

SMARTCITIES

WHAT'S HOLDING US BACK?

Along with Atomik Research, we interviewed 380 IT decision makers across Europe, to better understand the changing attitudes towards smart city deployments. Here's what we discovered.

THE BUSINESS CASE IS CLEAR, AND INITIATIVES SUCH AS WIFI4EU ARE HELPING.



78%

recognise there is a strong business case for investing in smart city deployments.



65%

of organisations understand their value throughout the organisation.

Despite this, 58% say that cybersecurity fears are still a significant hindrance to deployment.

BUT, WHAT ARE THE BENEFITS TO PUBLIC LIFE?

82% think smart city technology will help improve citizen safety and reduce crime rates.

81%
Hospitals and Local Health Services



81%
Transportation



77%
School and Education Systems



Achieving all these requires a cross-organisational approach, and strong technological infrastructure.



75%
Utilities



75%
Local Facilities



65%
City Hygiene

NOT ALL WI-FI IS CREATED EQUALLY.

There are big barriers to public Wi-Fi.



39%

feel that siloed projects are holding deployments back.



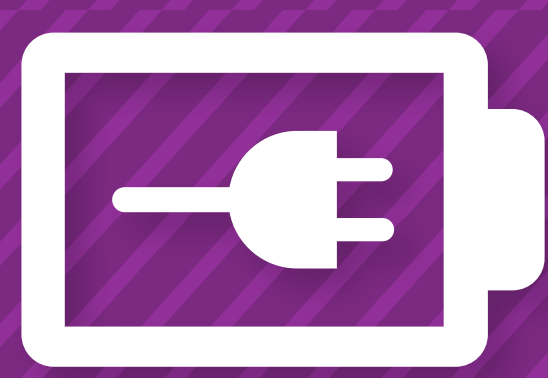
76%

said they saw public Wi-Fi as the necessary first step, as the foundations for a smart city.

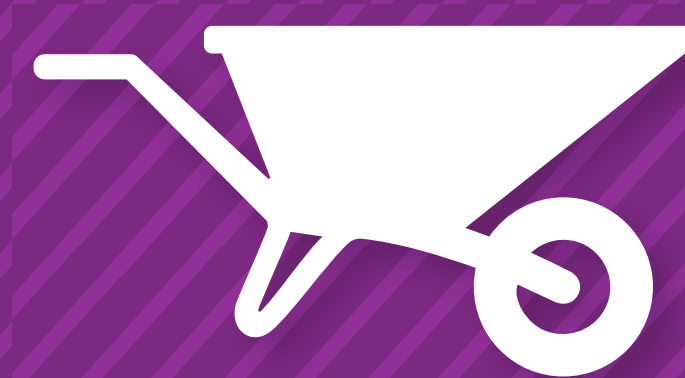
The top three concerns were:



INTERFERENCE



POWER SUPPLY



BACKHAUL

WE HAVE THE RIGHT TECHNOLOGY.

Ruckus is a market leader in smart cities and public Wi-Fi. Our networks are bridging universal connectivity across wired and wireless.

If you want to be able to connect with your citizens and make the services you offer more effective, then you need the appropriate infrastructure to connect with the public in a way that benefits them.

Nick Watson, VP EMEA at Ruckus

Find out more here: ruckuswireless.com/solutions/smart-cities