

Big Data and The Quest for Better Business Models

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The Smarter City – More than just modern

- The Smarter City leverages that the world have become –
 - Instrumented
 - Interconnected
 - Intelligent
- The Smarter City uses data to answer short and longer term questions –
 - What happened?
 - Why did it happen?
 - What will happen?
 - How can we make it happen?



The Quest for Better Business Models

License models

- Incubate – Test & Development
- Incubate – Try'n'Buy
- Operate – Pay as you go
- Operate – Unlimited
- Referral – Finders fee
- Cataloging – Fee Structure

