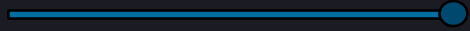


Smart Infrastructure. Transparent Public Administration.

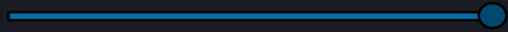
Innovation and Cooperation Potential in Eastern Europe.
Hans Winterhoff. October 24, 2019.

Context.

CUSTOMER TOUCHPOINTS



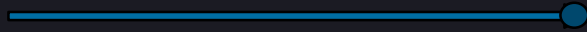
PRODUCTS & SERVICES



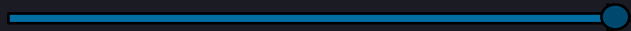
PROCESSES & ORGANISATION



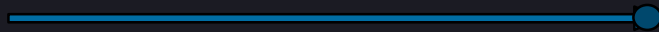
DATA MANAGEMENT & ANALYTICS



IT SYSTEMS



NETWORK



- Digital Administration
- Digital Infrastructure
- Digital Construction
- Digital Education
- Digital Mobility
- Digital Security
- Digital Society
- Digital Agriculture
- Digital Environment
- Digital Economy
- Digital Energy
- Digital Health



Campus Networks.

(CITY) REAL ESTATE. ALL-IN OFFERING.

CUSTOMER TOUCHPOINTS

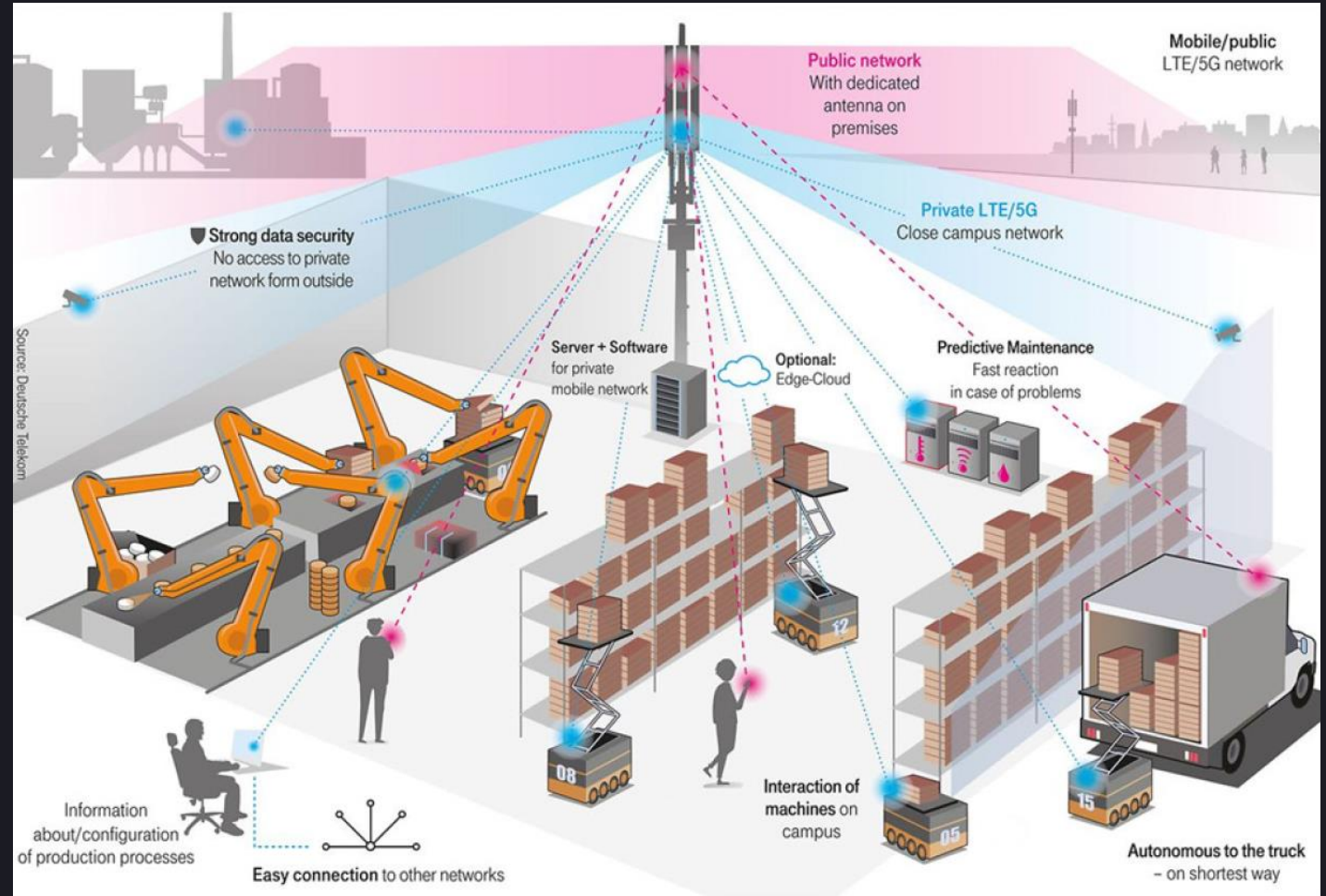
PRODUCTS & SERVICES

PROCESSES & ORGANISATION

DATA MANAGEMENT & ANALYTICS

IT SYSTEMS

NETWORK



Data Hubs.

OPEN DATA + PRIVATE DATA = SHARED DATA.

