



SIEMENS

Clouded vision or silver lining?

Mark Bodger - JCT Symposium 2013

Introduction



Cloud control – A new approach to traffic management

The challenges facing today's Traffic and City Managers require a fresh look at existing business models, technology and system architectures to gain the most effective solutions. Traditional installations provide powerful systems to address complex issues but changes to technology and working patterns offer opportunities to adopt new and exciting solutions for effective management

Communications



- The availability and flexibility of communications has changed dramatically over the last few years
- Communications bandwidth now available as a matter of course to the home and business was unthinkable only a few years ago
- Smart phones, tablets and mobile devices are now readily available supporting changing work patterns
- Infrastructure is no longer tied to expensive, dedicated connections with traffic management and information solutions now using the complete range of IP solutions

Infrastructure

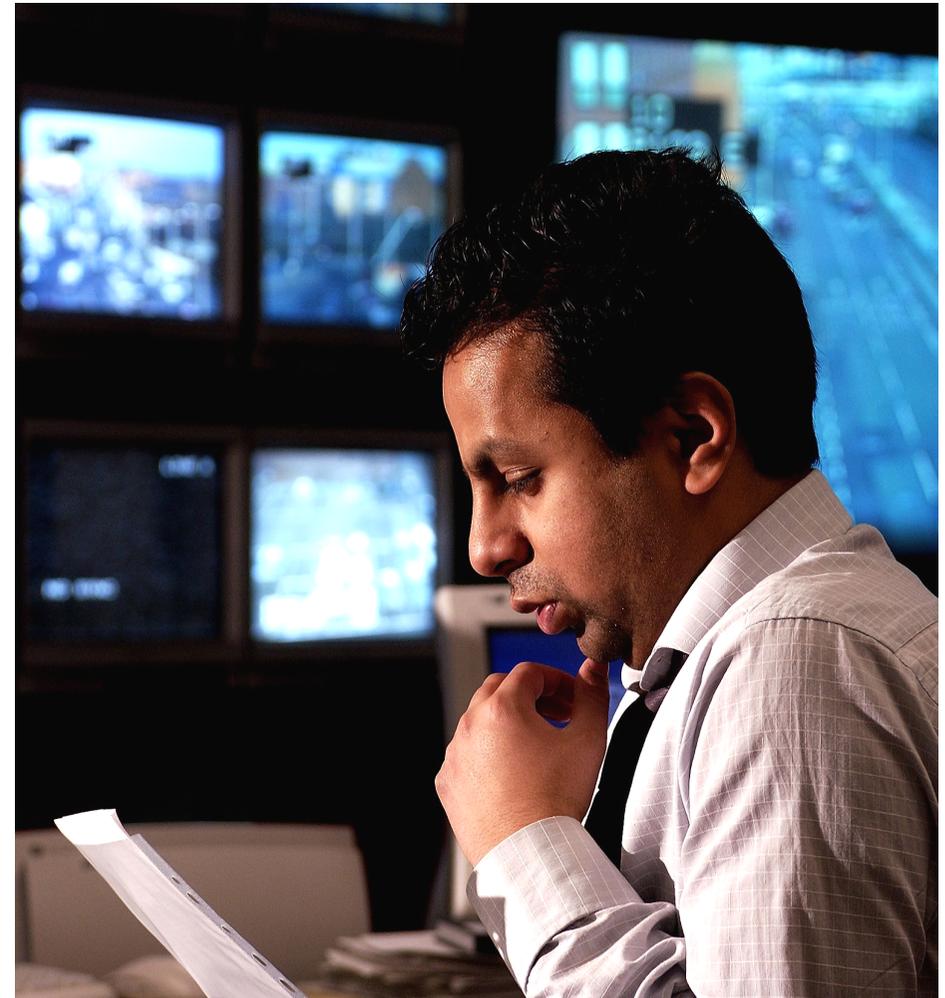
Are you getting best value?

With communication changes the need for dedicated infrastructure can now be reviewed for effectiveness and value

Is the current infrastructure being used efficiently considering total cost of ownership?

What limitations does owning the infrastructure impose on flexibility and expansion in the future?

