IDC Proposal for Partnership
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The Value of an IDC Partnership:
Driving the Success of Aurora's Digital Strategy

PLAN

IDC helps you define your **digital strategy** and strategic priorities

EXECUTE (DX)

IDC helps you prioritize the programs and use cases for your **digital roadmap**

EXECUTE (IT)

IDC helps you develop the **IT capabilities** required for DX

IDC is committed to supporting cities globally in the Digital Transformation of their organizations.

We help clients mitigate risk, apply innovation, speed time to market, and drive business outcomes across IT and the line of business.

ACHIEVE A COMPETITIVE ADVANTAGE

IDC helps you identify the **technologies** that will provide your city with a competitive differentiator
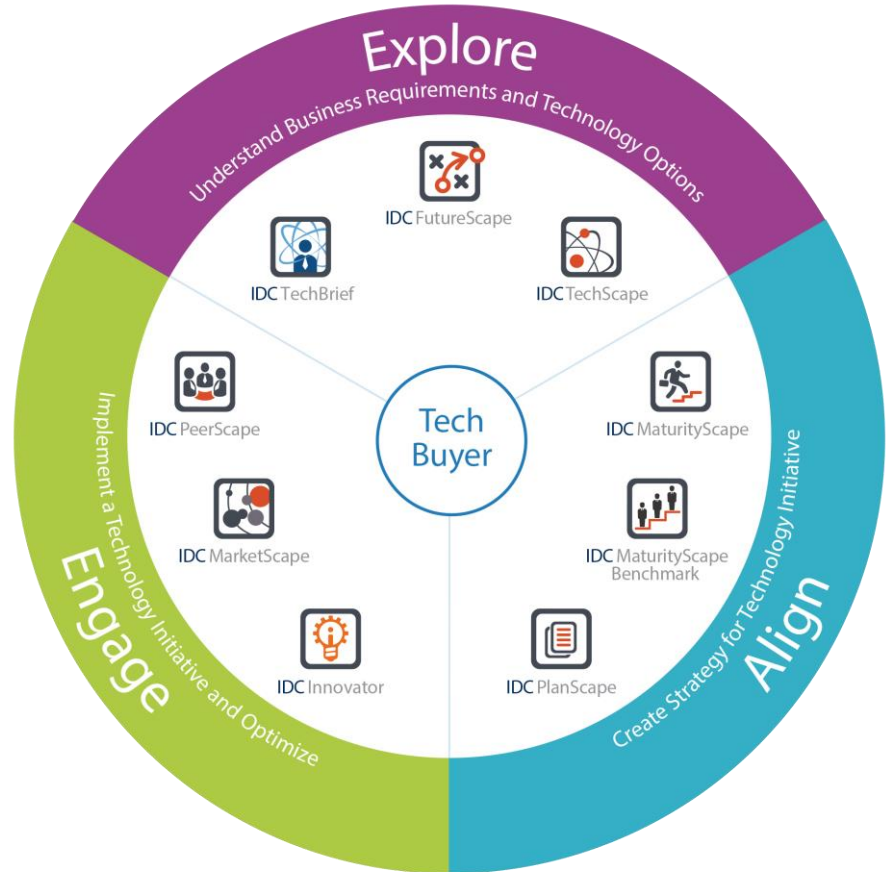
SMART CITY

IDC helps you vet **technology use cases** to prioritize for your smart city initiatives. Align your smart city roadmap with your IT roadmap

IDC
Analyze the Future

IDC Research Methodologies: DecisionScapes help IT Leaders Improve Business Outcomes of IT Investments

*"IDC research is both **relevant** and **comprehensive** around the subjects they cover. I just received new **DecisionScapes** - looks like a 15 out of 10 for what I am looking for. Looks like **exactly what I've been looking for a decade in IT materials**."*

Vice President of Technology

# Digital Research Areas Transforming Smart Cities

DX Technology Strategies

- DX Platform and Architecture Innovation
- Data Transformation Strategies
- DX Security and Trust
- Modernization & Rationalization
- IT Economics & KPIs
- CIO Leadership Strategies

Industry Lens: Key Industry Topics

IDC Government Insights

- Outcomes-Based Urban Digital Transformation
- Efficient and Effective Services and Outcomes

Innovation Technologies
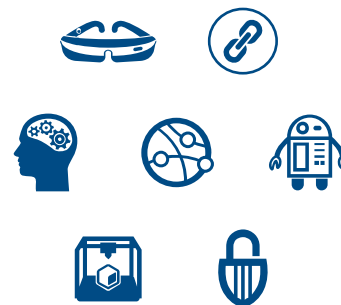
CIO Executive Council

