



DIGITALISIERUNG

WOMIT, WAS, UND FÜR WEN?

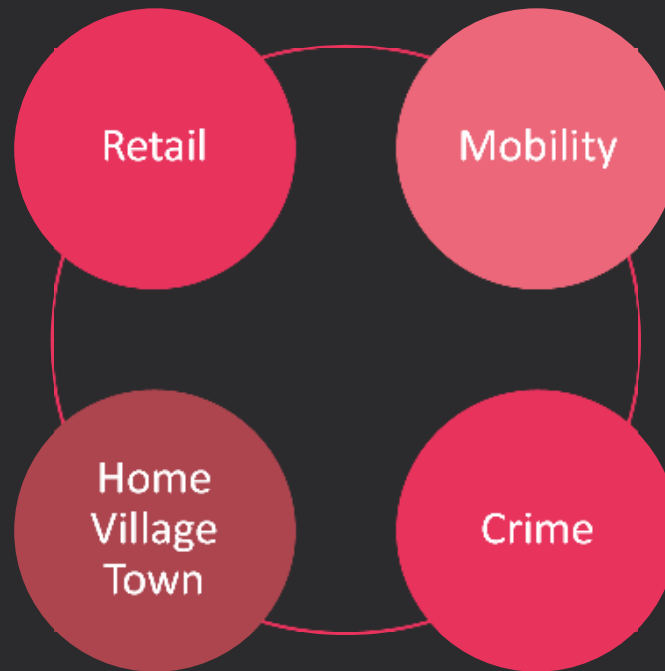
DIGITAL TRANSFORMATION

The Technology Drivers:
From AI to Blockchain

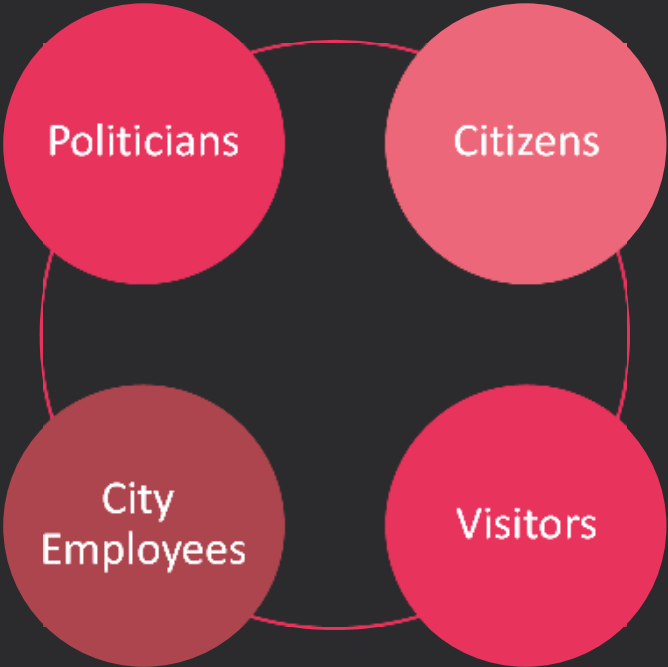
The Playing Fields:
From our Homes to Mobility and Crime

The Stakeholders:
From Citizens to Politicians and Administration

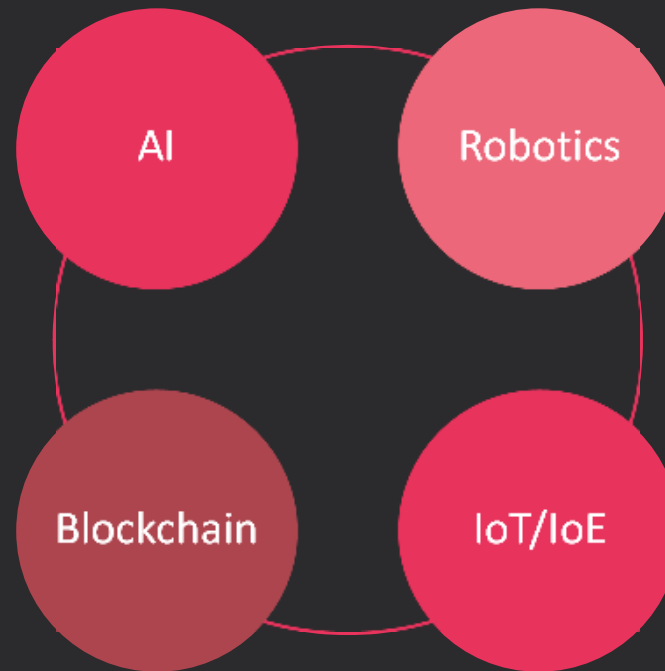
DIGITAL TRANSFORMATION OF ...



