



Applied Analytics & AI in Transportation

A Data Monetization Blueprint Approach

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ES DELIVERING EXCELLENCE FOR OUR
G EXCELLENCE FOR OUR CUSTOMERS
UR CUSTOMERS AND COLLEAGUES D



BIG DATA

FILTERED INFORMATION

SMALL IMPACT

THE BUSINESS TRANSFORMATION CHALLENGE

TODAY



**Network Profitability
Management**

TOMORROW



**Customer Lifecycle Value
Management**

IT TRANSFORMATION CHALLENGE

TODAY – “SILOED” Network Profitability Management

~ < 3years

PLAN



DEFINE



SELL



TRANSPORT

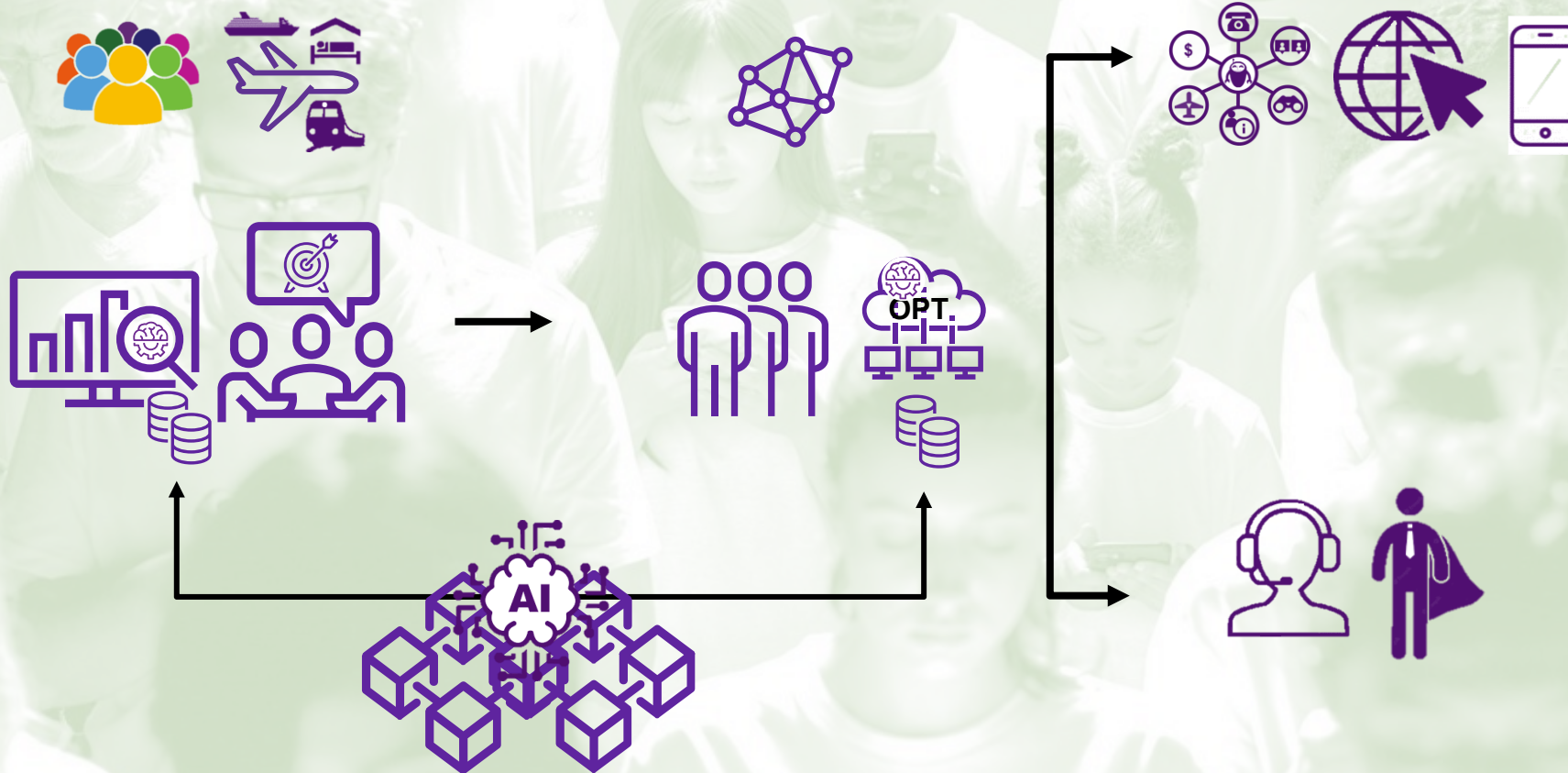


IT TRANSFORMATION CHALLENGE

TOMORROW – “HOLISTIC” Customer Lifecycle Value Management

~ Lifetime

MANAGE THE CUSTOMER LIFECYCLE



EXPECTATIONS



