Spanish City Transforms into Urban Mobility Center

Zaragoza City Council creates digital city, cuts costs, and improves quality of life with borderless mobility.

Customer Name:	**Zaragoza City Council**
Industry:	**Government**
Location:	**Zaragoza, Spain**
Organization Size:	**3000 employees**

Business Impact

Benefits delivered by the Cisco® Unified Wireless Network include:

· Provides ubiquitous wireless access to residents, visitors, and businesses

· Increases municipal employee productivity

· Cuts city operation costs and expands revenue streams

· Improves quality of life and attracts business opportunities

Business Challenge

The Zaragoza City Council manages the fifth largest city in Spain. Dedicated to innovation, the City Council has invested in significant urban regeneration projects that cultivate Zaragoza's rich history while providing the high-quality public services of a digital, modern city.

For the 2008 Expo Zaragoza, the City Council wanted to deploy a high-speed Wi-Fi network at the railway station to provide Internet access to arriving visitors. "Since our long-term vision was to provide citywide connectivity," says Daniel Sarasa, manager for Zaragoza's digital project, "we needed to deploy the most reliable, proven technology from a provider that could offer comprehensive support and help us scale our network as our needs grew."

Solution and Results

After a rigorous competitive analysis, the City Council chose the Cisco Unified Wireless Network. "Cisco's centralized architecture makes it easy for our staff of five to support and monitor the 450 outdoor wireless mesh access points we plan to deploy," says Sarasa. "And integration with our Cisco wired network reduced the need for training and lowered total cost of ownership."

In preparation for the Expo, the City Council provided connectivity to the railway station, as well as technology parks. In addition, the new network provided mobility services to the new commercial avenues built around the riverbanks and for residents in low-income neighborhoods.

In 2009, the City Council began expanding the network to create Wi-Fi islands throughout its 17 city districts. The mesh access points provide indoor and outdoor connectivity for civic centers, enhancing the quality of services they provide. As the new network is rolled out, Cisco's borderless mobility will enable municipal employees to remotely access their internal databases and applications to perform a number of site visits, including checking building and bar licenses.

The outdoor wireless mesh network enabled the City Council to create a sustainable business model that significantly increases productivity, cuts operation costs, and generates new revenue. "With the low operating and maintenance costs of the Cisco network, we expect a return on our investment in six to seven years," says Sarasa. Using Wi-Fi instead of 3G technology to provide connectivity for mobile municipal workers will also result in significant cost savings. The City Council plans to use the network for a number of telemetry services, especially those related to

environmental control and mobility, which currently run on a 3G network.

"The Cisco Unified Wireless Network plays a major role in Zaragoza's ongoing transformation and reinforces our brand as an innovative city," says Sarasa. For its most recent international conference, Zaragoza distributed a city card that provided visitors with Wi-Fi access to municipal fitness centers, transportation, city bikes, and museums. The City Council plans to extend this type of card to all citizens, improving quality of life in the city.

> "Cisco borderless mobility helps us deliver on our vision to create one of the most innovative digital cities, improving the quality of life of our citizens while attracting global business opportunities."
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> — Daniel Sarasa, digital project manager, Zaragoza City Council

For more information on the Cisco Unified Wireless Network and outdoor wireless mesh access points, visit: http://www.cisco.com/en/US/products/ps8368/index.html

To find out more about the City Council of Zaragoza, visit: http://www.zaragoza.es/.

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