SMART CITIES FOR ...



SMART CITIES WITH ...



DIGITAL TRANSFORMATION

Commandments

01

Thou shalt not start
with technology, but
with an actual need

02

Thou shalt not require
users adapt to
technology, but adapt
technology to users

03

Thou shalt not think
of digital natives, but
of your parents





ARTIFICIAL INTELLIGENCE



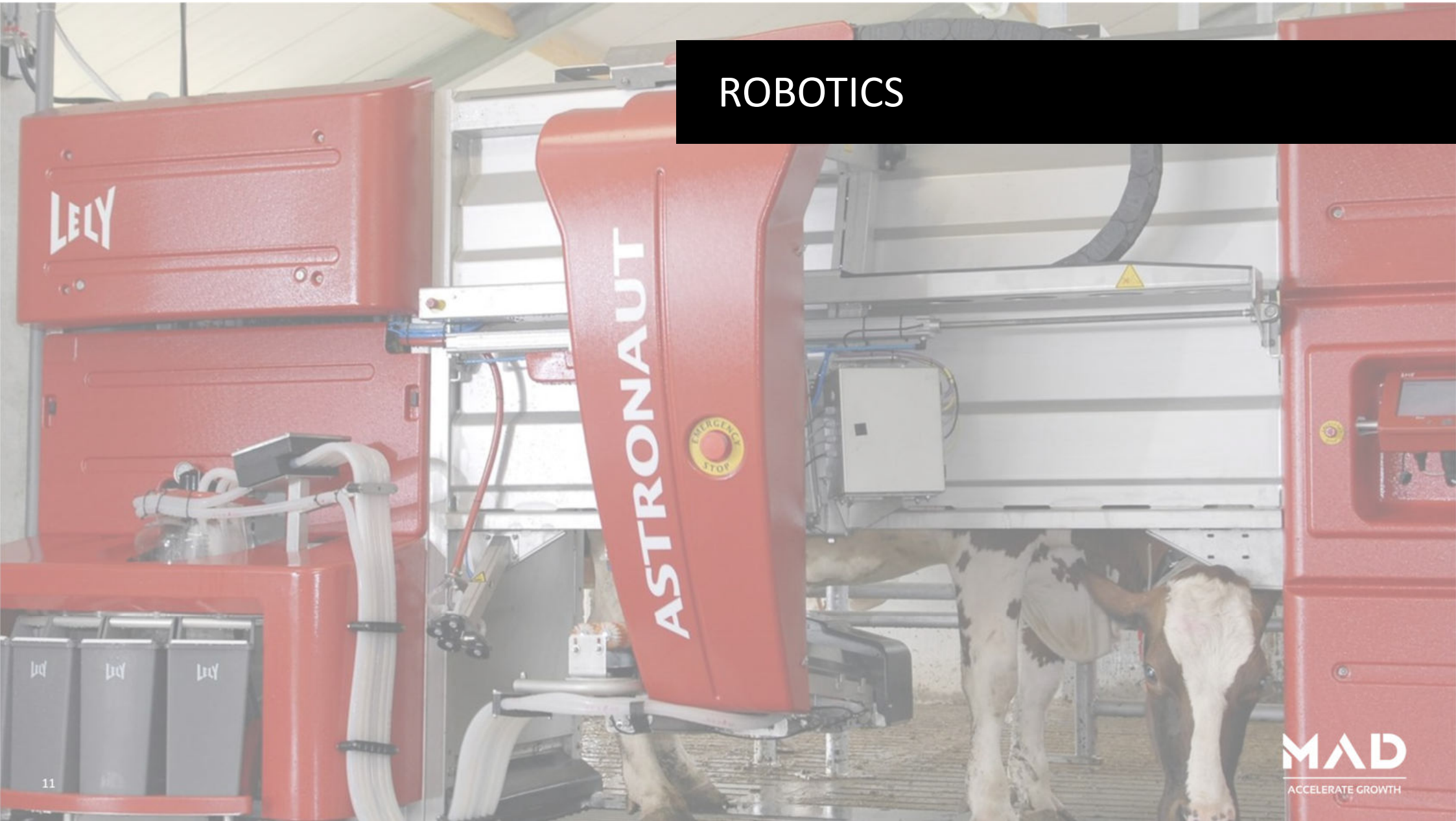
DIGITAL TRANSFORMATION - AI

Necessary:
Big Data Analytics

“
What is the meaning
of “a bit louder,
please” ?

Sufficient:
