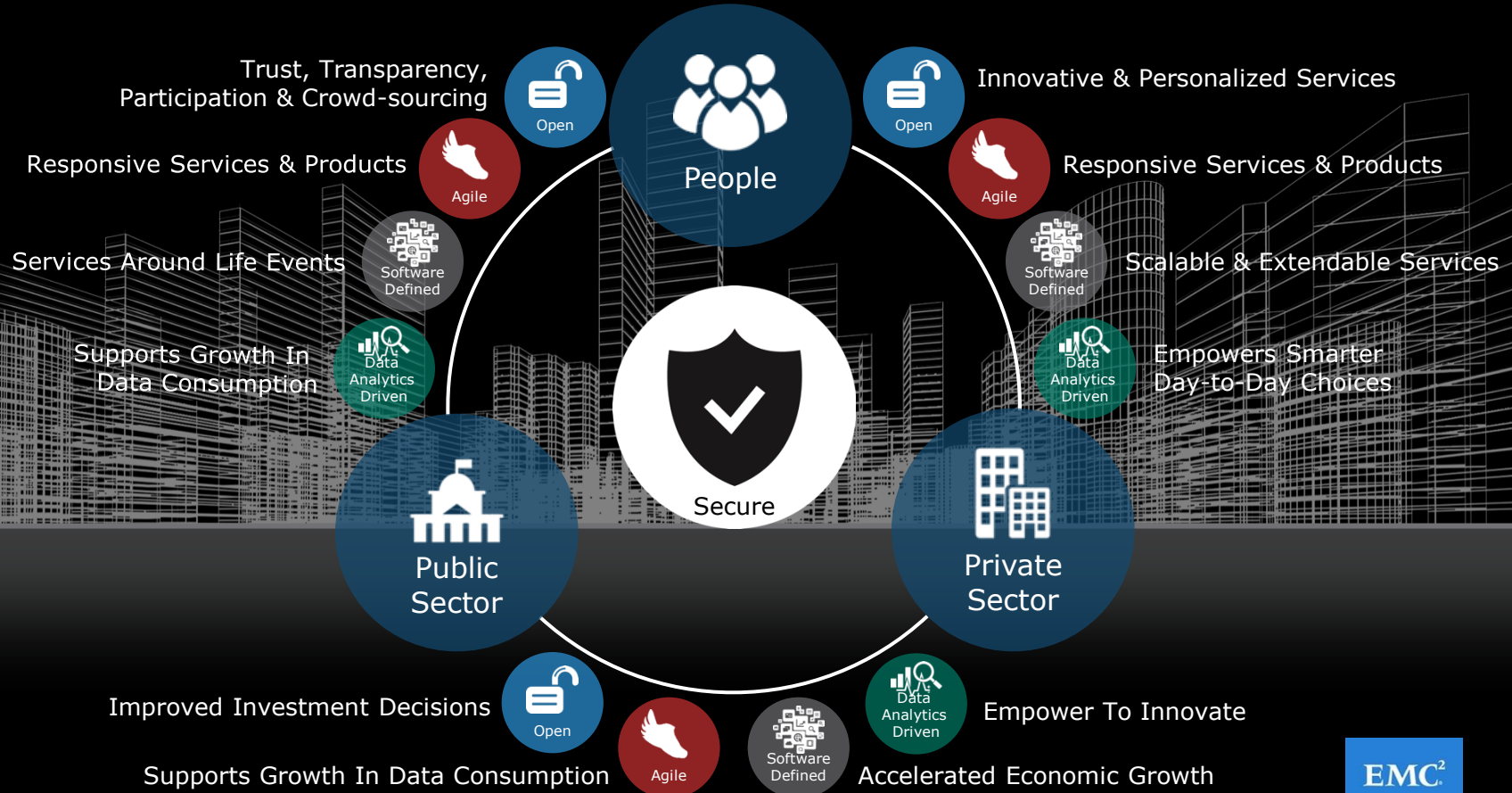


SMART CITY PLATFORM



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PARTNERSHIPS



COMPREHENSIVE SET OF TECHNOLOGIES

CUSTOMERS DO THE SOLUTION ENGINEERING

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Pivotal

RSA

EMC Converged
Platforms



virtustream

vmware

TRANSFORMING THE DIGITAL UNDERGROUND INTO VALUE

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TRANSFER RISK FROM CUSTOMERS TO EMC

DELIVERING THE MODERN DATA CENTER

SOLUTION ACROSS STRATEGICALLY ALIGNED BUSINESSES

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Pivotal™

RSA

EMC Converged
Platforms



virtustream®

vmware®

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CORE: OPEN PLATFORM IN THE MIDDLE

