

# 5 (five)

Vipnet principles to Digital City approach

Beat EU Funds  
in  
Ttime & Value

Make it pay  
itself

Disrupt,  
don't destruct

Speed  
Ecosystems  
Innovation

Provide Value  
Chains

# The City quiz - how well do you know your industry?

The first SMS public parking payment system in the World went in production:



When?

2001



Where?

Zagreb



By Whom?

Vipnet

# Vipnet as a technology leader and innovator

Established 1999. Today part of Telekom Austria Group and América Móvil

## CORE NETWORK

- The **first Europe's** HSPA network
- One of the **world's pioneers** in successfully testing the HSPA+ technology.
- **Hybrid Power Supply** unit for base stations (wind, solar, fuel cells) innovation
- **PSI energy savings system** for remote islands' base stations innovation

## ICT / DIGITAL

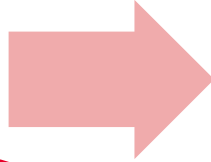
- Internally developed **SMS parking solution** was the first in the world to be successfully deployed in Zagreb back in the year **2001**
- Boat surveillance and car fleet surveillance **SaaS cloud service since 2010**
- In **2013** - the first successful mobile **NFC payment system** in the public transport of the City of Osijek
- In 2016 **co-patented** a programmable **IoT actuator** called SMS Žetonjera („SMS Tokenizer”) that enables new business models with traditional token or coin dispensers and vending machines
- In 2017 the **public transport SMS payment system** is made commercially available

# Question on our role in digital transformation of cities

As a telco, what kind of business models should we pursue as at all?

Stay culturally and technologically aligned:

- Repeatable service fees
- Large reach (sales & technology)
- Connectivity dependent



Market wise look for telco blue oceans:

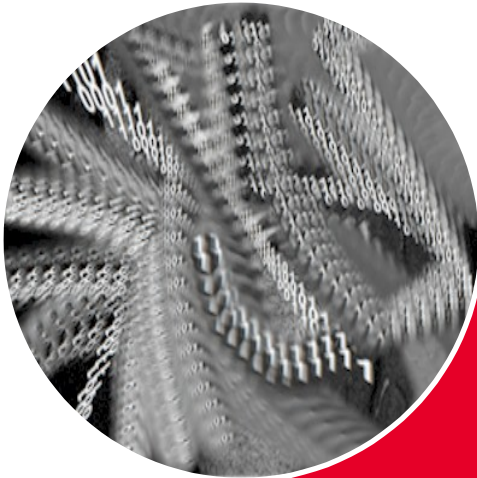
- Where ICT players can't compete
- Where Global cloud players don't fit
- Where unaddressed customer pain point exists