Individual Approach

ROBOTICS



DIGITAL TRANSFORMATION - ROBOTICS

Necessary:

Standardization of self-sufficient behaviour

“

Would cows prefer the robot over the farmer?

Would we prefer the robot over the nurse?

Sufficient:

Individual Approach

INTERNET OF EVERYTHING



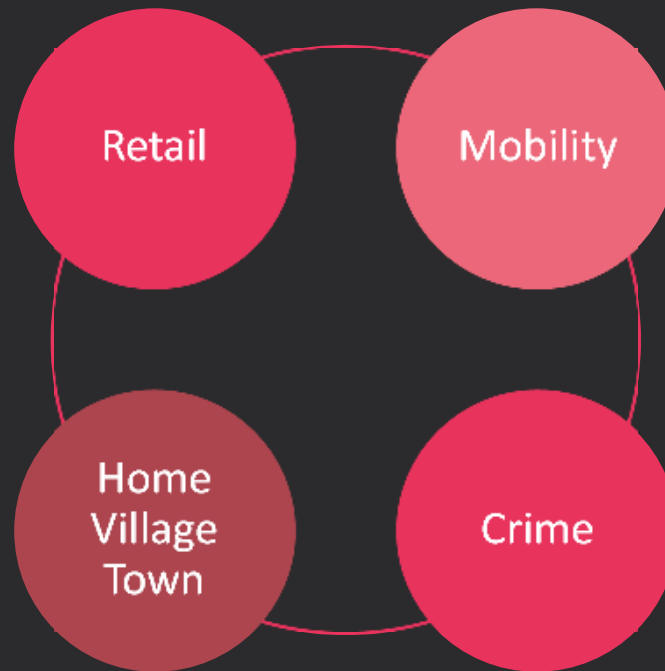
DIGITAL TRANSFORMATION – IOT/IOE

A **necessary**
prerequisite for all
other technology

“
Is there a dead mouse in
the trap? OR Is the cat
dead or alive?
Transform data into
information – right now!