- Executive Connections
- Brand Management
- Industry leading events
- Leadership training
- CIO framework research
- Pathways leadership development for high potential leaders

Quantifiable DATA

INFORMATION. **DECISIONS.** **SPEED.**

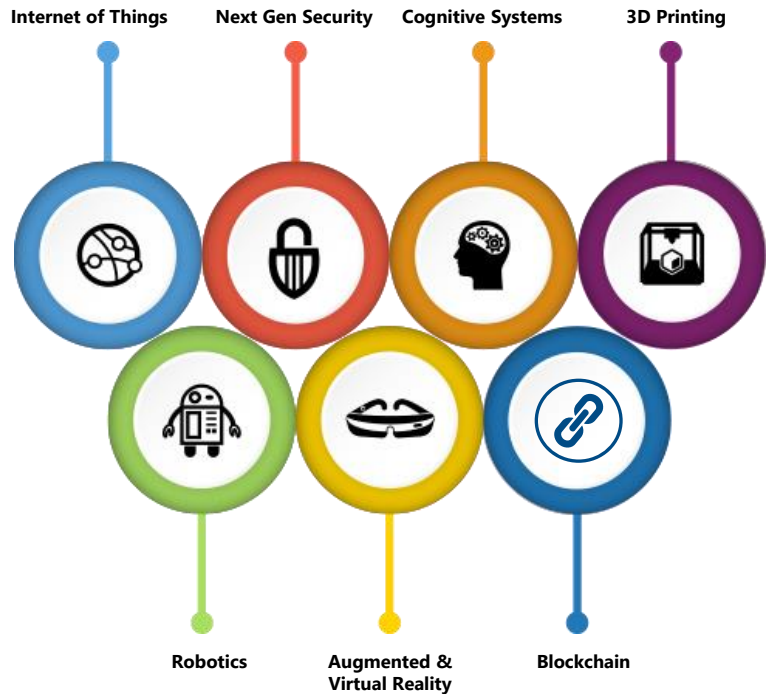# Smart City Insights: Key IT & Business Use Cases
-- Urban Digital Transformation --

Economic Development & Civic Engagement

Augmented Arts, Culture, Tourism	Smart Kiosks	Intelligent Event Management	Connected Museums	Interactive Experiences
Civic Engagement	Open Data	Omni-Channel City Portals	Next-Gen Non-Emergency Services	Digital Equity
Smart Stadiums	Smart Concessions	Smart Parking		

Sustainable Urban Planning & Administration

Digital Administration	Smart City Platforms	Connected Back Office	Digital Legislating
Sustainable Land Use	Data-Driven Urban Planning	Digital Permitting, Licensing, and Inspections	Digital Twin
Community Resiliency	Connected Neighborhoods	Reliability as a Service	

Data-Driven Public Safety

Proactive Social Services	Connected Field Workers	Data-Driven Social Services		
Smart Emergency Management	Early Warning Systems	IoT-Enabled Fire Fighting	Next-Generation Emergency Management	
Data-Driven Policing	Real-time Crime Centers	Officer Wearables	Data Sharing & Interoperability	Visual Surveillance & Analysis

Resilient Energy and Infrastructure

Smart Water	Non-Revenue Water Management	Water Quality Monitoring	
Sustainable Infrastructure	Environmental Monitoring	Smart Outdoor Lighting	Smart Trash Collection
Smart Buildings	Smart Indoor Lighting		

Intelligent Transportation

Connected & Automated Vehicles	Autonomous Vehicles	Vehicle to Everything Connectivity	Advanced Public Transit	
Smart Infrastructure & Operations	Smart Parking	Smart Journey Planning	Multi-Modal Transit Hubs	Intelligent Traffic Management / Ride-Hailing / Ride-Sharing

■ **Prioritized Programs**   ■ **Prioritized Use Cases**

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IDC Recognizes National Leaders in Smart City Initiatives

IDC Smart City award categories and winners—2018

- Administration--Arlington, TX
- Civic Engagement--Kansas City, MO
- Connected & Autonomous Vehicles, Public Transit, Ride-Hailing, Ride-Sharing -- Ann Arbor, MI
- Digital Equity and Accessibility -- Transit Wireless - New York, NY
- Education - Abilene Christian University Campus, Abilene, TX and State of Arkansas
- Emergency Management -- El Paso, TX
- Police and Law Enforcement -- Baton Rouge, LA
- Public Health and Social Services -- Boston, MA
- Smart Buildings -- Miami – Dade County, FL
- Smart Water -- Virginia Beach, VA
- Sustainable Infrastructure - Spokane, WA and San Diego, CA
- Tourism, Arts, Libraries, Culture, Open Spaces -- Little Rock, AR
- Transportation Infrastructure -- Detroit, MI
- Urban Planning and Land Use -- Austin, TX

Innovation Technology Accelerators: How will Aurora embrace?

