

Smart Mobility City Tracker Multi Client Study

*A Unique Global Initiative
to Identify Smart Mobility Opportunities
in 100 Key Smart Cities of the Future*

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Strategic Imperative – A fact based analysis to better understand the evolution of mobility in leading cities around the world

In 2011, Frost & Sullivan launched an Urban Mobility Tracking Program covering



CUSTOMER RESEARCH

travel patterns, modes of transportation, journey experience, perception and attitudes, unmet needs and future mobility solutions



CITY PROFILES

geography, demography, economy, transportation infrastructure, plans, regulations, etc.



CLIENTS

Governments, Public Transport Providers, OEMs, Mobility Service Providers and other stakeholders in the transportation value chain.

NOW a **Smart Mobility City Tracker Program** to analyse top 100 smart cities globally



Key transportation metrics and new mobility solutions



Regulations, policies and political environment



Digitisation strategy and initiatives



Systematic and structured analysis of leading cities enabling robust clustering and strategic implication definition

Global Snapshot of Smart Mobility Cities That We Will Track



NORTH AMERICA		EUROPE			
Austin	Philadelphia	Amsterdam	Duesseldorf	London	Rome
Boston	Pittsburg	Ankara	Edinburgh	Lyon	Rotterdam
Chicago	Portland	Barcelona	Frankfurt	Madrid	Stockholm
Columbus	San Antonio	Berlin	Glasgow	Manchester	Vienna
Dallas	San Diego	Birmingham	Hamburg	Milan	Warsaw
Denver	San Francisco	Brussels	Helsinki	Moscow	Zurich
Kansas City	Seattle	Cambridge	Istanbul	Munich	
Los Angeles	Toronto	Copenhagen	Leeds	Oslo	
Miami	Vancouver	Dublin	Liverpool	Paris	
Minneapolis	Washington, D.C.				
Montréal					
New York					
LATAM		AFRICA & ME			
Bogota		Abu Dhabi			
Buenos Aires		Cape Town			
Mexico City		Doha			
Rio de Janeiro		Dubai			
Sao Paulo		Durban			
		Johannesburg			
		Muscat			
		Tel Aviv			
APAC					
Adelaide	Hong Kong	Shanghai			
Auckland	Jakarta	Shenzhen			
Bangalore	Kolkatta	Singapore			
Bangkok	Kobe	Sydney			
Beijing	Kuala Lumpur	Taipei			
Chengdu	Manila	Tianjin			
Chennai	Mumbai	Tokyo			
Delhi	Osaka	Wuhan			
Guangzhou	Perth	Yokohama			
HangZhou	Seoul				
Ho Chi Min					

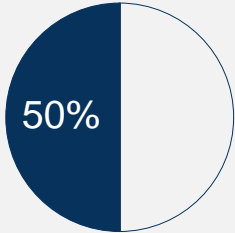
Note: Tentative list of Smart Cities. Only cities with population of over 500k have been considered.
Cities can be adapted based on input from clients

Project Methodology – Leverage Existing information and Complement with local expert interviews

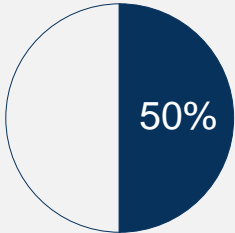


Secondary Research

- International Institutions
- Local governments, Municipalities & Universities
- Transportation & Mobility Publications

