UIC DIGITAL DAY
Paris, 7 October 2016
ISSUES

Commercial approach for passenger rail services has dramatically changed:

• Change in the commercial cultures
• Competition with alternative transport modes
• Big reduction of night trains and consequently reduction of commercial competitive distances

> Changes have affected Railway Operators due to:

• Incorporation of the new technologies
• Dematerialization of the concept of “ticket”
  • Incorporation of flexible fares
• Establishment of different modes of payment
• Competition in the information and purchase functions

New problems and challenges are appearing
Current Commercial working groups don’t cover the whole range of problematics that we are dealing with. NPP will give a first commercial approach to new projects with no clear orientation.

Our business models are no longer valid. Taking a look of the digital innovation will bring fresh air to Passenger working groups and will help to find solutions for new distribution models.

The UIC digital platform, has helped us to understand that since they are appearing new problems, we have to think about new and innovative solutions.
The New Projects Platform will integrate, evaluate and eventually develop new ideas and projects coming from new commercial issues. Three different sources of ideas could be analyzed at the new project platform, coming from stakeholders, commercial members and from inside the platform.

DO
The digital Observatory will keep an eye, from the commercial group, of how digital is changing commercial activity.
WORKGROUP OBJECTIVES

- Analysis of the **impact of digital** on models of **sales, distribution and fares**;

- Nurture 'win-win' **commercial relationships** between RU’s;

- **Recommendations** through scenarios and action proposals on the **digital evolution** of the model of **fares, distribution and international businesses**;

- **New methodology** for a **pre-commercial approach of new projects**
At the DO, it will be used as methodology the Digital Observation Cycle. Each cycle will be composed by 5 phases:

1- **Objective selection**: Objective definition and justification (What are we analysing and Why?), Business innovation successes tracking, Critical tech-companies’ analysis and selection (Which companies are we contacting? Why?), Technology application to the Railway.

2- **Data Collection**: Meetings with Tech-companies and start-ups.

3- **Data Analysis**: Critical information selection, Key indicators, Business case elaboration.

4- **Business Case**: Business case presentation and later discussion among RU’s members, possible transferrable results and approaches for its implementations.

5- **Outcomes**: Conclusions from business case discussion, analysis of implementation procedures.
Objective selection

- Objective definition and justification (What are we analyzing and why?)
- Tracking business innovation successes
- Critical tech-companies analysis and selection. (Which companies are we contacting? Why those companies? What are we interested of these companies on?)
- Technology exportation to the railway

Data collection

- Meetings with Tech-companies and start-ups
- Other sources

Data analysis

- Critical Information selection
- Key indicators
- Elaboration of business case

Business case

- Business case presentation and discussion
- Possible transferable results
- Approach for implementing results

Outcomes

- Important conclusions from business case discussion
- Integration procedures analysis

Activities

- Report on current scenario
- Priorities
- Report on tech and start-ups companies
- Report on companies assessment
- Report of business successes
- Business case
- Minutes
- Trend Report

Deliverables
Thank you for your kind attention