

Le programme IBM Executive Corporate Service Corps dresse la vision d'une « ville plus intelligente » pour la ville d'Ho Chi Minh. IBM contribue à la construction de systèmes plus intelligents dans le domaine des transports, de l'eau et de la sécurité alimentaire pour la ville d'Ho Chi Minh.

Ho Chi Minh, Vietnam - 24 mars 2010: IBM annonce la réalisation de son premier projet d'aménagement urbain mené par une équipe de dirigeants en mission dans le cadre du programme IBM Corporate Service Corps. Cette équipe d'exécutifs d'IBM vient de rentrer Hô-Chi-Minh-Ville au Vietnam, où elle a aidé la ville dans son projet de devenir, d'ici 2020, « plus intelligente » et durable.

Six hauts cadres bénévoles d'IBM, en provenance du Canada, d'Inde, du Royaume-Uni et des États-Unis, représentant les meilleurs talents d'IBM dans les domaines de la recherche, des logiciels, des services et de la distribution, ont donné à la municipalité d' Hô-Chi-Minh les outils et les moyens nécessaires pour atteindre leurs objectifs en termes de développement durable. L'équipe a analysé la chaîne logistique globale ainsi que le système de transport. Elle a recommandé la mise en place de systèmes de circulations interconnectés afin de réduire le trafic automobile et accroître l'utilisation des transports publics permettant ainsi de réduire la consommation d'énergie et, de surcroît, la dégradation environnementale.

"Nous tenons à remercier IBM Corporate Service Corps pour leurs idées et analyses», a déclaré le Dr.Phan Minh Tan, directeur du département des Sciences et de la Technologie d'Ho Chi Minh. «Ils nous ont fait des recommandations très détaillées et très précieuses, qui n'indiquent pas uniquement comment faire de Ho Chi Minh une ville plus intelligente mais qui correspondent aussi au plan de développement de la ville pour les 10 prochaines années. »

D'ici 2050, 70 % de la population mondiale vivra dans les villes. Les équipes de l'IBM Corporate Service Corps collaboreront au sein de ces marchés émergents et proposeront leur expertise afin de comparer les services et les systèmes d'information des villes en pleine évolution. Cela dans le but d'identifier les meilleurs moyens d'intégrer les dernières technologies qui insufflent de l'intelligence dans l'ensemble des systèmes publics, les rendant plus efficaces et productifs.

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Cities : http://www.ibm.com/smarterplanet/fr/fr/sustainable_cities/perspectives/index.html

IBM Executive Corporate Service Corps Maps Out Smarter Cities Vision for Ho Chi Minh City

HCM CITY, Vietnam, March 22, 2010 -- IBM today announced the successful completion of its first city planning project led by a team of visiting executives as part of the IBM Corporate Service Corps program. The IBM executive team has just returned from Ho Chi Minh City (HCMC) in Vietnam, where they helped the city in its plans to become “smarter” and more sustainable by 2020. The team provided the government of HCMC with senior level business and technical expertise for three weeks, at no cost contribution, to help them build smarter systems in the areas of transportation, water, food safety, e-government and service sciences.

Six senior IBM executive volunteers from Canada, India, the United Kingdom and the United States spend a month in HCMC, representing top talent from IBM’s research, software, global business services and sales and distribution divisions. These executives gave the government of HCMC the tools and capabilities to achieve their sustainability goals, including mapping the food supply chain in and around HCMC in relation to other countries and identifying processes and new technologies to increase traceability of food safety issues and build a rapid response capability. The team also analyzed the transportation system, and recommended ways of linking data about traffic systems to reduce congestion and increase use of public transport, leading to less energy use, environmental degradation and improving the commuting experience.

“We would like to thank the IBM Corporate Service Corps for their insights and analysis,” said Dr. Phan Minh Tan, Director of the Ho Chi Minh City Department of Science and Technology, “They have proposed very detailed and valuable recommendations, which do not only provide directions for us to turn HCMC into a smarter city but also fit into the City’s development plan in the next 10 years.” The executive team is a new component of the IBM Corporate Service Corps, a corporate version of the Peace Corps, where IBM sends teams of its top talent with deep business expertise including technology, consulting, research, marketing and finance. The Corporate Service Corps teams work in emerging markets for close to one month on projects that help create economic growth at the intersection of economic development and technology. These teams provide a detailed report and a set of observations and recommendations to municipal governments, containing a vision for the city as a Smarter City as well as a roadmap that can be undertaken immediately.

As cities in emerging markets make progress in a global economy, they are also faced with unprecedented demands, from transportation, energy, food management, education, water and public safety. It’s projected

by 2050 that 70 percent of the world's population will live in cities. The IBM executive Corporate Service Corps teams in these emerging markets will collaborate with mayors, heads of economic development, school administrators, police chiefs and other civic leaders to help create sustainable roadmaps for balanced growth and development. They will recommend strategies, compare services and systems with other emerging cities, and identify best practices and opportunities to use “smarter technologies” that infuse intelligence into public systems, making them more effective, efficient and productive.

“Growing cities in emerging markets are racing to meet public demand, yet are often saddled with aging infrastructure and older technology that can hinder their advancement,” said Dr. Guruduth Banavar, Vice President and Chief Technology Officer, IBM Global Public Sector, and one of the Corporate Service Corps executive volunteers in HCMC, “Ho Chi Minh City has an opportunity to build a comprehensive IT-based urban management system that will enable the city to leapfrog its peers to become a true smarter city. Working closely with HCMC, we have been able to identify potential solutions which are better for the city's communities, and better for the environment.”

The next team of IBM executives will go to Katowice, Poland, which – like HCMC – is experiencing unprecedented rapid growth, and is looking for ways to enable a future as smarter metropolis.
