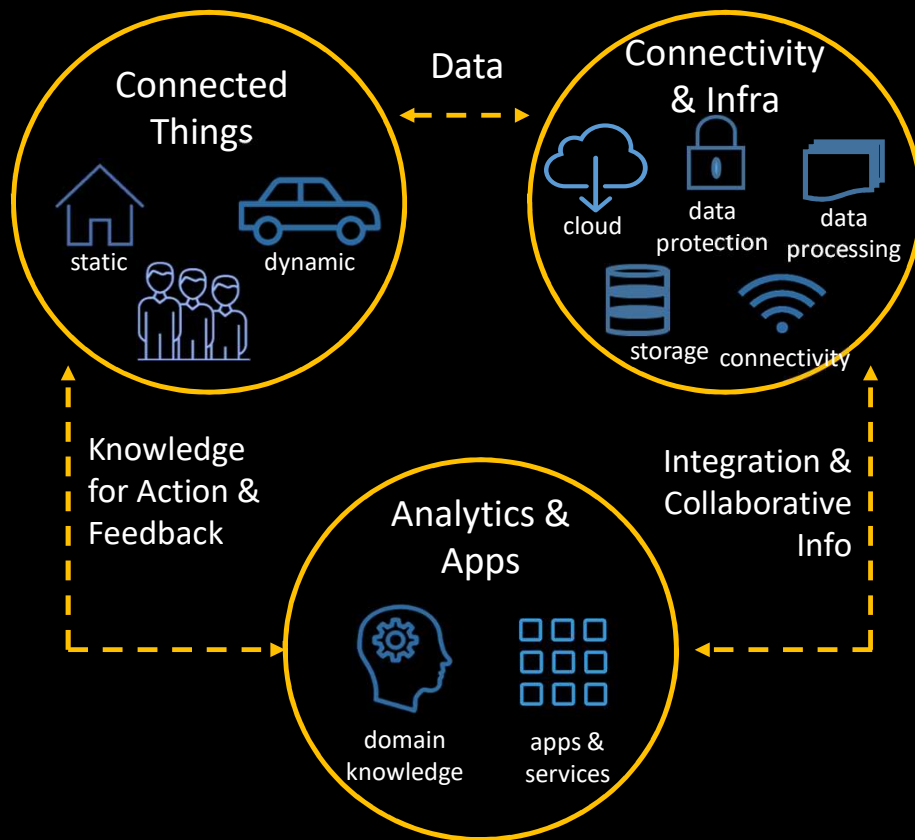


# BUILDING STRATEGIC IOT APPLICATIONS FOR A BETTER MALAYSIA



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# internet of things



Adapted from Malaysia National IOT Strategic Roadmap (2014)

A **convergence of smart devices** that generate data through sensors to **create new information** and knowledge

*"Intelligent interactivity between human and things to exchange information and knowledge for new value creation".*

is a **complex yet complete solution** encompassing three main technology components:

- (i) **Connected things with embedded sensors**
- (ii) **Connectivity and infrastructure**
- (iii) **Analytics and applications**



# what are smart cities?

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a city that **intuitively** adapts and responds to the **needs of its citizens**



# AT THE HEART OF EVERY CONNECTED CITY LIES THE DATA THAT MAKE UP THE CITY

*data is constantly being produced, aggregated, shared,  
converted and consumed*

**if it's not shared,  
it's not smart!**





# SMART CITY CONSIDERATIONS

*Technology should be the last, not the first consideration. First consideration should be the citizens themselves*

WHAT  
**PROBLEMS**  
ARE WE  
SOLVING?

WHOSE  
**PERSONA**  
ARE WE  
ADDRESSING?