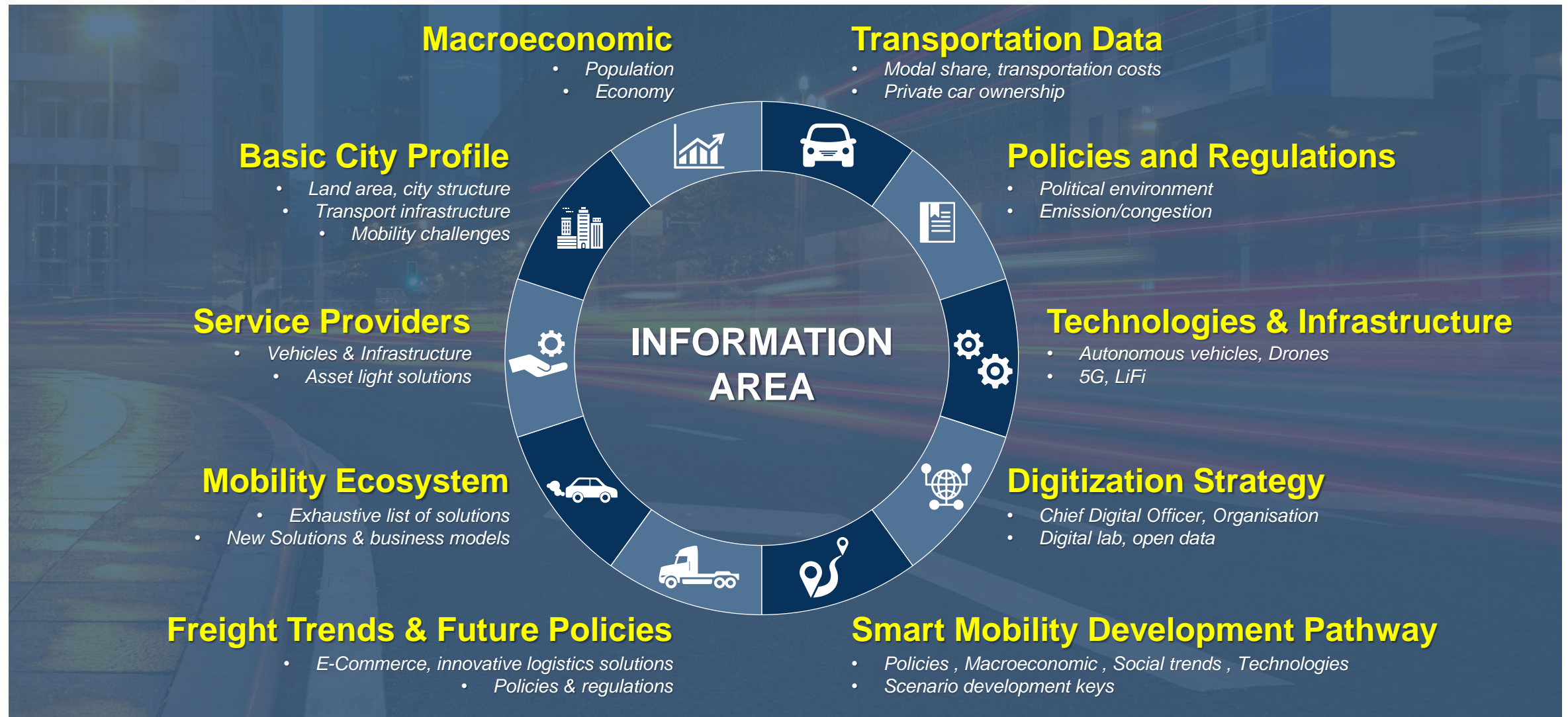


Primary Research



Interview Categories	Interview Numbers per City (TBD)
City Planning Officials (Mayor office, Transportation Department, City Municipality)	2-4
Public Transport Operators	1-2
Key Mobility Service Providers	1-2
HW/ SW/ Technology / Analytics Providers	1-2
Total	6-10

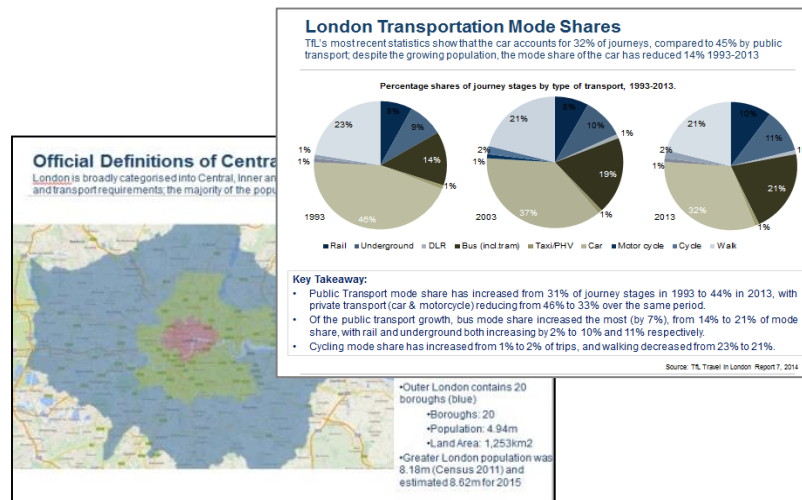
Profile Fact Foundation - City Mobility Ecosystem Breakdown