Internet of Things **Next Gen Security** **Cognitive Systems** **3D Printing**

Robotics **Augmented & Virtual Reality** **Blockchain**

Innovation Priorities

❑ Optimize Core Technology and Infrastructure
❑ Enable Industry-Specific Innovation
❑ Digitally Enhance Products and CX

Innovation Strategies

❑ Use Cases – Strategy, Roadmap and Plan
❑ Tech Innovators – Identify and Evaluate
❑ Industry Adoption – Trends and Implementation

The Value of an IDC Partnership: IDC's Relationship Model

Unlimited Analyst Inquiry - 60 minute analyst calls and non-licensees are able to participate. Licensee is not required to be on the call.

Flexible support model, and customer service. No need for costly reader llicenses.

Dedicated client service manager (CRM) who knows your business objectives

Quarterly business value **reviews** to ensure you are getting value from the relationship

Dedicated experts that sit on the research side of IDC, directly supporting our key clients

  ➢ **Bob Parker**

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IT Executive Program Overview

Government Insights Industry Technology Advantage Program (GI ITAP)

- 10 IDC.com Research Licenses
- Licensees are able to share IDC content across enterprise on a project basis
- Access to worldwide, regional and country level horizontal IT research
- Access to CIO & Technology Professionals Agenda end-user research
- Access to published Government Insights industry research
- Access to all 1100+ global analysts
- Unlimited 60 minute analyst inquiry calls
- Dedicated Client Research Manager (CRM)
- Access to IDC events and Webinars
- Complimentary passes to *Directions*; IDC's annual flagship event
- No "Reader" Fee
- There is no limit to the amount of research/reports a user may download
- All research downloaded may be shared internally with any colleagues across the same group/team, they do not need a user license
- You may have any colleagues join an analyst inquiry call, they do not need a user license to participate
- Dedicated Customer Research Manager responsible for proactively managing the IDC/Caterpillar relationship and supporting the needs of all users
- Open/free and unlimited access to all IDC events is included with service

Sourcing Advisory Services (SAS)

- Unlimited access to analyst inquiry calls for deal and technology reviews
- 5 Complete and Fully Documented Deal Reviews - Vendor assessments, written review feedback and analyst inquiry
- 5 Pricing analyst inquiries: vendor pricing, sourcing strategy, best practices, etc.
- Unlimited Online Pricing Tool
- 5 Price Index: #products/#configurations, pricing in USD with bi-annual update

Investment: $60,000 (based upon current scope)

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The Perfect Balance Between Data & Responsiveness

Other IT market research firms offer a cursory contract review

- **Slow turnaround**: several days or a week
- **Short review**: 20 pages or less; delivered via conference call
- **Limited deal size**: $1-2M deals or smaller; feeder for negotiation projects

IDC Deal Reviews/Benchmarks:

- **Turnaround time**: 3-4 business days or less
- **Full benchmark** against peers with comprehensive review of entire deal/contract – IDC looks at all other aspects of negotiable features (i.e. maintenance terms…etc.)
- **Written reports** delivered with all benchmarks which include analysis, data, and analyst recommendations. Followed by an analyst review call
- **No deal size limit** (i.e. ELA, ULA…etc.)
- **We do NOT** use a "Gain Share" model – All savings incurred belong to client

Negotiation services regularly put clients at odds with suppliers

- **Long term project**: several weeks
- **Gain-share**: client pays 20-30% of savings (hundreds of thousands of $$'s)
- **BIASED approach** – does NOT drive best performing deal for buyers

Benefits of Deal Benchmarking

*IDC's benchmarking service blends seamlessly with its world-class research offering
and there are compelling features that stand out from the competition*

Drive Transparency

IDC benchmark reports help buyers document negotiation success to management and internal customers

Reduces costs

Harnesses the power of peer best in class pricing to drive a measurable savings

Saves Time

Reduces repeated cycles negotiating – best in class is now known

Raise Profile: World-class sourcing organizations routinely use IDC benchmarks to document value to internal customers and measure savings for management