IT TRANSFORMATION CHALLENGE

BEYOND TOMORROW – “HOLISTIC” Realtime Customer Experience Management

~2 hours - 2 Weeks

MANAGE „EXPERIENCE“

pro-active



Re-active

DELIVER „QUALITY“



DIGITAL

REALTIME

Physical



ENJOY



BLUEPRINT APPROACH – “AI/ML driven digital self serviced offering”

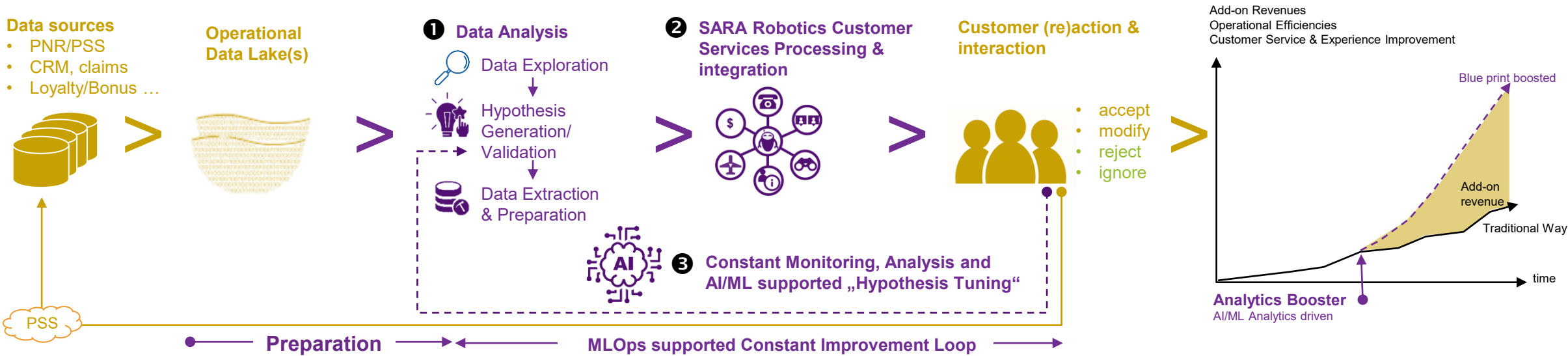
BLUE PRINT PRINCIPLE:

Immediate, measurable as well as sustainable productivity and profitability gains through systematic leverage and exploitation of existing (data) assets

BLUE PRINT USE CASE:

«acceptance ratio» (take rate) improvement of advanced seat reservation offers:
1 % point of improvement translates into ~ X Mio, immediate net incremental revenue potential per year

BLUE PRINT APPROACH:

