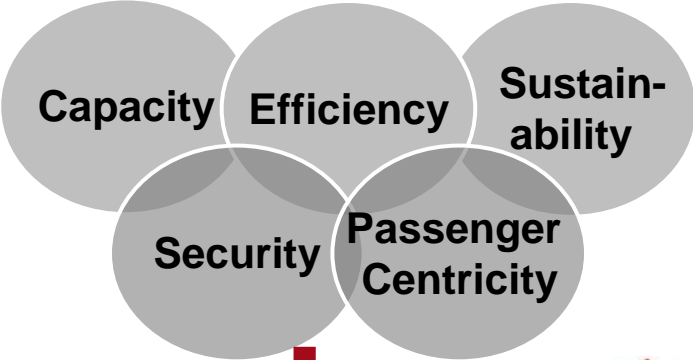


Shaping the
future of rail
with you

Always Connected: Enhancing the Rider Experience

William Watkins
Head of Transportation Practice

Transport Imperatives



Commercial Outcomes for a Transport Operator



Increased revenue & improved revenue protection



Optimized costs



Enhanced customer experience



Improved performance and safety



Economic growth

Background - Capacity

- Increased population 

15% increase in population forecast*

- Increased population mobility

12% increase in commute distance *

- Urban road traffic control schemes → public transport 

- Home working and video/teleconferencing

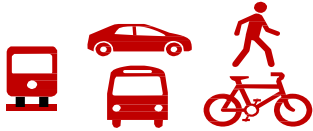
5% decrease in regular commuters*

- Significant investment in transport infrastructure



*Source Office of National Statistics

Better Customer Experiences



Improved and reliable connections in multi-modal journeys



Improving the quality and availability of information



Smart and integrated ticketing



Safe, comfortable and easily accessible transport facilities

On to our destination

Always Connected? Who?



MILLENNIALS

Millennials are mobile, and so is their work. Being able to connect with digital resources and accomplish work while traveling is a growing trend and an important benefit.

Like to see in the next ten years:

- 61% more reliable systems
- 55% real-time updates
- 55% Wi-Fi or 3G/4G wherever they go
- 44% a more user-friendly and intuitive travel experience

Source: APTA, 2013 - Millennials & Mobility: Understanding the Millennial Mindset

Millennials Say



“Many of us are happy with biking or walking, and see public transit as a way to meet people, connect, and have extra time to do work while commuting...and with smartphones it's easy to figure out bus and train schedules to keep connected while commuting.”

Source: American Public Transportation Association

Always-on Connections



Shared modes will continue to grow in significance, and public entities should identify opportunities to engage with them to ensure that benefits are widely and equitably shared.

Source: American Public Transportation Association

Modal Transportation



Bus, Trolley



Commuter, Light Rail



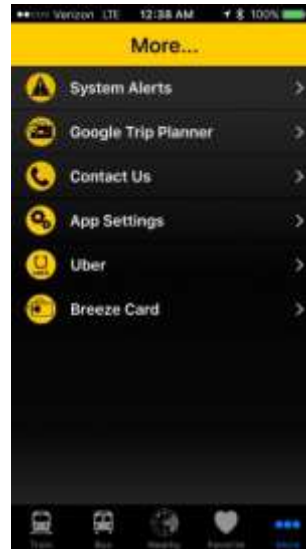
Uber, Lyft,
ZipCar, car2go



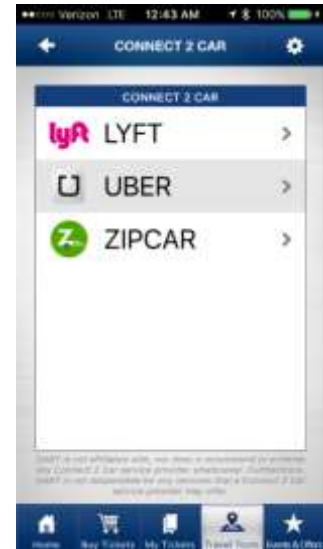
CitiBike



Walking



Atlanta - MARTA



Dallas - DART

Improving Info Quality & Availability



Passengers want to know that their trains are running on time and expect to get scheduling information anytime, anywhere — from multiple sources and on any device.

