Impact of the Digitalization on the Railway Sector.

Florence School of Regulation
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Markus Basler
Deputy Head of Digital Transformation
The Digitalization Enables New Forms of Competition.

Source: https://www.qixxit.de/

Chances of the Digital Transformation.

Rail Control System
Hub Optimization Technology

Traction Power Network
Demand Side Management / Peak Shaving

- 25 MEUR CAPEX for Capacity Expansion.
Interconnection of Infrastructure and Rolling Stock Multiplies the Potential for Optimization.

**Acceleration Chart without ADL.**

Energy Consumption: 350 kWh.
Time of Travel: 651 s.

**Acceleration Chart with ADL.**

Energy Consumption: 204 kWh.
Time of Travel: 626 s.


ADL: Adaptive Lenkung / «Green Wave for Locomotive Driver»

Resource & Information Management System for Field Force Staff.

Predictive Maintenance on Railway Infrastructure.

>20% Increase in Efficiency. 30'000+ Devices Deployed.

DB of Fixed Assets
TMS
Diagnosis Train
Manual Inspection

Big Data Analytics

Predictive Maintenance. Service Levels on Railway Infrastructure.
Access to Public Transportation at Your Fingertip.

140+ Companies. Revenue Share.

Enabled by Open Data.
It’s the Data, Stupid.
Different Nature of Competition in Different Markets.

Intermodal Competition. vs. Over the Top Competition.

Attractiveness & Level Playing Field. vs. Business Model.
Think Beyond the Railway Track.

Deep Understanding of the Mobility Needs of Our Customers.

Ability to Design the User Experience Across Layers.

Expertise on Plan, Build & Run Complex Mobility Systems.

Strong Partner Network & Access to Mobility Hubs (Train Stations).

Ideal Prerequisites & Plenty of Room to Shape Tomorrow’s Joint Mobility Solution.
Act Now.
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Backup.
Swiss Ticketing.  
A single key for the entire journey

ONE journey, ONE ticket:
- 140 companies, including SBB, share a common fare system
- 12,740 stops, including 819 SBB stops
- Tickets for each company can be bought at any point of sale
- Revenues are shared.
Travel cards.
Strong takeup

- 430,000 GA travel cards
- 1.3 million regional & point to point travel cards
- 2.5 million half-fare travel cards

1/4 of the population doesn’t care about tickets for (most) of their trips.

2/3 of customers are identifiable and thus accessible for personal marketing but also committed to the system.
Trends zur individuell begleiteten Mobilitätsträger übergreifenden Reise.