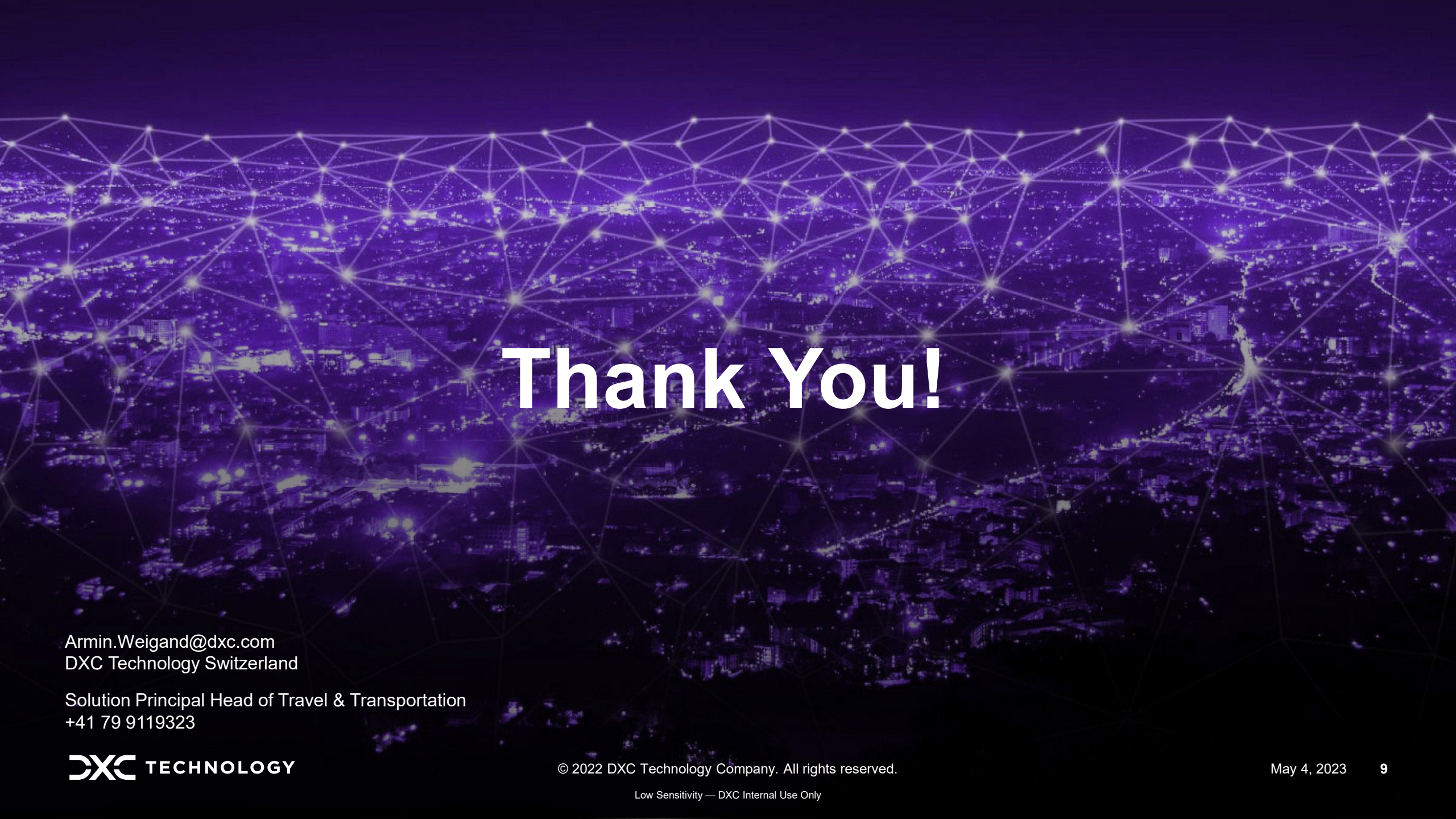


SCHLUSSFOLGERUNGEN

- Ein Instrument alleine macht noch keine Musik ... es ist lediglich das „**Mittel zum Zweck**“
- Es braucht eine durchdachte **Komposition**, um das gewünschte Ergebnis erzielen zu können
- Eine erfolgreiche Live Performance erfordert eine eingespielte **Kollaboration und Professionalität** im Umgang mit den zur Verfügung stehenden Instrumenten sowie ein Verständnis der zugrundeliegenden Gesamtkomposition...



um sich letztendlich voll auf die Performance selbst fokussieren und das gewünschte Ergebnis erzielen zu können!

The background of the slide is a dark purple aerial night view of a city, with numerous lights from buildings and streets. Overlaid on this is a complex, glowing network of white lines and dots, resembling a digital or data network map. The lines connect various points across the city, creating a web-like pattern.

Thank You!

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