Source: Alcatel-Lucent Dynamic Communications for urban and main line rail

Informational Options



Smart, Integrated Ticketing

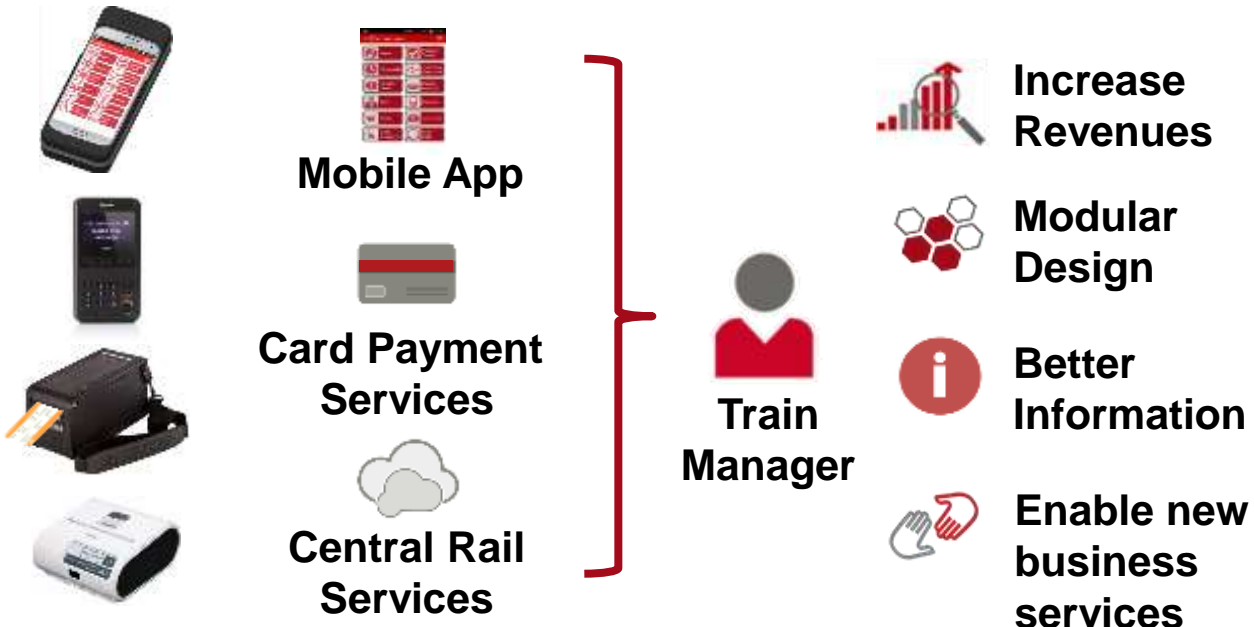


Even with the rise in web-based information and ticketing services, the majority of a typical train operator's ticket income is taken at station ticket offices.

This is where most complex transactions take place and, as such, the experience customers have here can significantly influence their impression of the brand. So, as one of the most important customer contact points, it is essential that the retail experience passengers have here meets – if not exceeds – their expectations.

Source: Fujitsu, [Getting-on-the-right-track-for-business-growth](#)

Portable Ticket Issuing System **FUJITSU**



Superior Transport Facilities

Sustainable communities have well-connected, easily accessible transportation networks that provide attractive, safe, comfortable, and cost-effective access, improve mobility, and support economic vitality as well as environmental quality.

Sustainable transportation planning should be a component of regional and local land use planning, matching infrastructure capacity with current and proposed land uses.

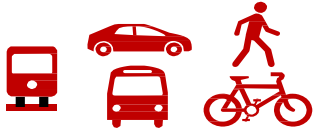
Source: American Society of Landscape Architects (ASLA), Sustainable Transportation

What's a Great Transit Place?



Project for Public Spaces (PPS)

Better Customer Experiences



Improved and reliable connections in multi-modal journeys



Improving the quality and availability of information



Smart and integrated ticketing



Safe, comfortable and easily accessible transport facilities

We have arrived at a new beginning



shaping tomorrow with you

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