The biggest **threat**
to digitalization and
the world as such

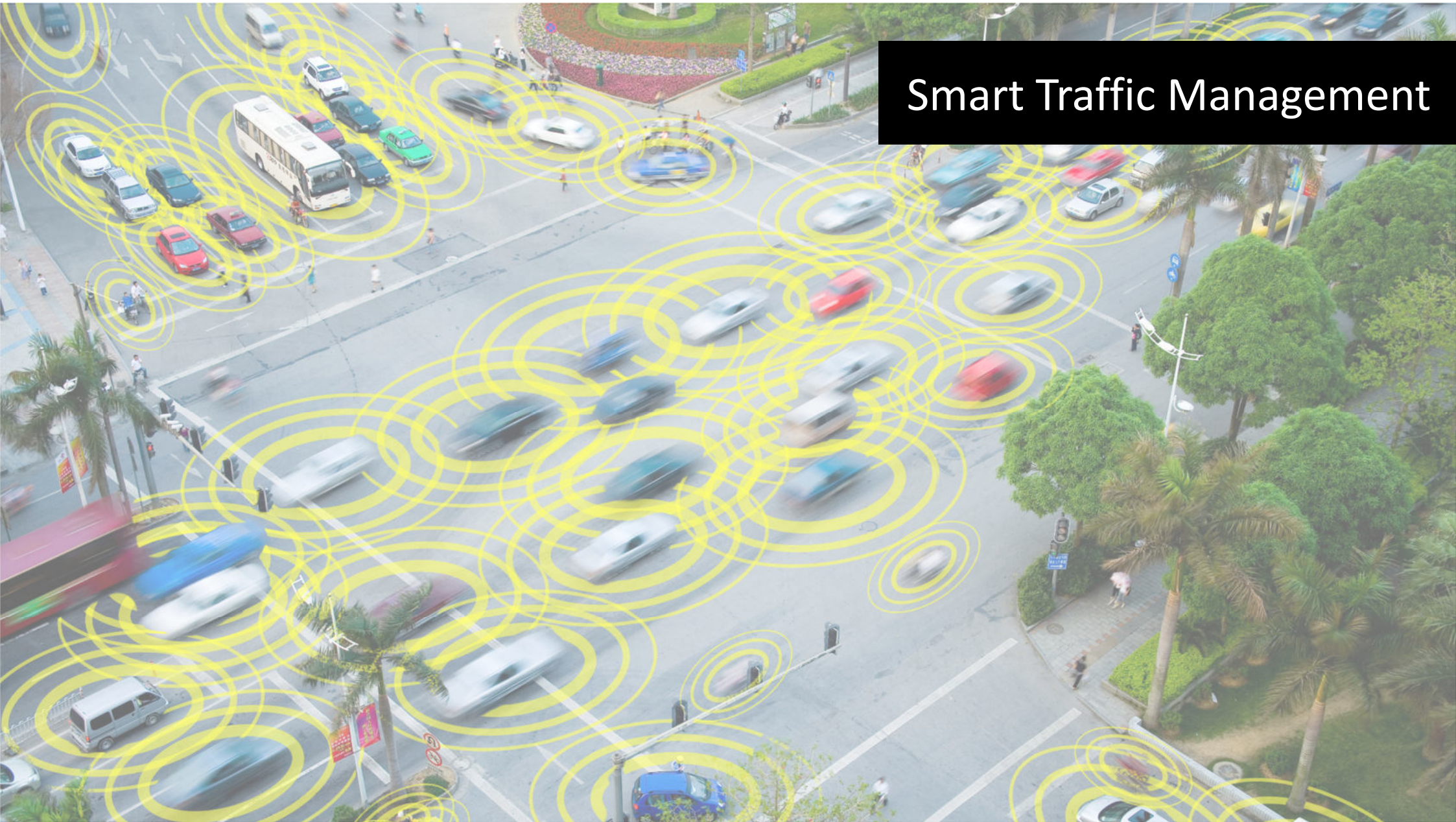
DIGITAL TRANSFORMATION OF ...