Support of installed infrastructure



Availability

Maintaining operation under all conditions

Traditional systems with dedicated communications have always been challenging to implement stand-by or failover modes of operation – largely due to infrastructure but also technology limitations within system architectures

The need to access control rooms to view images and monitor systems through dedicated client installation has proven difficult in circumstances due to natural phenomena (flooding, extreme weather) or external influences

Modern working patterns demand availability from different locations – maybe within the same building when hot-desking or to accommodate flexible working patterns and the needs of special event management from temporary locations

Scalability



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- Traditional solutions are often scaled for specific sizes of operation - sometimes with hard limits - which can incur significant cost for what could be only a small requirement for additional functionality
- Enhanced functionality can require significant additional processing power which can only be achieved by hardware and/or software upgrade
- Future systems must deliver additional functionality to address the changing needs of network management without continually requiring infrastructure upgrades
- How do we flex demand for functionality according to need and priority?

Technology

ITS is often seen as challenging in the use of IT infrastructure due to different requirements

Developments in mainstream technology for hot-desking and flexible operations provide the foundation for a new approach to the delivery of ITS solutions

Developments in technology for application delivery – Office365, Google Chromebook – are changing attitudes to how IT infrastructure can help changes in working patterns and operations

The increased use of the cloud computing approach provides flexibility, efficiency and scalability alongside the potential for significant savings in the total cost of ownership for traffic management and information solutions



Cloud computing

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05 March 2013

Cloud computing adopted by 57% of major councils

Dominic Browne

More than half of major councils have adopted cloud computing over the last five years, with more than a third using cloud software to reduce costs or improve engagement with residents, according to a new survey.

Published by web developers [Eduserv](#), the poll of 139 unitary authorities revealed 57.5% have taken up cloud computing – which entrusts remote services with a user's data, software and computation.

The poll also revealed 37% of local authorities across the UK are currently using cloud applications. Cloud hosting was used by 17% of survey respondents and cloud storage by 12.5%.

'Councils are often written off as displaying a lack of innovation, but it is clear that



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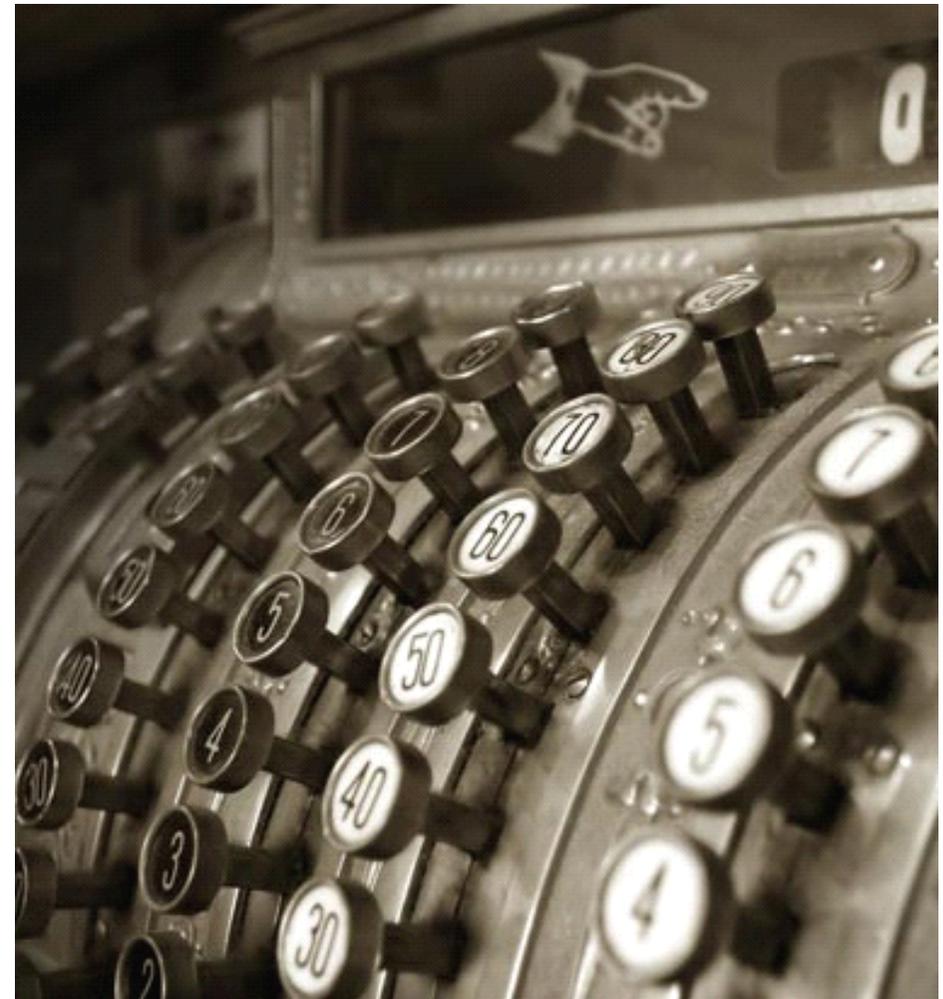
New business models

Are you getting best value?