DASHBOARDS

APPLICATIONS AND
PORTALS

COLLABORATIVE DEV/OPS
AND APIS



DIGITAL MARKET PLACE DELIVERED ON A MODERN DATA CENTER

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Pivotal™

RSA

EMC Converged
Platforms



virtustream®

vmware®

OPERATIONAL AND
OPEN DATA

MOBILE DATA AND
SOCIAL DATA

IOT DATA AND
PUBLIC DATA STREAMS

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THE DIGITAL MARKET PLACE TRADEMARKS

CHANGING THE WAY APPLICATIONS ARE DEVELOPED

Fault tolerant

Start on a whim

Mobile first

CONTAINER
PACKAGED

DYNAMICALLY
SCHEDULED
DEVOPS
BASED

MICRO-
SERVICES
ORIENTED

Web scale

Horizontally
scaling

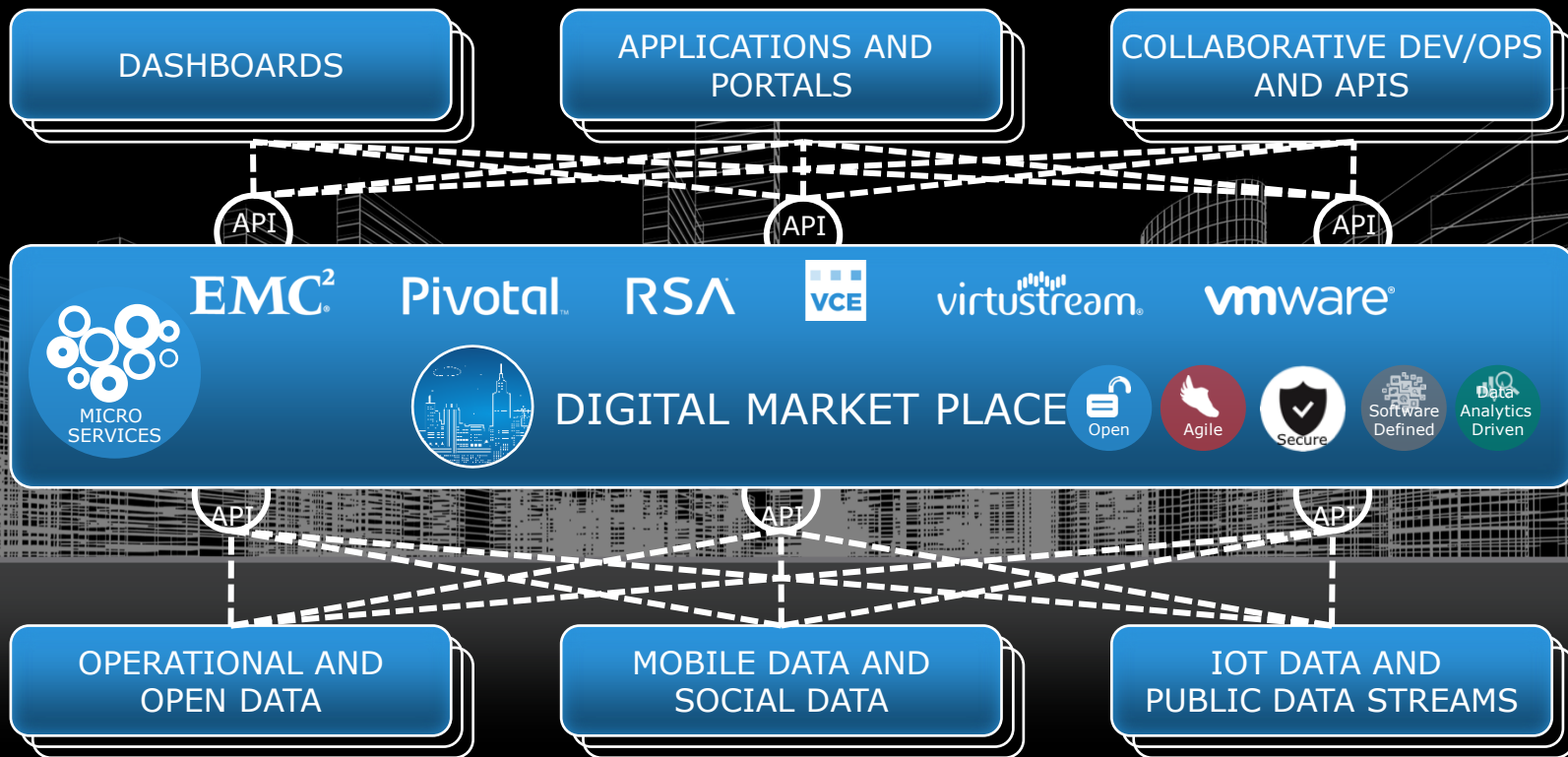
Real-
time data

Clear separation between
infrastructure & data

Zero downtime
upgrades

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CORE: OPEN PLATFORM IN THE MIDDLE