HOW CAN  
THE SMART  
CITY BE  
**SUSTAINED?**

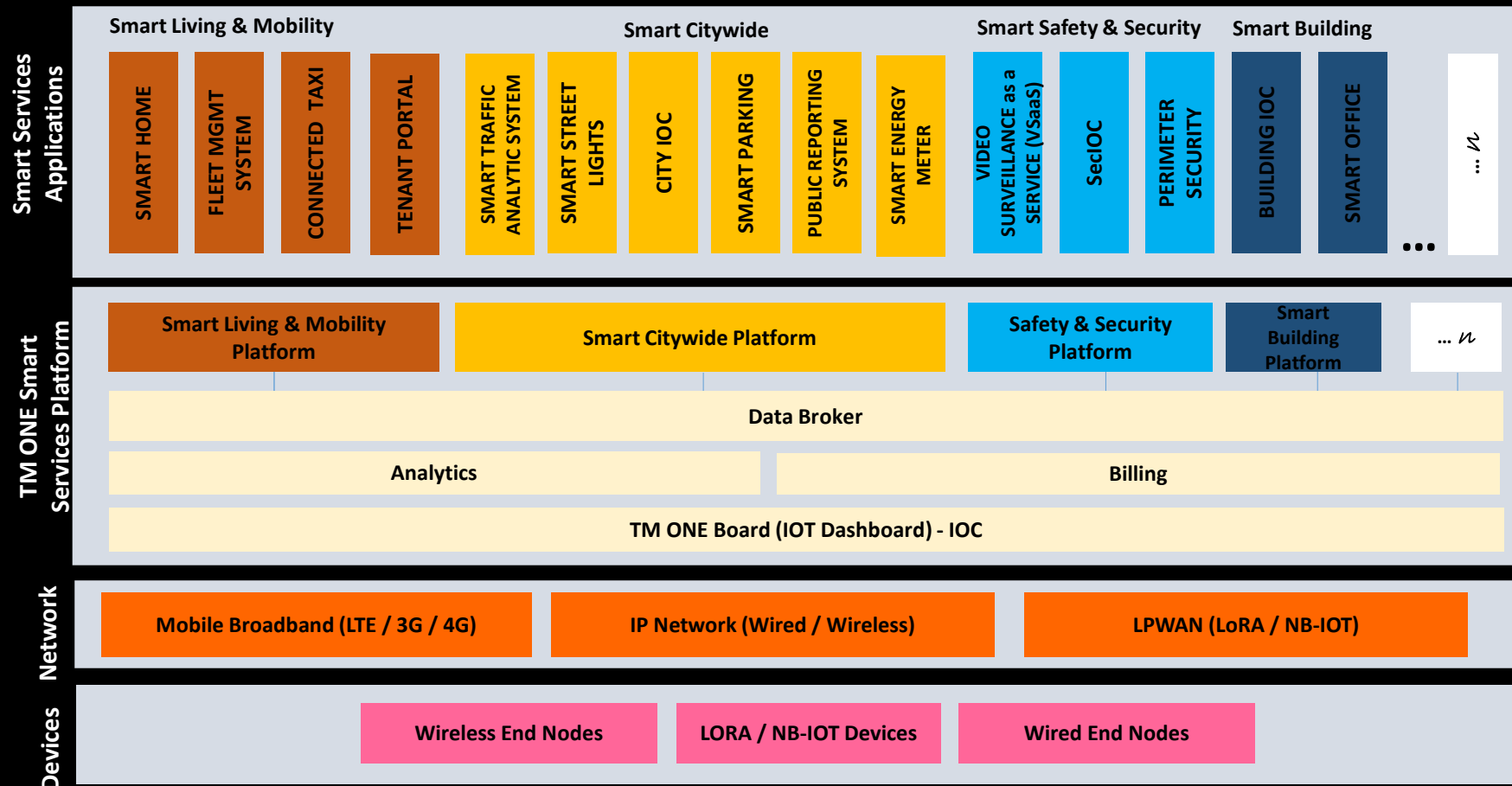
WHAT **TECHNOLOGY** CAN ADDRESS ALL OF THE  
ABOVE CONSIDERATIONS?

**needs of its citizens**

enabler to allow a city to  
**intuitively adapt and respond**

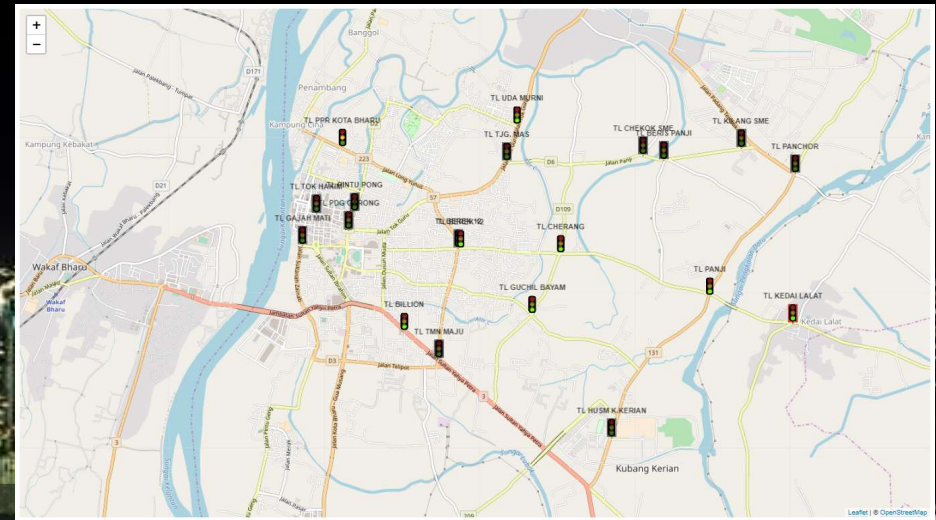
# OUR PHILOSOPHY

*Enabler for the smart service ecosystem through a scalable platform strategy; technology & device agnostic*





# examples of IOT in Malaysian cities





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