Cloud control offers complete flexibility with charging made for the services being used

Different elements are able to be more accurately modeled – based upon data usage and overhead on the overall system

Removing the fixed elements associated with “standard hardware” allows solutions to be far more customisable which in turn supports more effective implementation of what is required



Clouded vision or silver lining?

Cloud computing is often used to describe many different solutions and architectures – what does it all really mean?

There isn't a single cloud

Each supplier has a different offering - Apple iCloud, Amazon EC2 Cloud or IBM's SmartCloud. Alternatively a private cloud is possible within an organization

There are many types of cloud

- Consider all the different purposes and architectures cloud can perform from private development, storage and analytics to name just a few

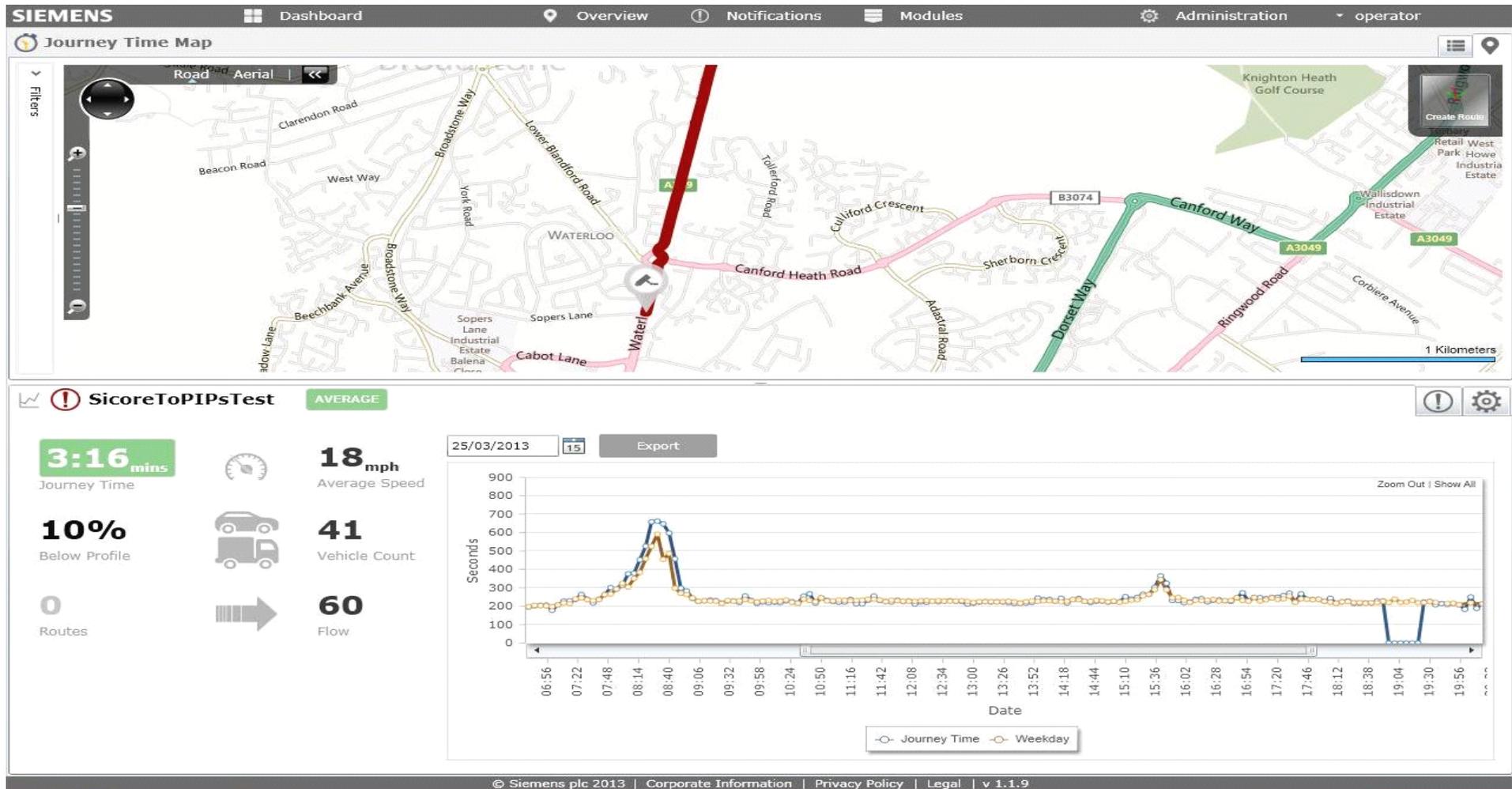
Many people think that “the cloud” is magic

- Cloud computing does not just automatically run every process or application you throw at it; Integration, development and deployment is still required!