A SOLUTION OF SOLUTIONS

APPLICATION LAYER

BIG DATA SOLUTIONS

DATA LAKE LAYER



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Platform Scale (n) \ Business scale
powered by the ability to leverage and
orchestrate a global connected ecosystem
of producers and consumers to ward
efficient value creation and exchange

Any Use Case (a) \ Platform for
innovation incubation:

Because each city is unique;

Because each city has different needs.



PART FINAL

ONE LAST THING(S) | THING ONE | THING TWO | THING THREE

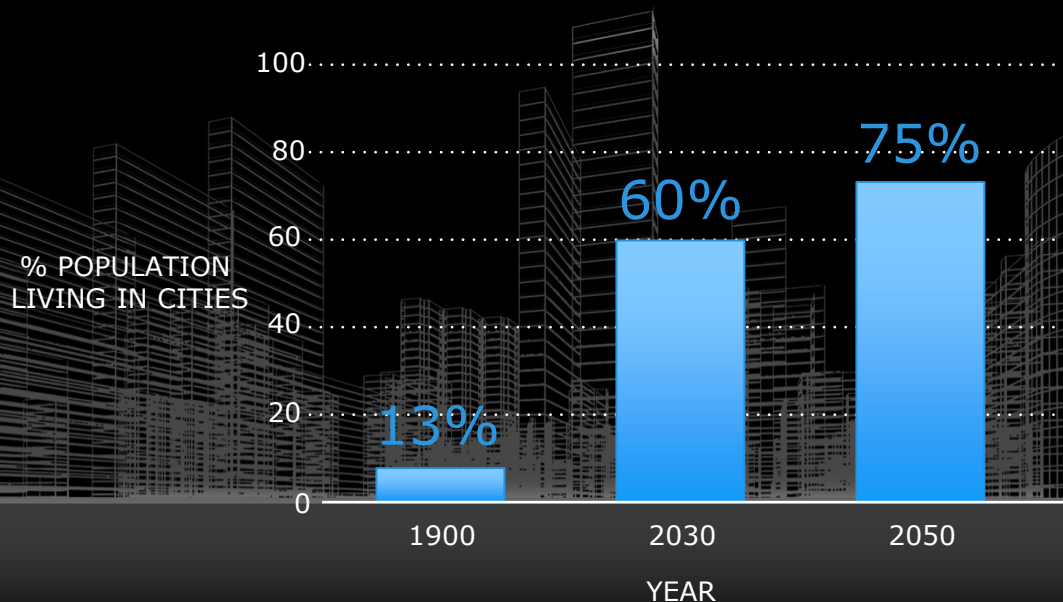
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DIGITAL CITIES: LUXURY OR NECESSITY?

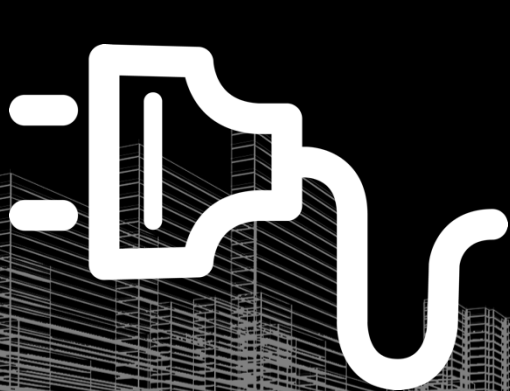


INCLUSION FOR ALL:

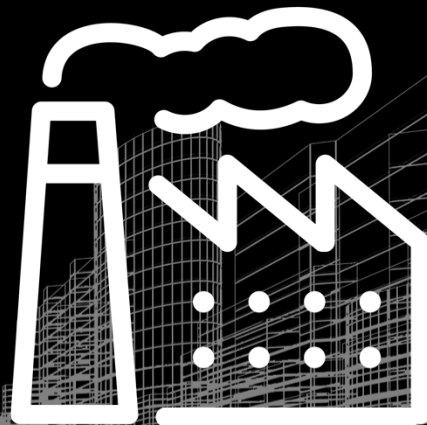
EVERYONE DESERVES MINIMAL LIVING CONDITIONS



