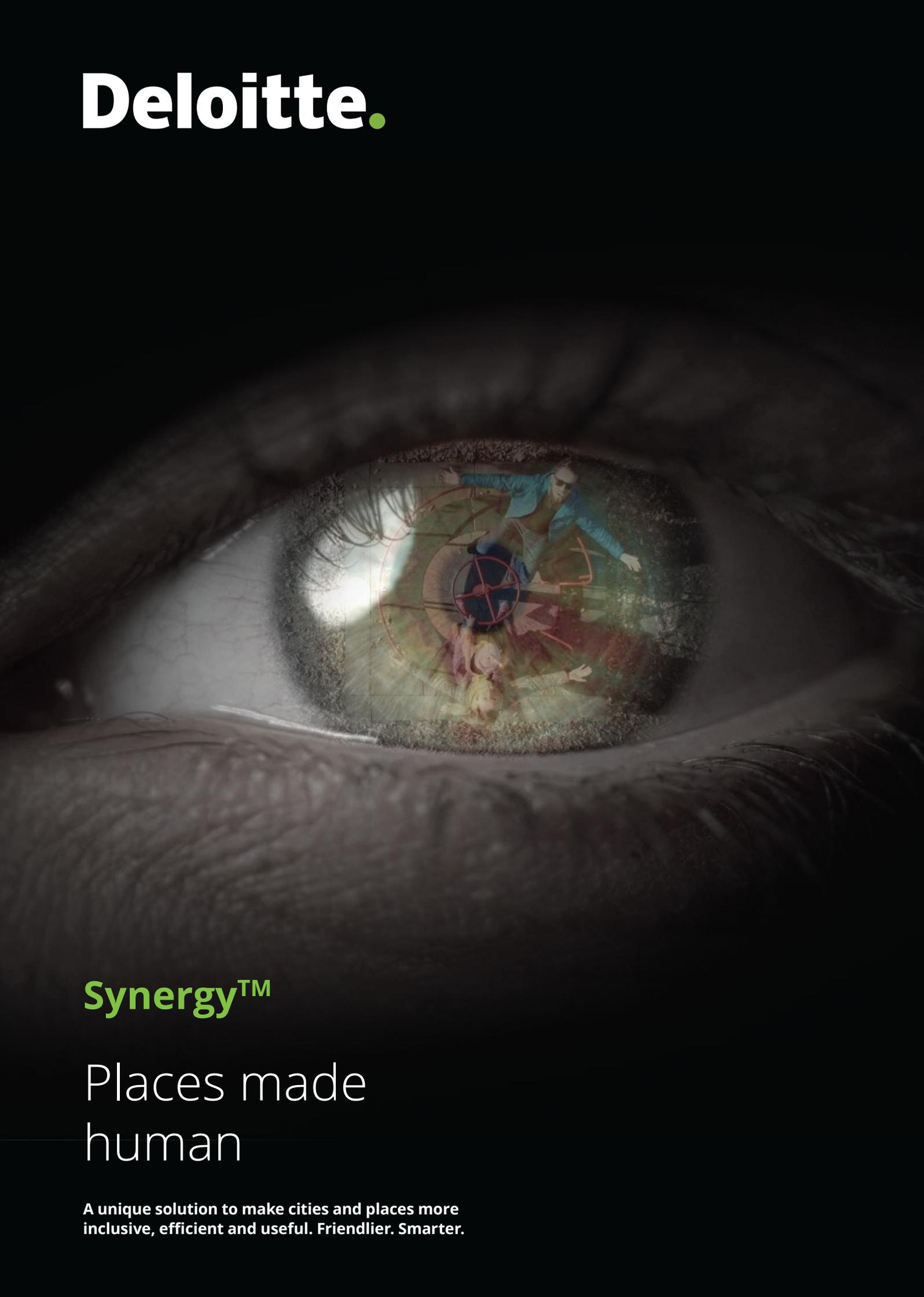


# Deloitte.



**Synergy™**

Places made  
human

A unique solution to make cities and places more  
inclusive, efficient and useful. Friendlier. Smarter.