CUSTOMER TOUCHPOINTS

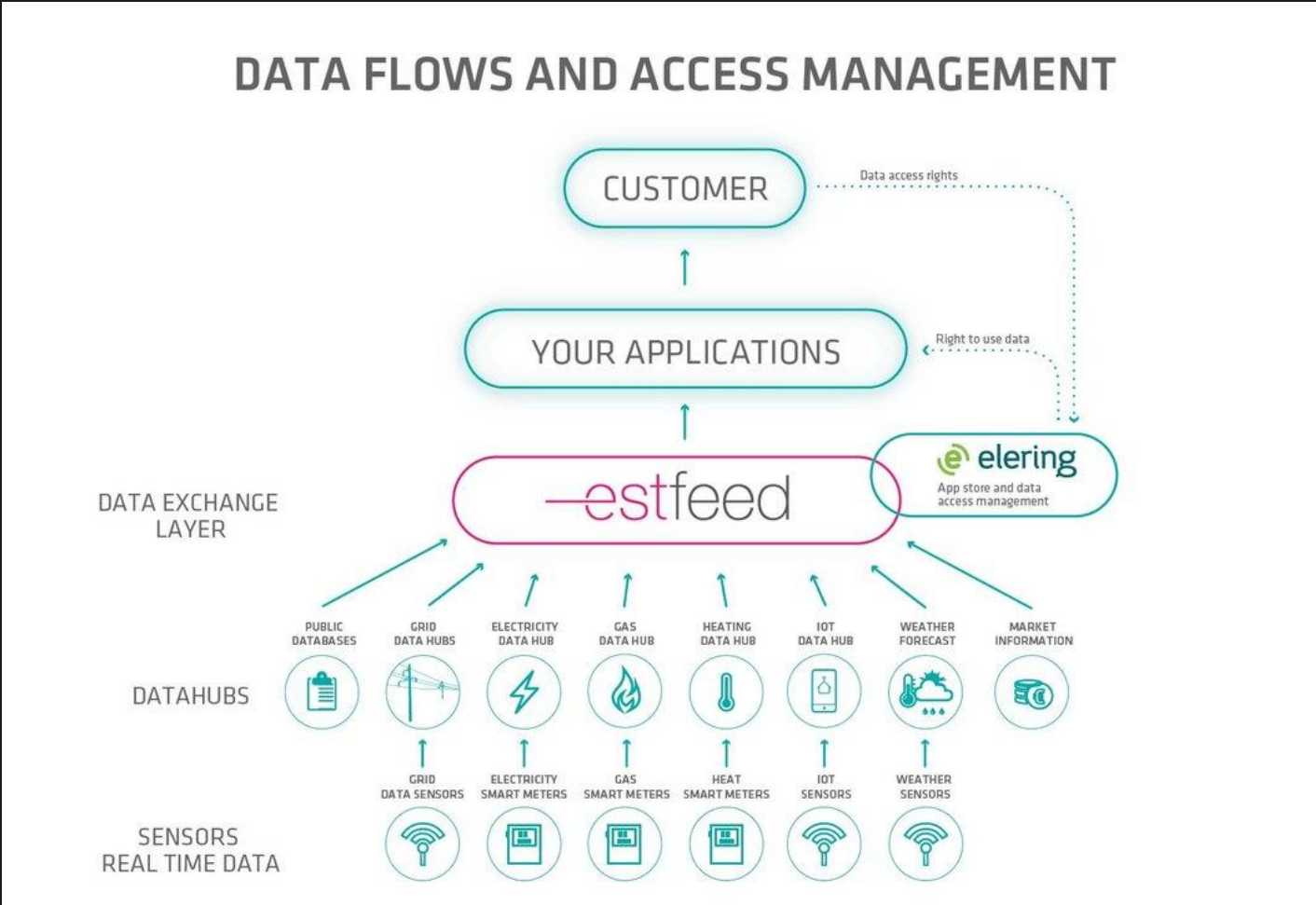
PRODUCTS & SERVICES

PROCESSES & ORGANISATION

DATA MANAGEMENT & ANALYTICS

IT SYSTEMS

NETWORK



Smart Stadium.

FOOTBALL QUALIFICATION GAMES. CHAMPIONSLEAGUE. CONCERTS. ...

CUSTOMER TOUCHPOINTS

PRODUCTS & SERVICES

PROCESSES & ORGANISATION

DATA MANAGEMENT & ANALYTICS

IT SYSTEMS

NETWORK

JOHAN CRUIJFF ARENA

HOME CHALLENGES INFO FAQ AWARDS **JOIN THE CHALLENGE**

CHANGE THE GAME

Johan Crujff ArenaA calls on all innovators: Help us further improve our visitor experience.

In collaboration with: Powered by: Made possible by:

Johan Crujff ArenaA

Currently live: www.changethegame.eu

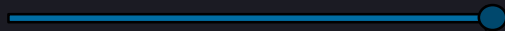
Johan Crujff ArenaA and its partners are improving the fan experience inside and outside the stadium. Through open innovation powered by KPMG, start-ups, scale-ups and enterprises will be attracted to create a lively ecosystem. The most promising solutions will be selected for the ArenA Fieldlab, where they receive support in further developing, implementing and scaling. In the Fieldlab, the will be supported in implementation, development and/or scaling their solution.

Ecosystem.

CUSTOMER TOUCHPOINTS



PRODUCTS & SERVICES



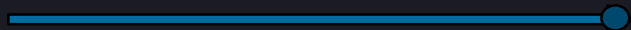
PROCESSES & ORGANISATION



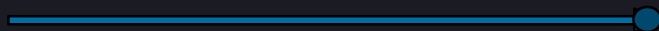
DATA MANAGEMENT & ANALYTICS



IT SYSTEMS



NETWORK



Thank you.



Hans Winterhoff. Global Lead KPMG Innovation Services Network.
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KPMG INNOVATION.
SMART CITIES.