



LISTEN TO YOUR CITY



Supercharge your decision making with the only data analytics tool tailored for city leaders.

ZenCity is a new and better way for cities to incorporate data into decision making. **ZenCity** does this by collecting millions of data points from resident interactions and then transforms this data into real-time and ongoing insights using AI. Local governments use **ZenCity** to prioritize resources, track performance and connect with their community.



COLLECT

ZenCity automatically collects millions of citizen and city-generated data points from across a variety of sources like social media and 311



ANALYZE

With the use of advanced AI, the data is classified and sorted to identify topics, trends, attitudes, and anomalies



UNDERSTAND

Stakeholders receive detailed, actionable insights about their citizens needs and priorities through an easy-to-use online platform and mobile app

W The most important question I have been trying to solve is how do we, as a city, understand the silent majority? This is why we use ZenCity, who is shifting the paradigm on understanding our citizens.

Chris McMasters, Chief Information Officer, Corona, CA

Local Government Leaders Use ZenCity to:

1 Enhance Performance Management

Track specific initiatives and access citizen feedback on a wide-scale

2 Make Data-Driven Decisions

Aggregate and analyze information over time for a big picture perspective

3 Govern Proactively

Track data and citizen feedback on an ongoing basis and recognize trends as they arise in real time

4 Increase Public Trust

Apply data-smart governance to allocate city resources and incorporate resident feedback into the decision-making process

5 Engage Citizens

Connect to residents by responding to citizen feedback as it arises, when and where it arises, and in the language your citizens are using

SEAMLESS INTEGRATION

ZenCity can be integrated with any existing data source and a variety of Microsoft services to generate more value and fit with your current workflows. ZenCity's easy integration requires zero hardware or software adaptations. The platform is installation-free and readily adapted to existing organizational KPIs.

MODULAR & FLEXIBLE

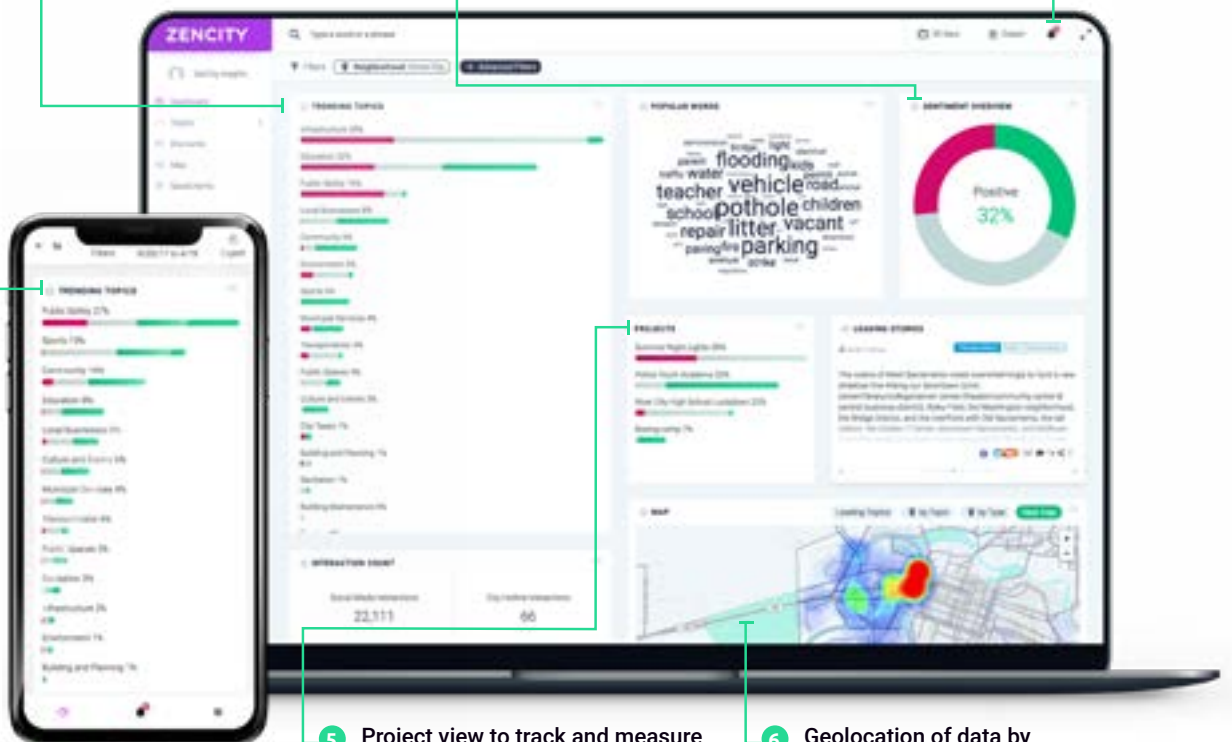
ZenCity's platform is modular and includes a suite of optional tools such as a citizen engagement app, hotline management systems, written reports, and 311 tools. The platform is fully customizable to your city and to each of its users.

Core Features

1 Automatic categorization by topic, tailored to your city

2 Sentiment classification of feedback into positive or negative

3 Alerts and notifications of trends and anomalies



4 Mobile app, available on the go

5 Project view to track and measure specific initiatives

6 Geolocation of data by neighborhood, topic and popular content