DIGITAL TRANSFORMATION OF MOBILITY



Smart Traffic Management



DIGITAL TRANSFORMATION - MOBILITY

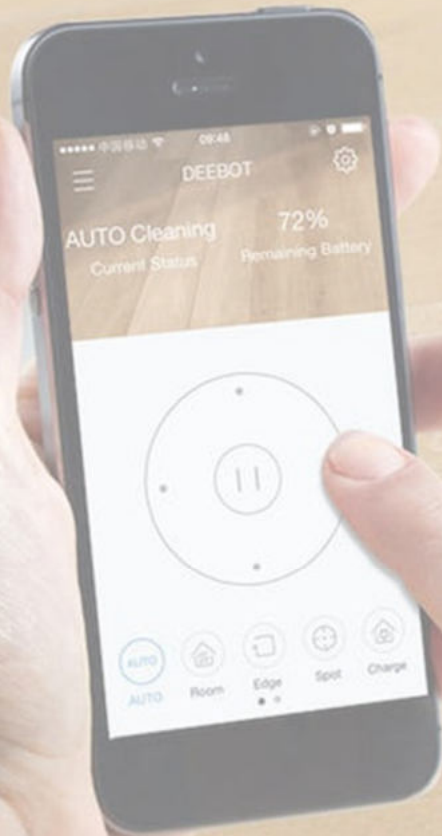
EFFICIENCY

- Cities need less space for cars
- We will gain billions of productive hours

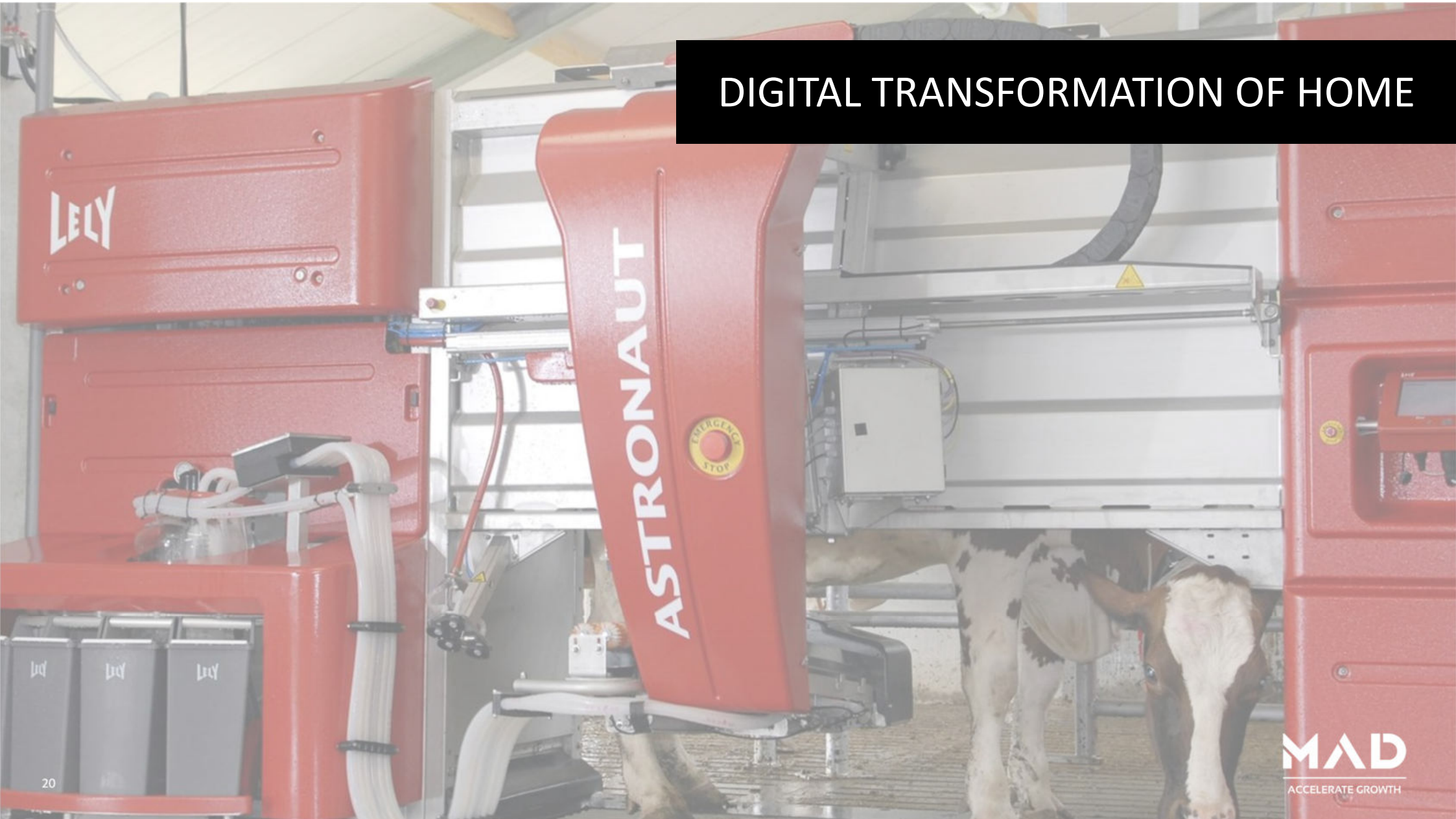
EFFECTIVENESS

- Distinction between individual and public transport disappears
- Rural areas become connected
- Time does not matter

