

Smart Work Center - Technical Architectures

Cisco
Internet Business
Solutions Group
- November 2008



CONNECTED
URBANDEVELOPMENT



CONNECTED
URBANDEVELOPMENT

SWC ICT Architecture

(1)

Broadband Provisioning for Telepresence and high-end Internet Connectivity



Other SWCs, TP facilities and connected organizations



Fiber, 100 MB Connection,
Provisioned by UNET

SWC ICT Architecture

(2)

Who does what

Employers
&
Users

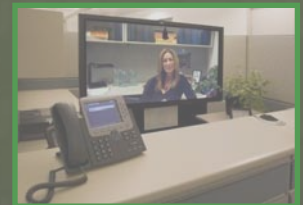
Data Security, laptops/PCs,
Individual work station assignment



Work Space Reservation System;
Collective ICT resources



Basic high end connectivity and
telepresence



SWC ICT Architecture

(3)

ICT Issues

- Security
- Scheduling & Online reservations E-Work Stations
- Greening the Office: Connected Real Estate
- Coherent network strategy and interoperability in high-end connectivity for public Telepresence network



Critical Factors

- Governance
- Business model
- SWC are 'central' in the work environment
- A socially conducive and professional service setting
- Broadband
- An ensured heterogeneous work environment
- Voluntary & Fun
- The innovative, please
- A fluid concept

Scaling of CUD SWCs and next steps

- Scaling in and around Amsterdam in collaboration with a larger arrays of private partners, with the City of Amsterdam in the role of initiator and enabler
- Replication and scalability ensured by viable business model (zero subsidies required)
- Business Models, Value Cases, Updates and Experiences to be shared and replicated worldwide
- CUD SWC User Experience Research: Telematica Instituut

Scaling Smart Work Centers

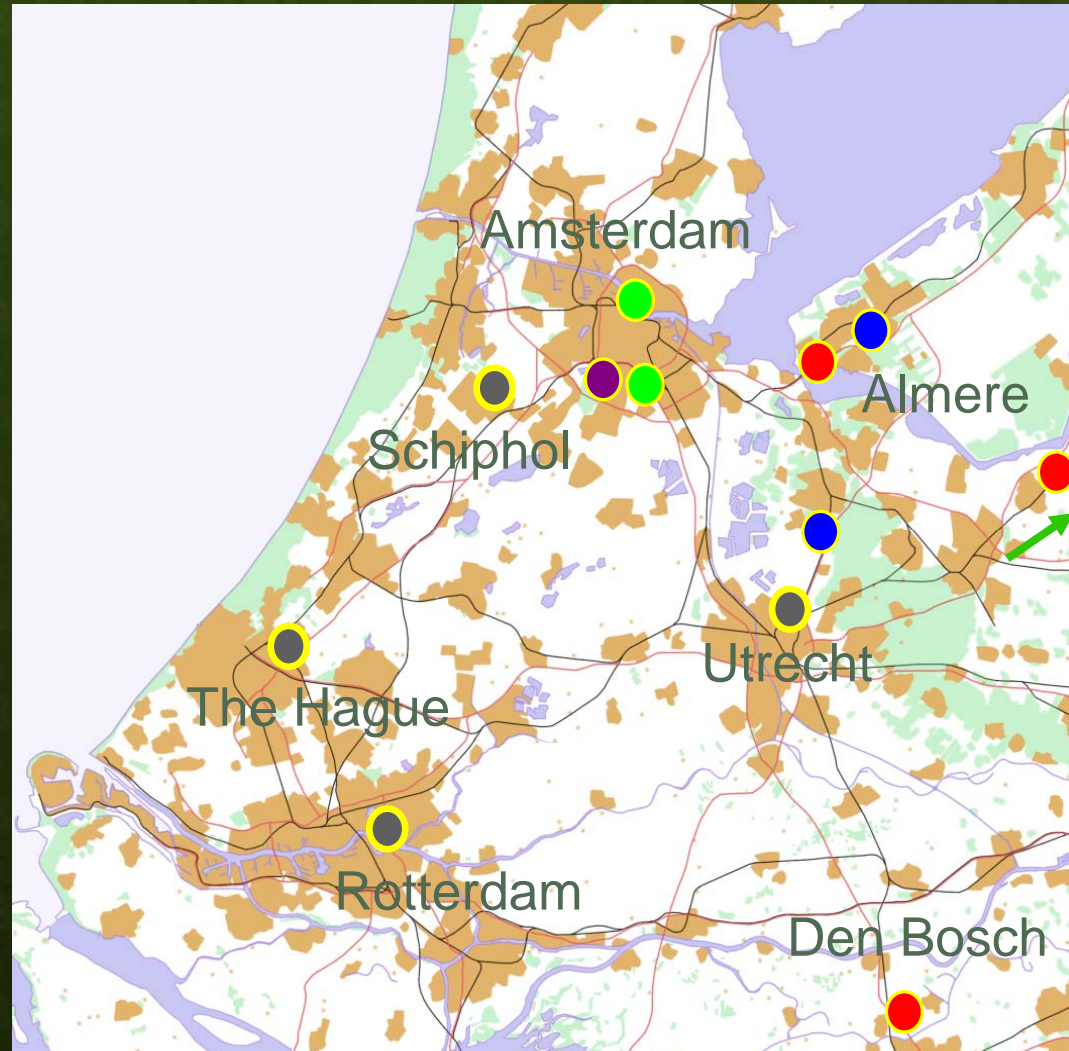
Amsterdam + Wider 'Randstad' Region

Nationally

- Quality Centre - Almere (Pilot)
Den Bosch, Zwolle
- Amsterdam Bright City –
Zuid-As Amsterdam
- Municipal Locations:
WTC Amsterdam
and City Hall (to be confirmed)
- RoC Amsterdam - Hilversum,
Amsterdam, Almere,
final selection to be confirmed
- FlexOffice Partners – Rotterdam,
Utrecht, The Hague , Schiphol

Internationally

- Collaboration with global partners
- Telepresence Exchange



CONNECTED URBANDEVELOPMENT



CONNECTED
URBANDEVELOPMENT