The cloud is not a real thing

- Cloud is simply a different way to deliver infrastructure – as a service – but the infrastructure and all the support elements are still required. You just do not necessarily see it and much of the process is automated

Stratos – Cloud based traffic management



Stratos – Cloud based traffic management

Complete traffic management and information

Stratos is the latest generation of traffic management and information solutions from Siemens

Utilises cloud technology to offer a wide range of application modules with a completely new user interface, flexible access and scalability

Flexible deployment options allow Stratos to address differing requirements of applications and customers



Cloud control

A new approach to traffic management

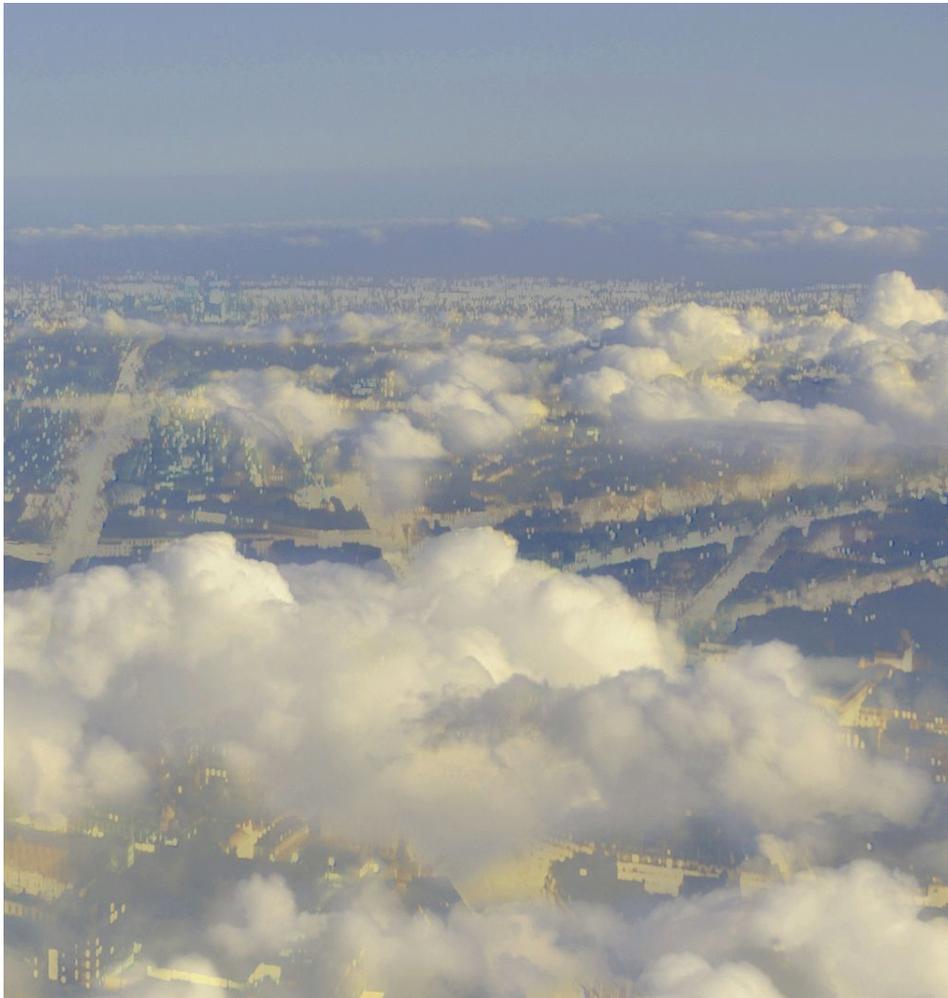


The use of cloud technology opens up new opportunities in traffic management for scalable, flexible solutions which can grow with your requirements

New business models allow the total cost of ownership to be reduced whilst maximising the efficient management of the network under all circumstances

Access anywhere supports the changing working patterns of society today as well as offering enhanced functionality and operational performance

Thank you



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