# 5 principles of Vipnet's approach to Digital City



# 1. Beat EU funds in time and value

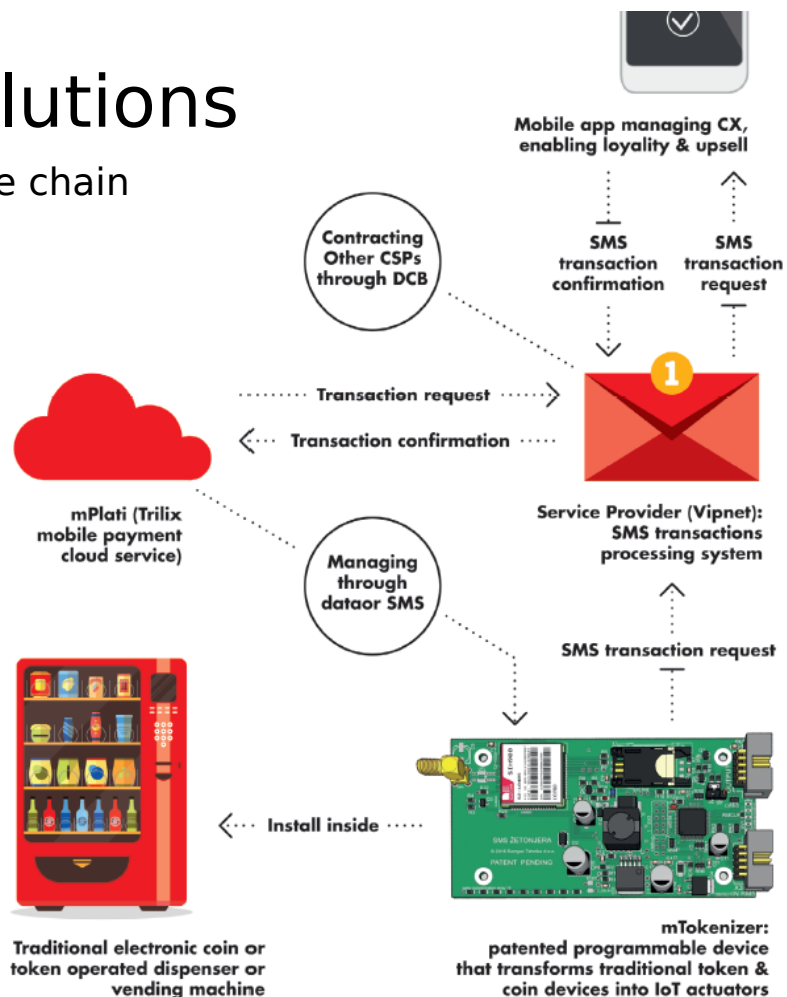
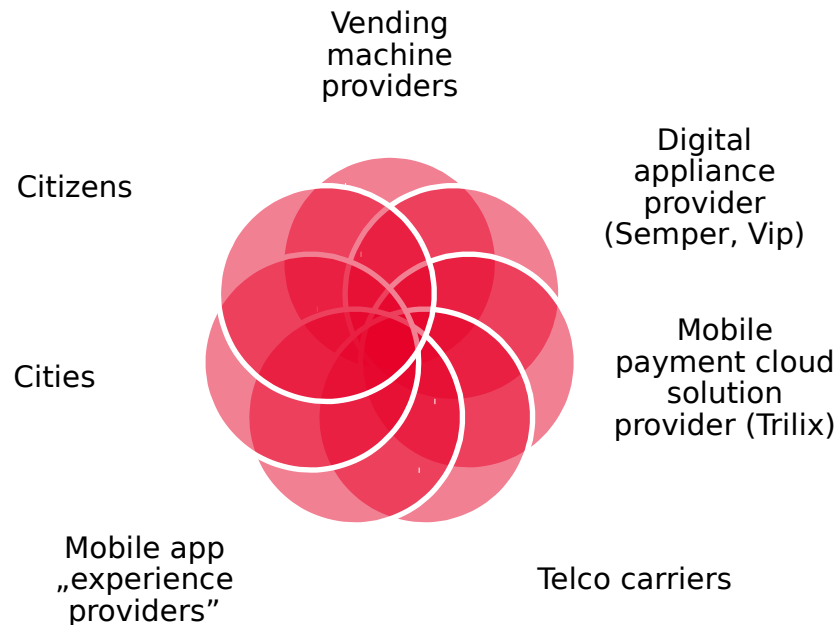
If you can't beat EU funds in time to market and value, you are simply not doing good enough!



If the ROI is below 2 years, don't call it digital

# 2. Business model driven solutions

Don't just provide the service - rather unlock the value chain



SMS Žetonjera (mTokenizer) - a small device enabling great ecosystems

# 3. Make it pay itself

Any Smart City solution must be self-sustainable through higher income or lower cost



# 4. Disrupt but don't destruct

Solutions aim to be disruptive in business models yet coexisting with the traditional ones

## CHALLENGES TO REALIZING THE BENEFITS OF DIGITAL TECHNOLOGY

Percentage of challenges organizations face in leveraging digital capabilities to improve operations



## 4. Do it lean, make it agile

Speed before broad functionalities, ecosystems before solutions, innovation before transformation

# 5 principles of Vipnet's approach to digital City

1. Beat EU funds in time and value
2. Business model driven solutions
3. Make it pay itself
4. Disrupt but don't destruct
5. Do it lean, make it agile

May the Ecosystem be with you!



5 (five) Vipnet principles to Digital City approach