DIGITAL TRANSFORMATION OF HOME



DIGITAL TRANSFORMATION OF HOME



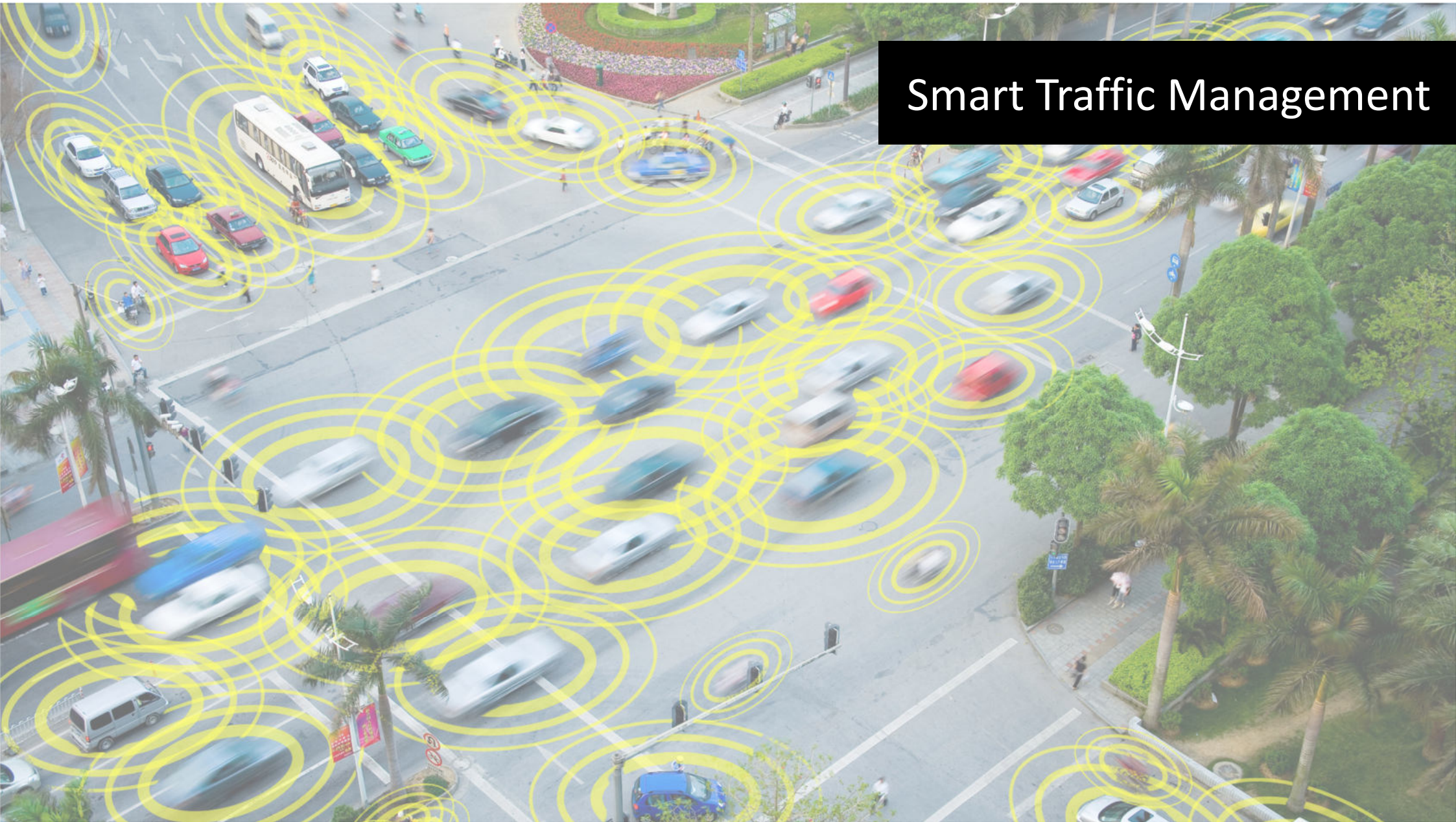
Waste „Management“



Smart Waste Management!



