





Smart Cities & Community Wireless Broadband

Supporting efficient, responsive, sustainable communities

Digital modernization is no longer a luxury — it's a necessity for community support in an age of rapid change. Accessibility, connectivity, and security have become requirements of daily life that cities are expected to deliver. But with aging infrastructure, rapid population growth, and budget limitations, this can be challenging.

Smart city solutions from Insight (delivered with community wireless broadband infrastructure and expert support) enable cities to drive better outcomes for the people they serve. Cost-effective, flexible, and secure infrastructures designed and deployed by Insight help city leadership address key initiatives. With specialized teams of network, security, and digital innovation technicians, we help solve current challenges while preparing for the future:

 Digital divide	 Emergency/pandemic response	 Outdoor connectivity	 Smart cities
--	---	--	---

Empowering education

As online education becomes commonplace, municipalities and school districts are still looking for solutions to bridge the digital divide. The digital inequity facing students and their families, especially in underserved populations, leaves hundreds of thousands without reliable access to learning resources.

At Insight, we help clients plan and implement technologies and infrastructures to meet education institutions' strict resource requirements — while providing reliable, secure access to students and faculty.


- ✓ Improve collaboration with cloud-hosted tools.
- ✓ Connect teachers and students with each other and the internet.
- ✓ Ensure equal internet access for all students.
- ✓ Support educational enrichment on and off campus with broadband-enabled tools.

Challenge	How we help
Cost concerns, including high data usage and infrastructure investments	Private LTE/CBRS delivers cost-effective, wide-area access with a reduced infrastructure footprint
Managing multiple vendors and contracts for network design, implementation, and support	Deep vendor partnerships and comprehensive network expertise for an all-inclusive, single-vendor contract
Lack of internal expertise for guiding solution design, project timeline, and network support	Project scope from feasibility assessments to design and implementation, management, and ongoing support

Why Insight

At Insight, we believe community wireless infrastructures are critical for addressing today's most pressing concerns and for supporting a digital future for communities. We've developed a set of capabilities to help school districts and local governments deliver internet access, regardless of in-house skills or capacity.

From planning and Proof of Concepts (PoCs) to deployment and ongoing management, Insight delivers a full spectrum of proven public Wi-Fi implementation services for timely and successful community broadband implementation.




Deep expertise in network solutions and radio frequency service delivery

<p>300+ network and wireless projects per year</p>	<p>3,000+ technical certifications</p>
---	---

Strategic partnerships with all major technology providers



Hold major contracts, including OMNIA Partners and other state-specific contracts



Solutions compliant with HIPAA, FIPPs, ITARS, GDPR, CCPA, PCI-DSS, FISMA, NIST 800-53, and others

Highly experienced in public sector initiatives, including government and educational projects; management of complex and specific contracts and funding programs

Economic impact

Enabling smart city technology can help local governments and cities create powerful economic potential. From connectivity that supports the workforce economy to citywide infrastructure improvements, smart city solutions offer municipal leaders the opportunity to improve public resources for citizens while conserving administrative resources.

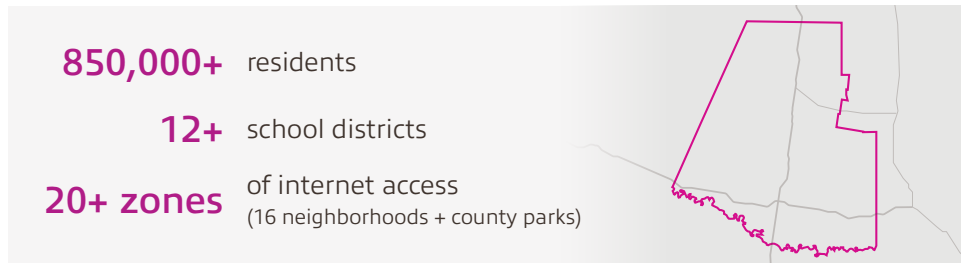
- ✓ Accelerate innovation with broadband-enabled apps and services.
- ✓ Attract and retain employees with secure remote services.
- ✓ Drive sustainability and savings for public utilities and infrastructures.
- ✓ Improve productivity with broadband-enabled business efficiencies.
- ✓ Reduce crime and improve public safety with smart detection technologies.

Challenge	How we help
Supporting the economy with opportunities for job creation and retention	CBRS delivers citizens and businesses greater opportunities with reliable and flexible connectivity for work and productivity
Expanding environmental protection initiatives, stewarding public resources, and improving citywide safety	Smart technology spanning connectivity and monitoring reduces environmental impacts and supports solutions for improved infrastructure and public resources
Lack of funding opportunities for improvement initiatives	Access to additional funding streams, including revenue from tax assessments, IoT-related smart services, smart city grants programs



Client story: Bringing free public Wi-Fi to 30,000+ residents

In the wake of the COVID-19 pandemic, access to work and education had become difficult for thousands of Hidalgo County's underserved residents.

Leveraging federal aid and Insight support, the Texas county implemented a large-scale public Wi-Fi project that would deliver free, secure access to more than 30,000 rural, low-income students, workers, and their families.



Insight delivered:

-  **Full-scale design, installation, and services package** in partnership with SmartWAVE Technologies
-  **Accelerated project execution** leveraging existing infrastructure for expedited delivery and cost control
-  **Multilayered network design** featuring solutions from Cisco, Palo Alto, and Ruckus
-  **Built-in safety and compliance features** for user and business data and privacy protection
-  **Ongoing support services** for three years post-installation to cover monitoring, software updates, and engineering support

Connectivity for every scenario

Connectivity is the foundation to the smart city approach. The possibilities for practical applications are almost limitless — even foundational smart city applications are already making dramatic and lasting impacts across key areas of transformation.



Traffic and mobility

Smart parking, multi-modal transportation, advanced traffic management



Infrastructure

Public Wi-Fi, smart lighting, building energy management



Environment

Water metering, environmental monitoring, waste management



Public safety

Video surveillance, gun shot detection, Automatic License Plate Recognition (ALPR), crowd analytics



Services

Data sharing, digital e-government services

Smart cities don't just deliver advanced connectivity, savings, and security. The solutions made possible with smart city infrastructures help city leaders foster a culture of inclusion, innovation, and community. We empower leaders to improve resource availability for all members, create safer public spaces, and support the needs of the population.

©2022, Insight Direct USA, Inc. All rights reserved. All other trademarks are the property of their respective owners.
CWB-SB-1.0.03.22

solutions.insight.com | insight.com