IDC's SAS Key Differentiators

With over 20 years of experience, IDC understands exactly what procurement and sourcing professionals need:

Actionable Data	IDC clients have access to the world's largest database of peer deals and usage data for hardware, software and services; *and IDC does not limit the deal size*

Documentation	IDC offers *written deliverables* that allows clients to utilize IDC findings and recommendations in internal discussions and external vendor negotiations

Agility	Senior Client Relationship Managers provide concierge-level access to benchmarking data and market intelligence and quicker turnaround times on requests (typically 3-4 days)

Objectivity	IDC remains 100% objective on all engagements which allows for a higher velocity of IP exchange and more available data for future benchmarks

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CIO Executive Council - Executive Network Program

- Dedicated Client Relationship Manager - Delivering Concierge-like Curated Experience

- Executive Connections - We connect you with peer practitioners within our robust community of members and experts with recent experience on a challenge you face to help you navigate through your initiatives and mitigate risks. There are also many in-person and virtual networking opportunities throughout the year.

- Brand Management for personal and organizational branding to attract and retain talents, as well as showcasing IT successes. Media partners include CIO, CSO, Computerworld, Network World, Forbes, Fortune, and the Wall Street Journal; plus numerous organizations who rely on us for keynote speaking and panelist placements.

- IDG/CEC Events - Complimentary access to CIO.com produced events including CIO100, CSO50, Agenda18 national conferences; as well as regional and local events like CIO Perspectives, IT Roadmap, CIO and CSO Executive Dinner Series, and more.

- Exclusive CEC engagements such as private roundtables, members' assembly, members' social, and more.

- CEC produced webcasts and Roundtables (25+ per year) on topics such as Agile IT, Cloud and Security, Predictive Analytics, Digital Transformation, IT Talent plus more.

- Practitioner Tools including CIO case studies, how-to guides and checklists, position papers and a library of exclusive primary research detailing your peers' perspective on tech topics ranging from data analytics and cloud solutions to security and emerging tech areas like IoT and machine learning.

Investment: $16,000 (based upon current scope)