Smart Traffic Management



Smart Healthcare

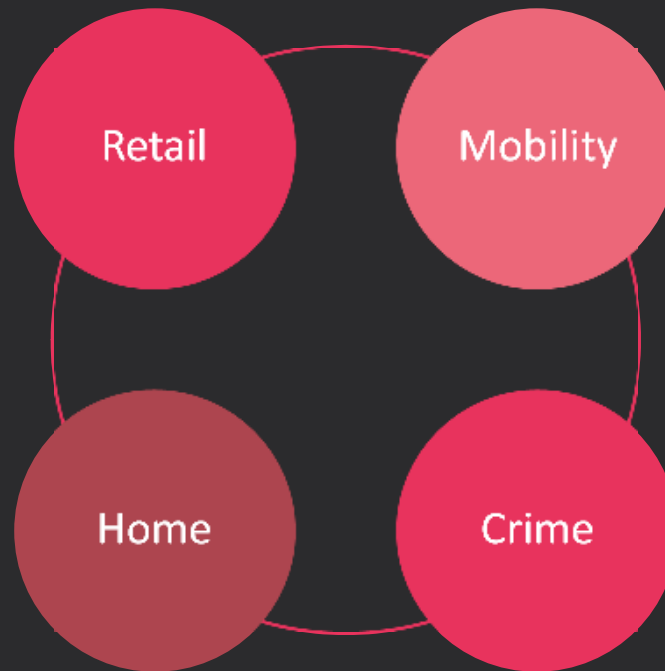
Smart Energy





Smart Recreation / Tourism

DIGITAL TRANSFORMATION OF ...



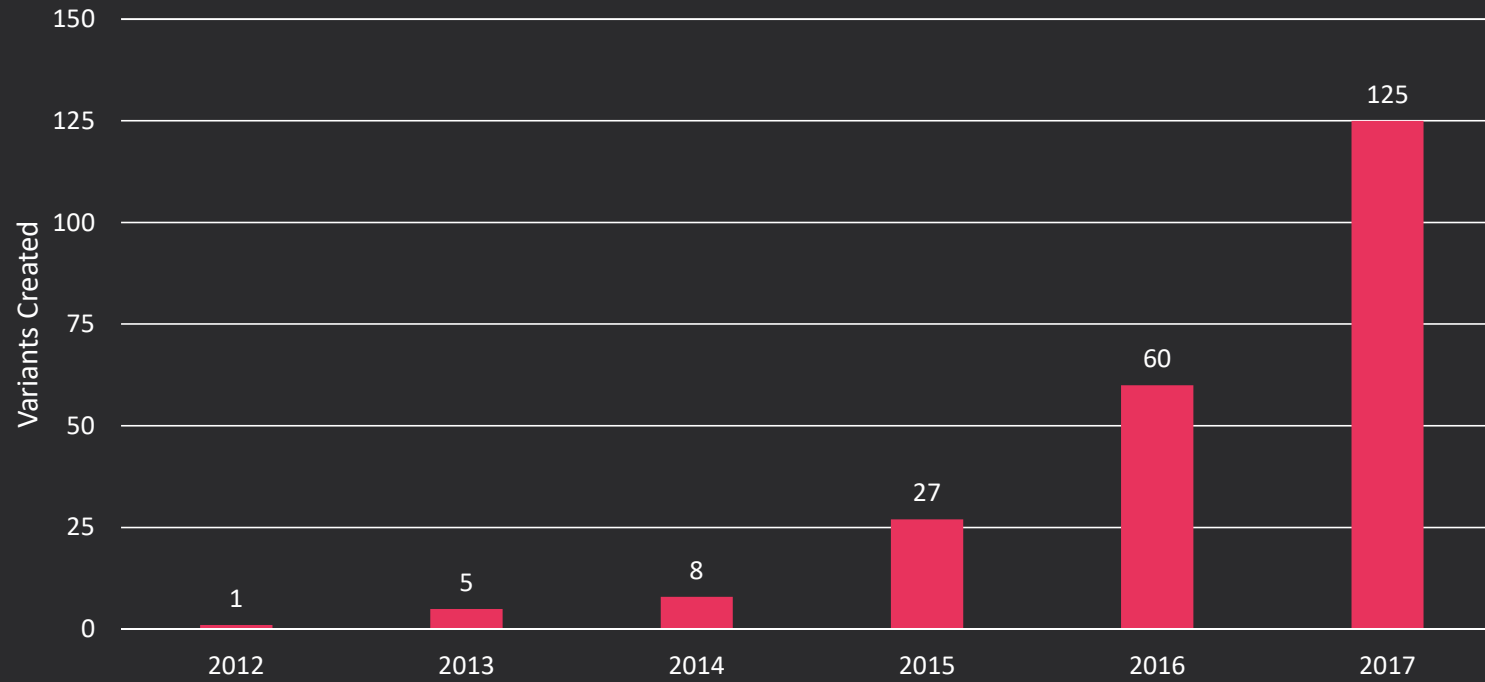


Crime?