CITIES MATTER TO OUR EXISTENCE



CITIES CONSUME **75%**
OF GLOBAL ENERGY PRODUCTION



CITIES EMIT **80%**
OF CO₂ EMISSIONS

YET THE CHALLENGES ARE IMMENSE

DEMAND FOR NEXT GENERATION SITUATION-AWARE DELIVERY SYSTEMS

UNPRECEDENTED
URBANIZATION

DECLINING
PUBLIC BUDGETS

AGING
INFRASTRUCTURE

ENVIRONMENT
SUSTAINABILITY

CITIES AS WORLD INNOVATION CENTERS



PARTNERSHIP AMONG THE SECTORS

ALL ABOUT THE BUSINESS MODEL



MORE THAN TECHNOLOGY PARTS



**SOLUTION THAT MUST ENABLE
STRONG PARTNERSHIP**

ABANDON PREVIOUS GOALS

TRANSFORM RIGID
STANDARDS
VERSUS BLINDLY
ADHERING TO THEM

FOCUS ON PROBLEM
SOLVING VERSUS
MEETING OUTDATED
METRICS



People



Public
Sector



Private
Sector

SOLUTION THAT MUST
FOSTER ENGAGEMENT



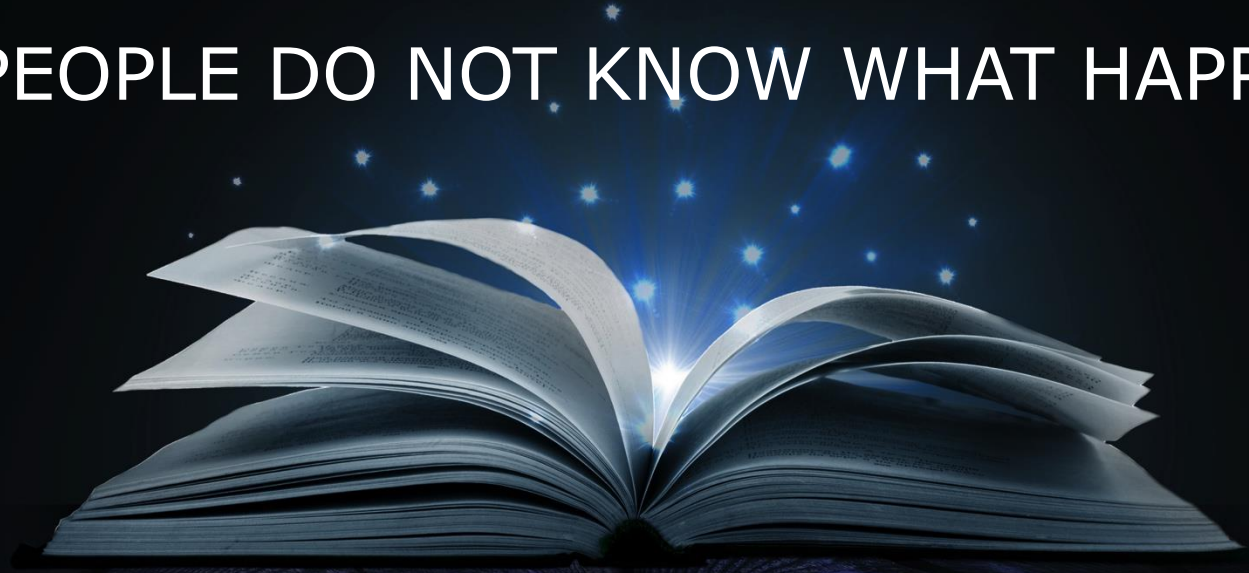
*This moment in
history demands us
to Think Different.*

— STEVE JOBS

SOME PEOPLE MAKE IT HAPPEN

SOME PEOPLE WATCH IT HAPPEN

SOME PEOPLE DO NOT KNOW WHAT HAPPENED



EMC STRATEGICALLY ALIGNED BUSINESSES

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Pivotal

RSA

EMC Converged
Platforms



virtustream

vmware

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TOGETHER WE ARE BETTER



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TOGETHER WE CAN DO THINGS NO ONE ELSE CAN



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TOGETHER WE CAN CHANGE THE WORLD

Operations Integration Center

NASA Marshall Space Flight Center
Huntsville, Alabama



PAYLOAD OPS DIRECTOR

SAFETY

EMC²



ONE DIGITAL CITY AT A TIME

EMC²



THANK YOU

EMC²

EMC²®