Challenges for Smart City Marketplaces
Perspectives from the ground
Quadruple helix

- Smart Mobility
- Smart Health
- Smart Government
- Smart Environment
- Smart Energy
- Smart Mobility
- Smart People

Citizens

Government

Research

Business
ALL HAVE AND NEED DATA ALWAYS ANYWHERE
## Current MIMs

Formally adopted by global community of 120+ cities in 25+ countries

<table>
<thead>
<tr>
<th>MIM</th>
<th>MIM Name</th>
<th>Interoperability Point</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OASC Context Information Management MIM</td>
<td>Context Information Management API</td>
<td>This API allows to access to real-time context information from different cities.</td>
</tr>
<tr>
<td>2</td>
<td>OASC Data Models MIM</td>
<td>Shared Data Models</td>
<td>Guidelines and catalogue of common data models in different verticals to enable interoperability for applications and systems among different cities.</td>
</tr>
<tr>
<td>3</td>
<td>OASC Ecosystem Transactions Management MIM</td>
<td>Marketplace API</td>
<td>The Marketplace API exposes functionalities such as catalogue management, ordering management, revenue management, Service Level Agreements (SLA), license management, etc. Complemented by marketplaces for hardware and services.</td>
</tr>
</tbody>
</table>
A Global Market for IoT-enabled Urban Services
Post-Synchronicity

- Infrastructure
- Capacity
- Certification
- Transactions
Challenges

- Patterns of investment suggest value from peripheral applications, not abstracted level
  - E.g. lighting and comms
  - Lower risk
  - Tangible output
  - Existing budget lines
  - Technology exists, yet stand-alone needs hardly emerging
Challenges

Cities are doing digital transformation ‘with brakes on’

- Cost of scenario reversal
- Infra, capacity, role as data nexus unclear
- Risk profile
- Ease of use is not an argument
Challenges

- No ecosystem actor has the right profile to pick up role post-project
  - Huge investment, quick returns needed, wrong horse likely (dead horse very visible)
  - Use case champions missing
  - Operational uniqueness (not a side gig)
  - Trust profile outside of consortium boundaries
Intermediate frame OASC

- Infrastructure buildup
  - But selling points needed!
- Capacity building
  - But role still not entirely defined
- Certification of ecosystem
  - Limited to procurement and projects
- Solutions repository federation (SDG11 GC)
  - Working with incumbent and upcoming parties under practical umbrella
  - Not transactional
Thank you!

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