Crime!

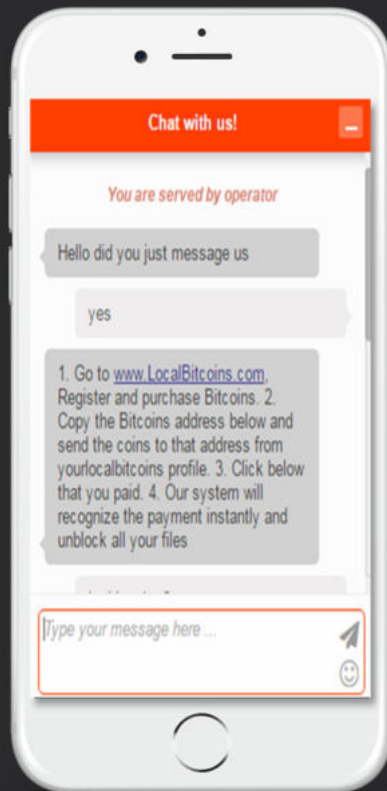
DIGITAL TRANSFORMATION OF CRIME!

RANSOMWARE DISCOVERIES



THREATS MOMENTUM

Growing Commercialization and Ransom Negotiations



How can I help you

can you really decrypt my files?

yes
its automatic
on payment is received all you have to do is click that you made payment
and the system will verify instantly

why are you guys doing this to us?

I am here to help you get your files back.
Let me know if you need any other instructions or help

im doomed!
my boss gonna fired me

all you have to do is pay \$150. New york has Bitcoin atm
or you can visit [www.localbitcoins.com](\"http://www.localbitcoins.com\")

thats too much for me

sorry. depending on the amount of files encrypted it doubles to \$300 after 24 hours
and \$450 after 72

it doesnt happen to all computers it depends on the file size encryption

is there a way to lower na payment?

We can do \$125
that the minimum
and that is within 24 hours

let me see if i can work this with my boss

just send a message if we are not online we will come back online within 10 minutes
And we do decrypt all you files
100%

you have to message me when you make the payment so I can accept the \$125 into the
system if not it will tell you you haven't payed enough. Each wallet is unique to
the computer so I can verify instantly



Denial of Service Attacker Army

Bank Robbers



Blackmailer



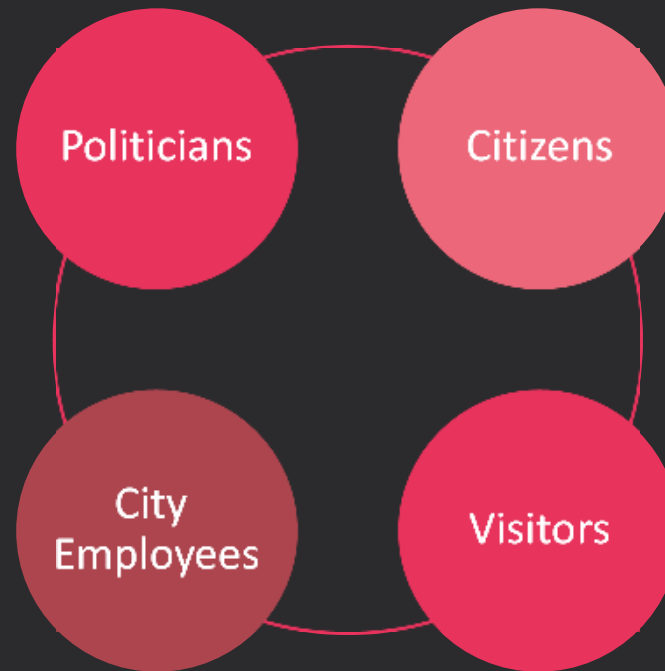
Blackmailer

“

Do the right things.
For the right people.
Do the things right.

”

DIGITAL TRANSFORMATION FOR ...





THANK YOU



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MAD
ACCELERATE GROWTH