UIC DIGITAL DAYS
Strategy Behind Digitalization

DIGITAL TRANSFORMATION VISION
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Digital on railway main processes

Operational transformations and efficiency

Service optimization

Provision of new services.
Strategy Behind Digitalization

DIGITAL TRANSFORMATION VISION

A. Marketing and Customers Relationship
B. Engineering and Asset Management
C. Maintenance
D. Operation and Mobility
E. Safety & Security
F. Technological Infrastructure
Strategy Behind Digitalization

DIGITAL TRANSFORMATION VISION

RESISTANCE TO CHANGE

CHANGING OUR BUSINESS

IP’S “DIGITAL” TRANSFORMATION
Strategy Behind Digitalization

DIGITAL TRANSFORMATION VISION

THE FUTURE IS DIGITAL
Rodovia e Ferrovia.
Juntos encurtamos distâncias.

Viva a mobilidade.

Thank you
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