



# PLANNING

ENTRUST's comprehensive, integrated approach to planning ensures you get exactly the infrastructure you need today and for the future. Our smart planning approach focuses on purpose and strategic goals rather than technology to maximize benefits and minimize costs and risks. The geographic scope is flexible, focused locally with broad regional collaboration. Planning starts with assessments to determine your current situation and identify options. The appropriate set of assessments are assembled into future-focused strategies and thorough studies for leaders to make informed decisions about how to move forward.

Once a strategy has been selected, we add details to create plans that are practical to implement and evaluate. Plans may focus on operational improvement, public services, revenue generation, and/or "Smart City" technologies. They include tactics for economical deployment and use, including key opportunities to accelerate development, critical risks and success factors, and tactics for dealing with contingencies. The Planning team serves as trusted advisor for strategy, engaging and handing-off to other ENTRUST teams to meet clients' needs through phased execution and evaluation of results.