# Friendlier, smarter, and more inclusive



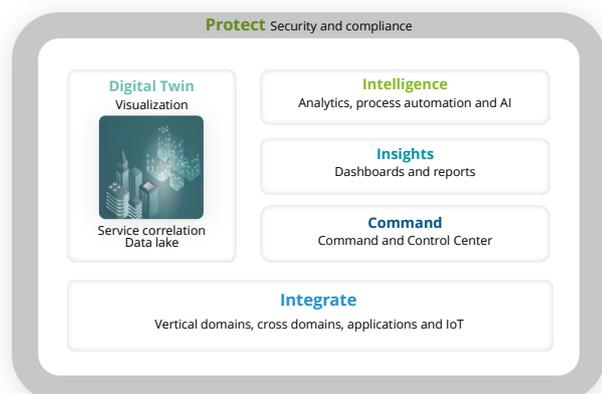
Synergy is a unique solution that puts humans at the center of everything.

## Synergy makes places more human.

From the places we live and work to the way we have fun, learn, and grow old, Synergy connects people and places with a human approach using psychology and service design to unleash the potential of technology and data.

## Synergy solution

A unique solution offering end-to-end integration of all the critical factors, shaping the future of cities and places. Synergy is flexible, agile, scalable, and modular to address the different needs of an integrated infrastructure management.



It combines the capabilities of a powerful digital twin, data-driven & predictive insights, and allows process automation.



## Digital Twin

Leverages real-time data and modelling to find optimal conditions for reinvention and growth.



## Insights

Makes informed decisions and finds opportunities for change supported by your data.



## Automation

Finds ways to optimize and improves the efficiency of routine operations at the center of peoples' needs.

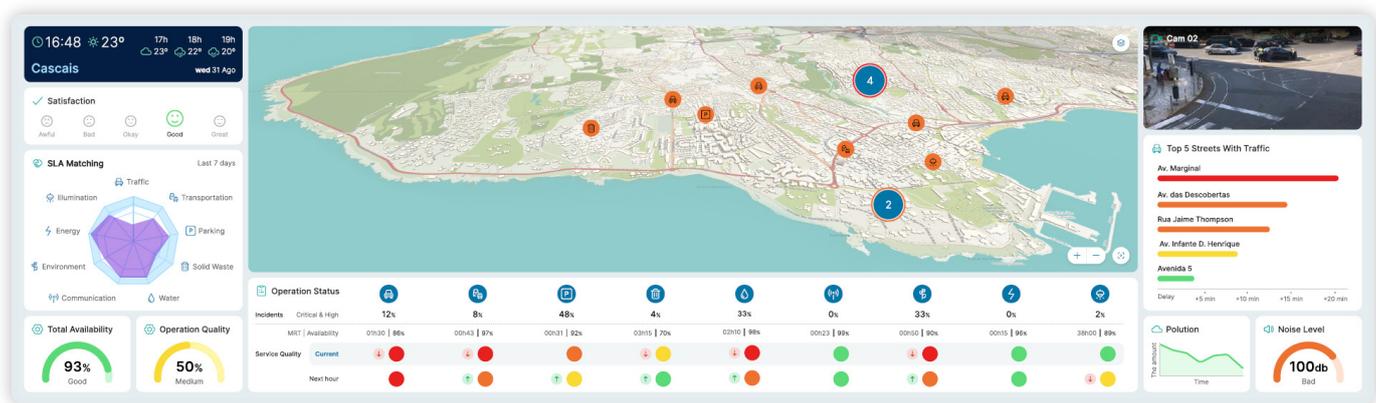


## Orchestration

Integrates and correlates data from various sources, aligns teams, and processes for greater coordination.



