DB Award - Mobility of the future
Setting and Scope of the DB Challenge
Welcome to be part of the DB Award
Speaker and contact person Goethe-Universität Frankfurt

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Details of the DB Award „Mobility of the future“ in collaboration with the BIG DATA LAB of the Goethe-Universität Frankfurt

The management of mobility will be one of the central megatrends for future life. The „Deutsche Bahn AG“ is one of the biggest players on this market and its understanding of being a comprehensive supplier of mobility services implies issues such as the transport of persons and cargo as well as the offering of means of transportation.

In the area of passenger transportation an emotional uplifting of the travel experience will be an important ingredient of the future travel experience. To reach in this sense a customer satisfaction the following aspects of traveling will become of crucial importance:

1. The travel experience must be easy and comfortable for the passengers. Due to a high „transparency“ and a seamless combination of means of transport final goal the establishment of „door-to-door“ services could create new possibilities of travelling;
2. The passenger should experience the travel much more relaxed by preparing him passenger information of higher quality and accuracy;
3. The passenger should get an enrichment of his travel time by offering opportunities to use this time for personal gain and
4. the travel must be experienced by the passenger more personally by increasing the standard of personalization of the whole travel.

On the basis of the passenger information system of Deutsche BAHN AG, students of the BIG DATA LAB should create ideas and patterns of practical solutions that accomplish the above described solution dimensions.
Welcome in the world of future megatrends…

- Megatrend
- Supplier of mobility services

Quelle: https://www.zukunftsinstitut.de/dossier/megatrends/
The mobility market in Germany where the Deutsche Bahn is one of the biggest player

1,200 Mrd. PKM

* Data from 2015
How the mobility experience of the future will be shaped

Principal driver of the travel experience

- No delays
- Management of delays
- Relaxing and comfortable
- Supporting the right decisions
- Easy handling

Customer Satisfaction

Thrilling travel experiences

- Not expected
- Not mentioned or expressed
- Not according the private / public opinion
- Customer perception

Travel Experience
Which experiences can help to thrill the personnel travel

**Easy handling and usage**
- Support the decisions in case of delays
- Active support during the travel and in case of travel changes
- Supporting alternative routes
- Bridging the last mile

**Combination of transport (intermodal)**
- Proposals to accomplish the travel
- End-2-End or door-2-door
- Managing delays
- Changing the transportation system

**Enrichment of Travel time**
- Shortening the waiting time
- Reducing the connection time
- Idle time is „Ego-time“

**Solution dimensions**

**Personalization**
- Travel proposals according the travel type
- Individual travel planning
Implications, which tasks and use cases could be derived in the data challenge

- Ideas and patterns of practical solutions

Travel mean
Travel chain
Travel delay

End-2-End connections
Travel satisfaction
Travel time
Travel experience

Travel purchase
Travel itinerary
Travel schedule
How the development process for the data challenge could start

Use Case

- Ideas and patterns of practical solutions
- Travel mean
- Travel chain
- Travel delay
- Travel satisfaction
- Travel time
- Travel experience
- Travel purchase
- Travel itinerary
- Travel schedule

RIS-messaging types

- Anschluss, Anschlussbewertung
- Ausfall
- Fahrtposition, Fluegelung
- Freitext
- Gleisaenderung, IstProg(nose)
- Referenzierung, Störung
- Streckenstörung, Umleitung
- Zusatzzug

combined with

Open-Data-Portal

Das Datenportal der Deutsche Bahn AG.

DATA LAKE
The basic data we proliferate and that have to be connected

- Travel-Information of the DB
- Proliferation over a standardized interface (Web-Dispatcher with RIS-ML)

Further Datasources of the DB:
- [http://data.deutschebahn.com/](http://data.deutschebahn.com/)

Initial situation

- Datasources of other provider
- For example Verkehrsverbund Berlin - VBB (http://daten.berlin.de/datensaetze/vbb-fahrplandaten-august-bis-dezember-2016)
A process model to support you
The primary issue, that the teams should focus on

Development of a future-orientated use cases and the scope of a thrilling prototype

Presentation of the use case and the planning of the prototype to convince our expert team

Presentation of the prototype and evaluation by our expert team
The expert-team of Deutsche Bahn AG

Steffen Brouër
(DB AG – VXR 3)
- Expert of the Reisenden-Informations-System RIS

Maximilian Heidgen
(DB Vertrieb GmbH)

Karl-Heinz Wächter
(DB Regio AG)
- Passenger- and Product marketing

Thomas Troschke
(DB Systel GmbH)
- Technical Expert RIS

Cornelia Rauh-Lessig
(DB Fernverkehr AG)
- Development of mobility strategies
- Development new concepts of mobility partnership
- Partnermanagement of intermodal transport
- Strategic projects with focus on mobility
The prices to win

### Prices of the DB Award *

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<tr>
<th>#</th>
<th>Prize</th>
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| 1 | Voucher of 400 Euro  
    Gold-Trophy                                                           |
| 2 | Voucher of 200 Euro  
    Silver-Trophy                                                          |
| 3 | Voucher of ICE (class 1) railway trip to Berlin or Munich  
    Bronze-Trophy                                                          |

* All participants will get a certificate from DB Systel GmbH
The next steps

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<th>Overview</th>
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<td><strong>TOP</strong></td>
<td>Kick-Off Meeting</td>
<td>27.10.2016</td>
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<td><strong>Milestone</strong></td>
<td>Discussion of technical issues</td>
<td>03.11.2016</td>
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<td>Presentation Uses Case and decision to enter the next phase 2</td>
<td>Evaluation and Scoring of the presented Use Cases</td>
<td>01.12. and 02.12.2016</td>
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<td>Presentation of the prototype and Scoring</td>
<td>Evaluation and Scoring of the presented prototypes</td>
<td>15.02.2017</td>
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<td>Award ceremony for all participants</td>
<td>Final ceremony of the DB Award</td>
<td>March 2017</td>
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Questions, something missing .... ?