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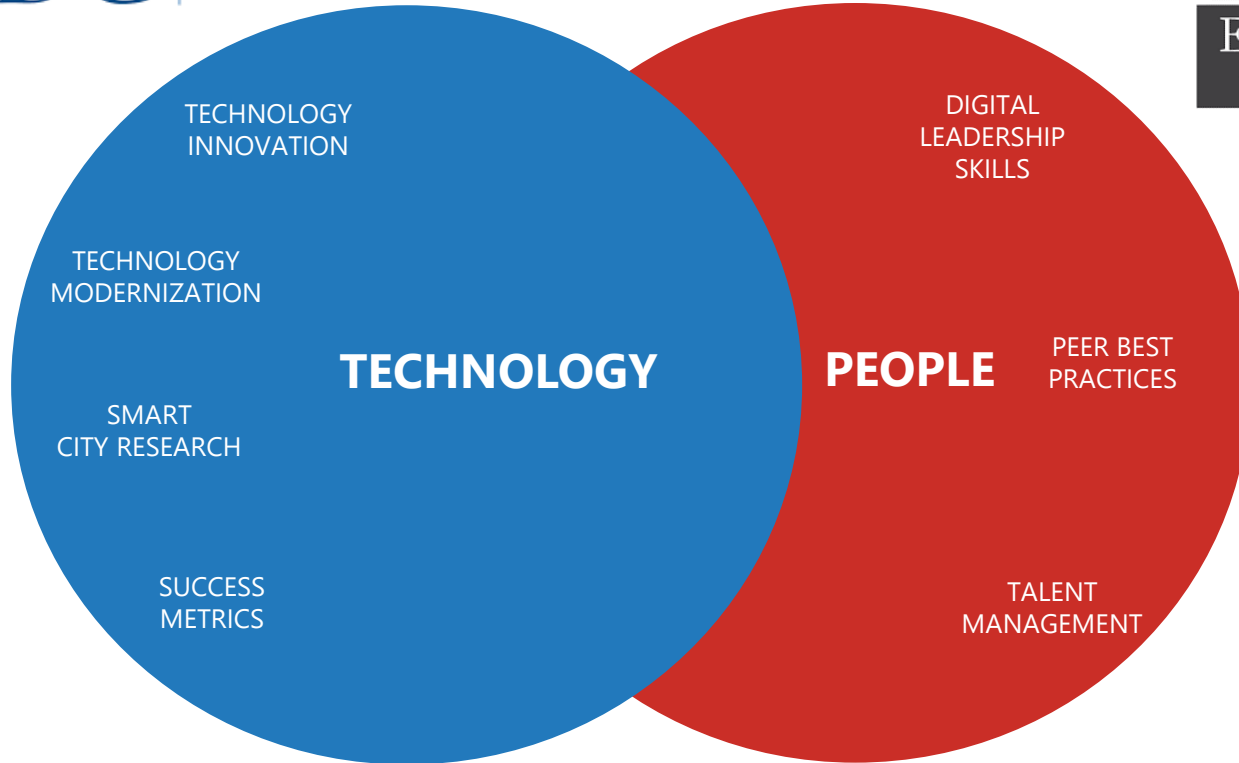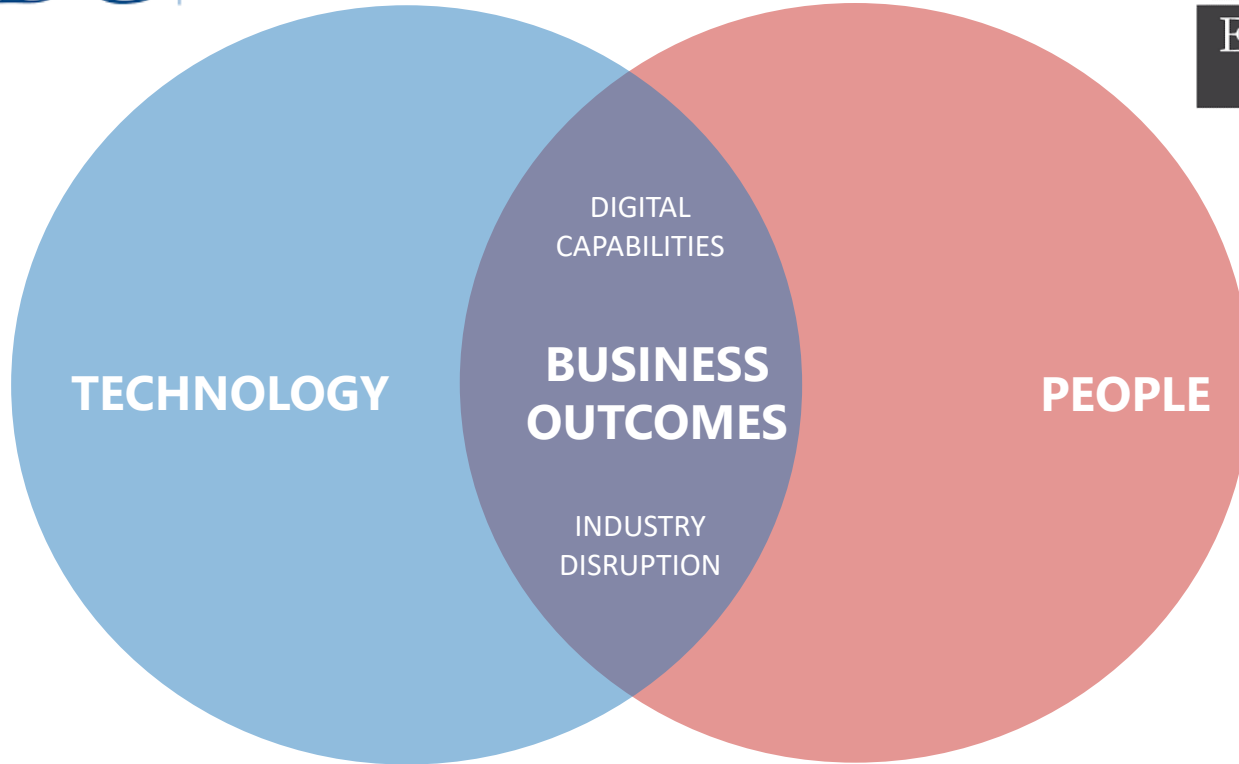
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IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

Addendum

Custom Strategic Working Sessions

Internal Strategic Transformation Plan

- Evaluate specific needs with respect to Digital Transformation-DX

- Create a Roadmap for advancing the company's DX Maturity Level

- Set specific internal targets and internal business to IT objectives

- Initiate the development of a transformation plan to enhance ability to align technology capabilities and desired business outcomes

- Build consensus among peers to support the next steps of DX implementation

All Working Sessions will be refined with further scoping to determine business initiatives addressed, establish the timeline and session participants and content.
Aurora is assumed to be an active and engaged partner throughout all phases of the process.