Synergy is built around a set of tools enabling the integrated management of cities and places.



### Integration platform

Integrating multiple cities & places domains under a single platform.

### Executive dashboard

Visualizing real-time data from multiple sources for operators and decision-makers.

### Command center

Providing centralized control across all operations.

### Digital Twin

Analyzing and modelling resource dependencies.

## Intelligent urban management

A holistic approach to governance across city services and urban planning leads to more effective service delivery, better resource management, and ultimately - cities we all want to live in.

As cities implement more technology-based services, they need a unified vision across domains.

Redefining the operational models of cities through integration, ensuring a higher quality of services for residents, and savings based on efficiency.



**LEADING  
WITH SYNERGY**

Synergy is impacting the life of **200.000** people in Portugal and **30M** in the Middle East.

## Making distances feel closer

Effective mobility management allows urban citizens to move freely, enables better use of public spaces and minimizes pressure on transit infrastructure.

Through better coordination of innovation, cities that experience massive urbanization will minimize congestion, improve the citizens' experience, and meet their future mobility goals.

There is a growing need for cities to move towards seamless and sustainable transportation systems. Promoting use of shared mobility and public transport reduces emissions and protects public spaces for citizens.



**MOVING  
WITH SYNERGY**

Synergy is improving the commute of **600.000** people in Lisbon and Cascais.

## Providing a workplace that works for you

Workplaces and districts are changing to become more sustainable, accessible, and livable. Buildings need to be designed and built with a focus on the experience and well-being of the people who use them.

Buildings are responsible for up to 40% of urban carbon emissions. Beyond energy conservation, finding the optimal use of space can improve the quality of life of the people who inhabit them.

Intelligent technologies work together to orchestrate a vision of smart buildings and districts where businesses, people and the environment can thrive.



**WORKING  
WITH SYNERGY**

Synergy is impacting **4.000.000** people in Smart Districts in Portugal and Greece, among others.

## Turning moments into memorable experiences

Re-imagining how major event operation centers function to provide the best experience for all participants, by pushing towards the development of a single main operating center.

By placing people at the center, from venue design to the implementation of significant use-cases, a concerted effort is being made to modernize Sports and Major Events into a new generation of integrated operations and fans entertainment.



**HAVING FUN  
WITH SYNERGY**

Synergy is improving the experience of **620.000** fans.

## Live life to the fullest

Our aging population has a desire to live independently while getting the care and attention necessary to maintain their health and well-being.

Smart living spaces address the need to bolster caregiver resources already dedicated to elder care. With intelligent technology powering inclusive services, seniors can maintain their independence with peace of mind.

A platform to provide real-time care services built into living spaces monitors movement, air quality, and energy use and alerts caregivers when a threat to the resident's health or wellbeing occurs.



**AGING  
WITH SYNERGY**

Synergy is helping **40** Silver Generation homes in partnership with the Red Cross.

## Enhancing places of learning

Today's youth are digital natives who grew up experiencing technology meant to enhance and improve their lives. As they reach levels of advanced education, they expect an optimized environment for study and work.

University and college campuses are evolving to meet this demand, creating campuses powered by intelligence and smart technology.

On-campus business processes and campus operations centers are transforming the look and feel of universities and colleges.



**LEARNING  
WITH SYNERGY**

Synergy is enhancing the experience of **20.000** students at a leading University.

# Get in touch

Meet the team at Deloitte helping to make places more human.



**Jean Gil Barroca**  
General Manager, Synergy  
jbarroca@deloitte.pt



**Ricardo Ferreira Martins**  
Business Development, Synergy  
ricardofmartins@deloitte.pt



**Sérgio Bruno Carvalho**  
Architect, Synergy  
sercarvalho@deloitte.pt



**Miguel Eiras Antunes**  
Smart Cities & Urban Transformation,  
Global Leader  
meantunes@deloitte.pt



**Explore  
Synergy**

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