

# How Are Co-Innovation, the Internet of Things, and Smart Lighting Helping Better Illuminate the World?

From San Francisco to Munich to Dubai, cities around the world count on Philips Lighting to illuminate infrastructure, buildings, and monuments in ways that bring value to citizens and visitors alike. Philips Lighting is transforming its business to help customers measure that value. By offering systems and services that gather data on its installations, it is informing customers about how well systems are working and how they are perceived by the people who see and use them.

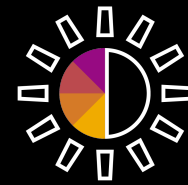
Through a co-innovation partnership with SAP, Philips Lighting is using Internet of Things technology to provide cities with new services that can be built on top of lighting infrastructure. One of these projects resulted in a social sentiment analysis tool built on SAP® Cloud Platform that gathers information from social media channels. Now, cities, companies, and structure maintenance groups have valuable insight into how people feel about a given illumination system – helping shed light on what is working and ways to strive for continued improvement.



“We are unique in the way we provide lighting systems to customers – our systems let them **operate the lighting infrastructure using IoT technology**. Because of this, we are the global market leader in architectural lighting.”

Andreas Knobloch, Alliances Manager, Global Public Segment, Philips Lighting

Philips Lighting is the world leader in architectural lighting technology. And, in the rapidly evolving world of the Internet of Things (IoT), this means more than creating lighting systems that are beautiful, green, and cost-effective. Customers want to be able to monitor their own systems and measure impact, value, and performance. One example is a sentiment analysis tool running on SAP® Cloud Platform that allows customers to analyze social media content on an installation to find out what people like – and what could be done better.



**>50,000**  
Architectural lighting installations worldwide



**>1,000**  
Cities using Philips Lighting connected street lighting



**First**  
Cloud-connected lighting with remote monitoring, management, and maintenance

# Helping Cities Increase the Value of Lighting with **SAP® Cloud Platform**



**Philips Lighting**  
Eindhoven, The Netherlands  
[www.lighting.philips.com](http://www.lighting.philips.com)

**Industry**  
High tech

**Products and Services**  
Lighting systems

**Employees**  
34,000

**Revenue**  
€7 billion

**SAP® Solutions and Services**  
SAP® Cloud Platform, SAP Cloud Platform Portal service, and SAP Cloud Platform API Management service, SAP Cloud Platform Big Data Services

Philips Lighting has developed a social sentiment application on SAP Cloud Platform that gathers social media content on lighting installations to help customers assess impact and identify areas for adjustment.

## Before: Challenges and Opportunities

- Provide better, more cost-effective lighting solutions to cities, utilities, and building and landmark operators
- Run studies on architectural lighting installations to determine how a given installation resonates with citizens, business owners, tourists, and more
- Find a way to conduct these studies based on social media data gathered over a long period and provide it to customers in real time to enable actionable insights

## Why SAP

- Partnership with SAP to provide cities with new services, such as asset management, that can be built on top of lighting infrastructure
- Ability to gather data from social media channels and display it to customers through Philips applications using a sentiment analysis app that runs on SAP Cloud Platform and connects to back-end systems using SAP Cloud Platform API Management
- Speed of innovation with SAP Cloud Platform, making it possible to finish the first demo in a couple of weeks
- Confidence in SAP's long-term standing as a market innovator that will remain at the forefront of communication and Internet of Things technology

## After: Value-Driven Results

- Valuable insights for Philips Lighting customers that can, for example, help cities increase revenues, optimize workflows, and improve service to citizens
- New business and innovation opportunities for Philips Lighting as it continues to maintain its position as a world leader in lighting systems

**“Our vision is to unlock the extraordinary potential of light for brighter lives and a better world, and we’re working with SAP to make that vision happen.”**

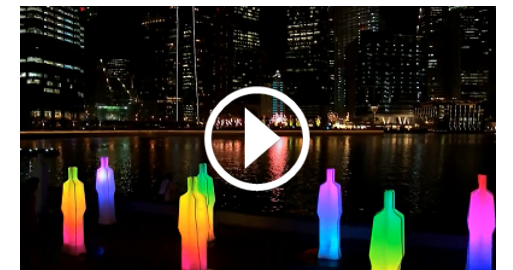
Andreas Knobloch, Alliances Manager, Global Public Segment, Philips Lighting

## 2.2 million

YouTube views of the bay lights on the San Francisco–Oakland Bay Bridge

## 75%

Positive sentiment of social media posts about the Big River Crossing lights on the Harahan Bridge in Memphis, Tennessee



Click here, to see how Philips Lighting and SAP are improving lighting worldwide.



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