

DIGITAL BUSINESS MODELS

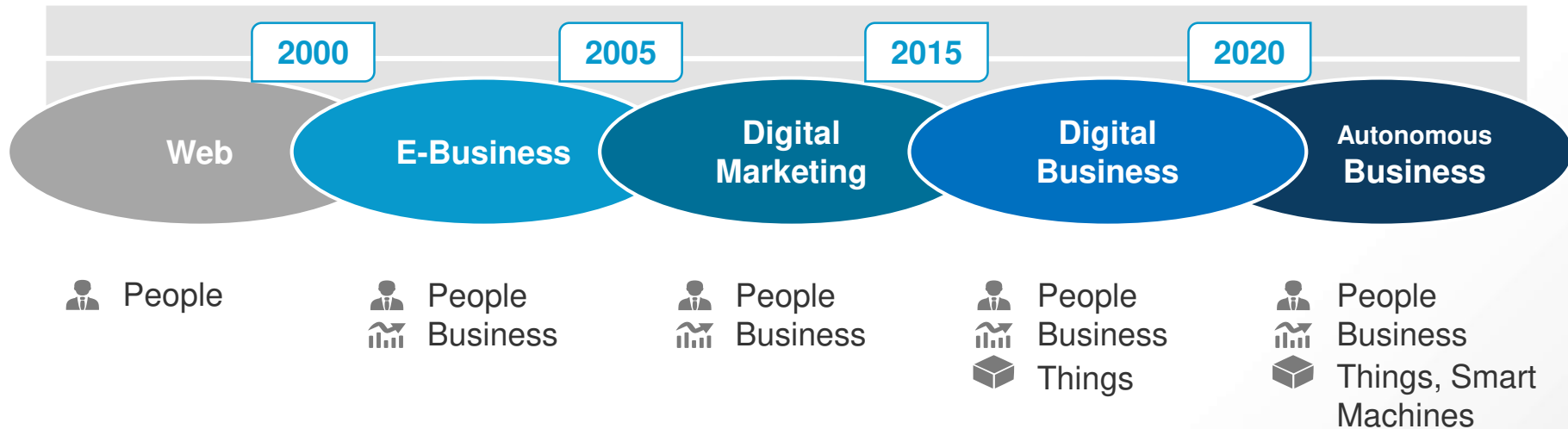
ADDRESSING FUTURE MOBILITY

GROWTH CHALLENGES

David Becquet

WE ARE ENTERING THE DIGITAL BUSINESS PHASE

FAST-CHANGING BUSINESS EVOLUTION



Digital Business: *"The creation of new business models reached by blurring the digital and physical worlds."* Gartner

INNOVATING WITH DIGITAL BUSINESS MODEL

A PROVEN RECIPE, INCLUDING FOR SMART CITIES AND TRANSPORTATION

**Current
Business**

+

Digital Technologies

Internet of Things

Connectivity

Digital Business Platform: mobile,
social, analytics, cloud, integration,
APIs, process

....

Industry Trends & Regulations

Connected vehicles

Sharing economy

Green mobility

Citizen engagement

...

=

**Digital
Business**

INNOVATING WITH DIGITAL BUSINESS MODEL

INDUSTRY TRENDS PRODUCING VIABLE MODELS WITH DIGITAL ENABLER

Taxi's



Digital Technologies

Internet of Things
Mobile, Social
Digital Business Platform



Industry Trends & Regulations

Sharing economy
Green e-mobility, eg. emissions cutting



INSURANCE
TELEMATICS



Digital Technologies

Internet of Things
Analytics, Connectivity
Digital Business Platform



Industry Trends & Regulations

Connected vehicles
Citizen engagement

New digital service for insurance agencies to provide 15 mio drivers a (discounted) custom policy based on integrated telematics monitoring platform.



software AG

VICROADS, AUSTRALIA SMARTER MOTORWAYS



7 million people by 2030
13 million trips every day
By 2020 50% of road trips on freeways

Digital business outcomes

- Real-time traffic information
- 1st time incidents resolution
- Increase safety for road workers
- Decongestion via alternate routes
- Improve ecosystem collaboration on the transport offer

VICROADS, AUSTRALIA SMARTER MOTORWAYS



Technology & Vendor Agnostic

Network/device/tech independent
No lock-in

Robust and Future -Proof

Real-time: 1.000s devices
Up to 1.000.000s messages
real-time


Rapid Development & Testing

Short time to value & MVP
Credibility towards stakeholders

STW, UK GREENER PUBLIC TRANSPORTATION

HJS
Emission Technology

STW



9,000 deaths a year linked to air pollution
Nitrogen Oxides (NO_x) key contributor, 50% transport
6,800 buses carrying 6 million people daily

STW, UK GREENER PUBLIC TRANSPORTATION



Digital business outcomes

- Euro VI emissions target as per EU and ULEZ regulations
- Real-time performance and location tracking
- Full auditability

STW, UK GREENER PUBLIC TRANSPORTATION

HJS
Emission Technology



Very Fast Time to Market

Quickly meeting customer
requirements

Open & Extendable

Independent of the telemetry
solution specifics

Secure, Robust & Reliable

Contract based on
actual reduction outcomes