Deliverables – Three Types of Deliverables, supported by client interactivity at key milestones

	City Plan and Profile	Strategic/Cluster Analysis
Deliverable Type	PDF Report Profile	PDF Report
	iFrost Platform	iFrost Platform
	Short Exec Summary	Strategic Implications
	Executive Presentation	Strategic Workshop
Frequency	Quarterly	Annual

Report Image

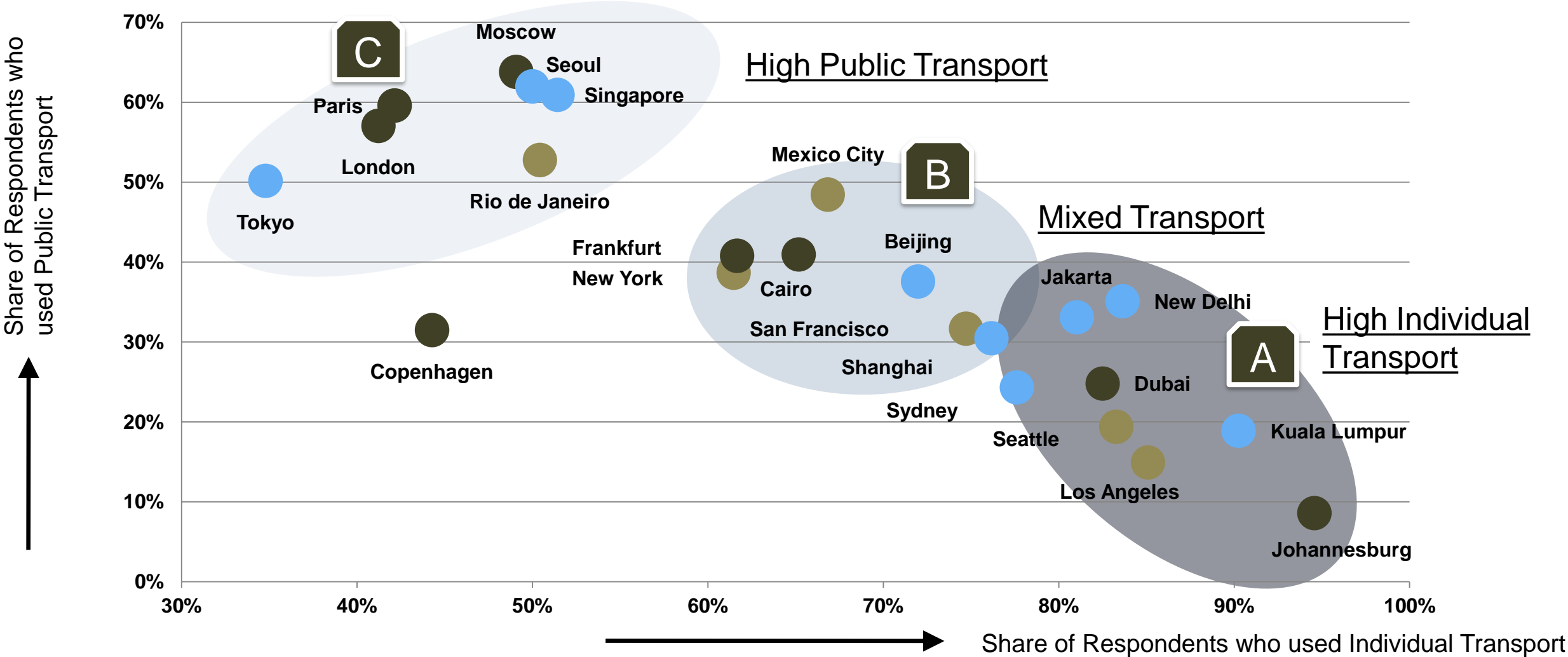


Database Portal Image



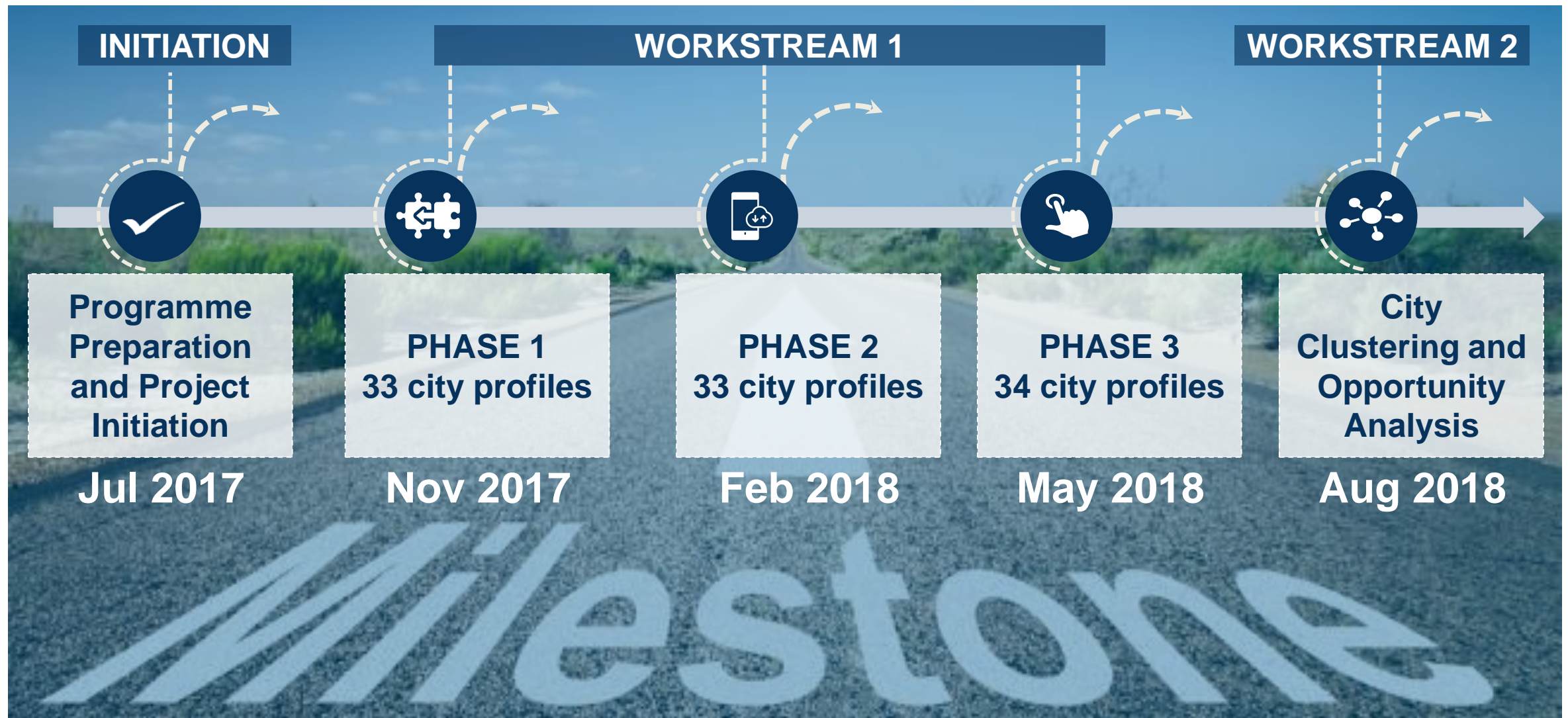
Smart Mobility - City Clustering Matrix

Cities with clear smart mobility vision - 3 clusters based on composition of individual and public transport



Note: Based on analysis from the 2011 Urban Mobility Tracker

Project Milestones – Continuous Delivery and Interaction



Benefits of Joining This Programme

Clients are able to understand **current mobility situation and the future city plans** in the major cities around the world



Identification of **business opportunities** in smart, innovative and sustainable city mobility ecosystem



Understand the **barriers to investment** that cities and stakeholders experience



The **sample plan can be customised** to some extent depending on the clients' requirements at minimum additional costs.



Analysis can be made by yourself by using **raw data** in addition to Frost & Sullivan's analysis.

Contact Details for more Information



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