

Collaborative mobility from a railway undertaking's point of view

June 25, 2015



1

There will always be a need for travel.

2

Mobility has already changed a lot recently – and will change at an even higher pace in the near future.

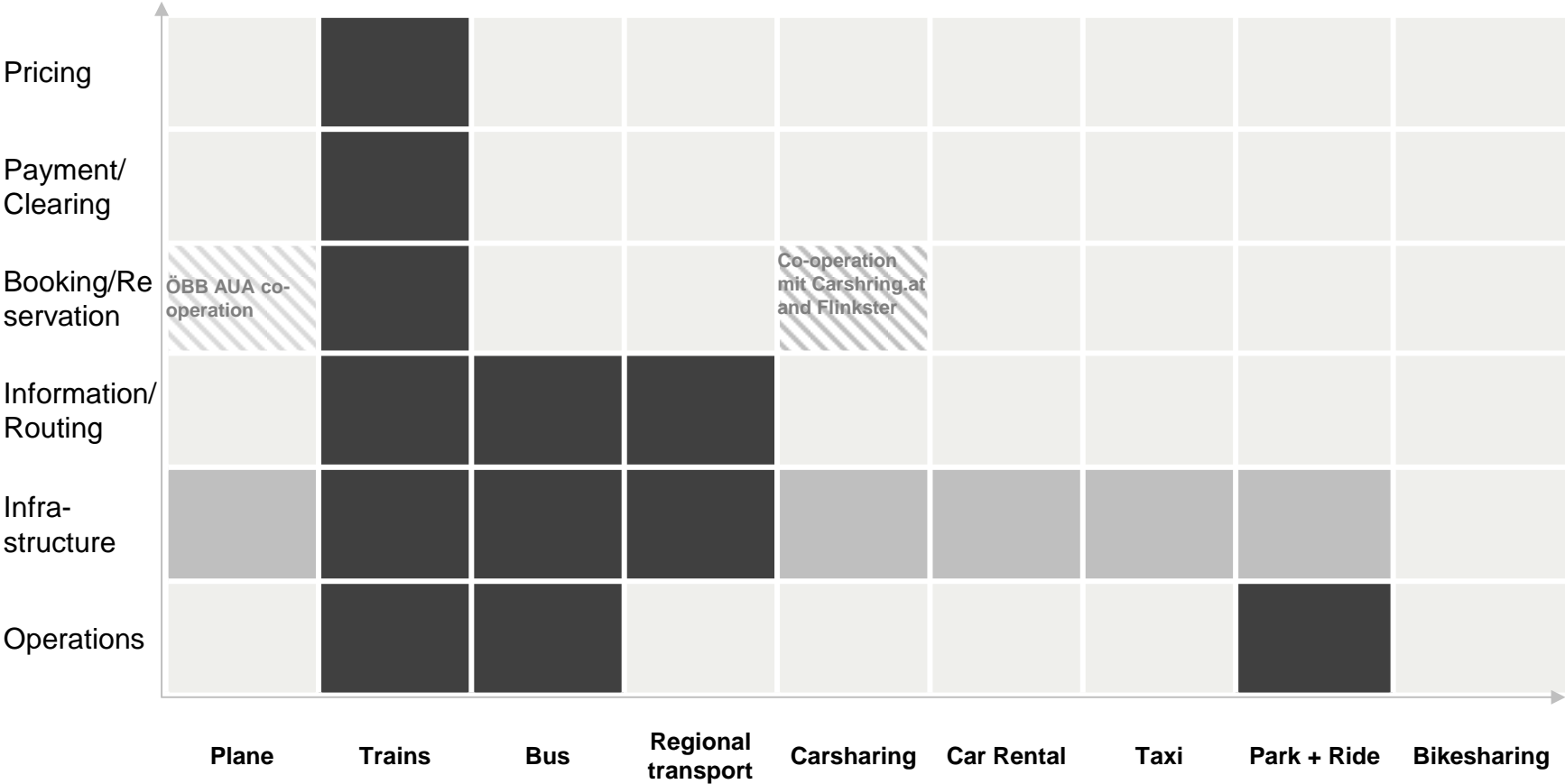
3

Collaborative mobility will play an essential part in the change process.

ÖBB's core business today is operating trains



ÖBB today



Core business
 ÖBB Group

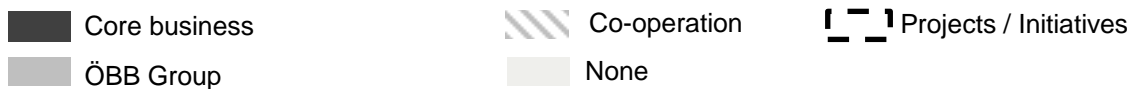
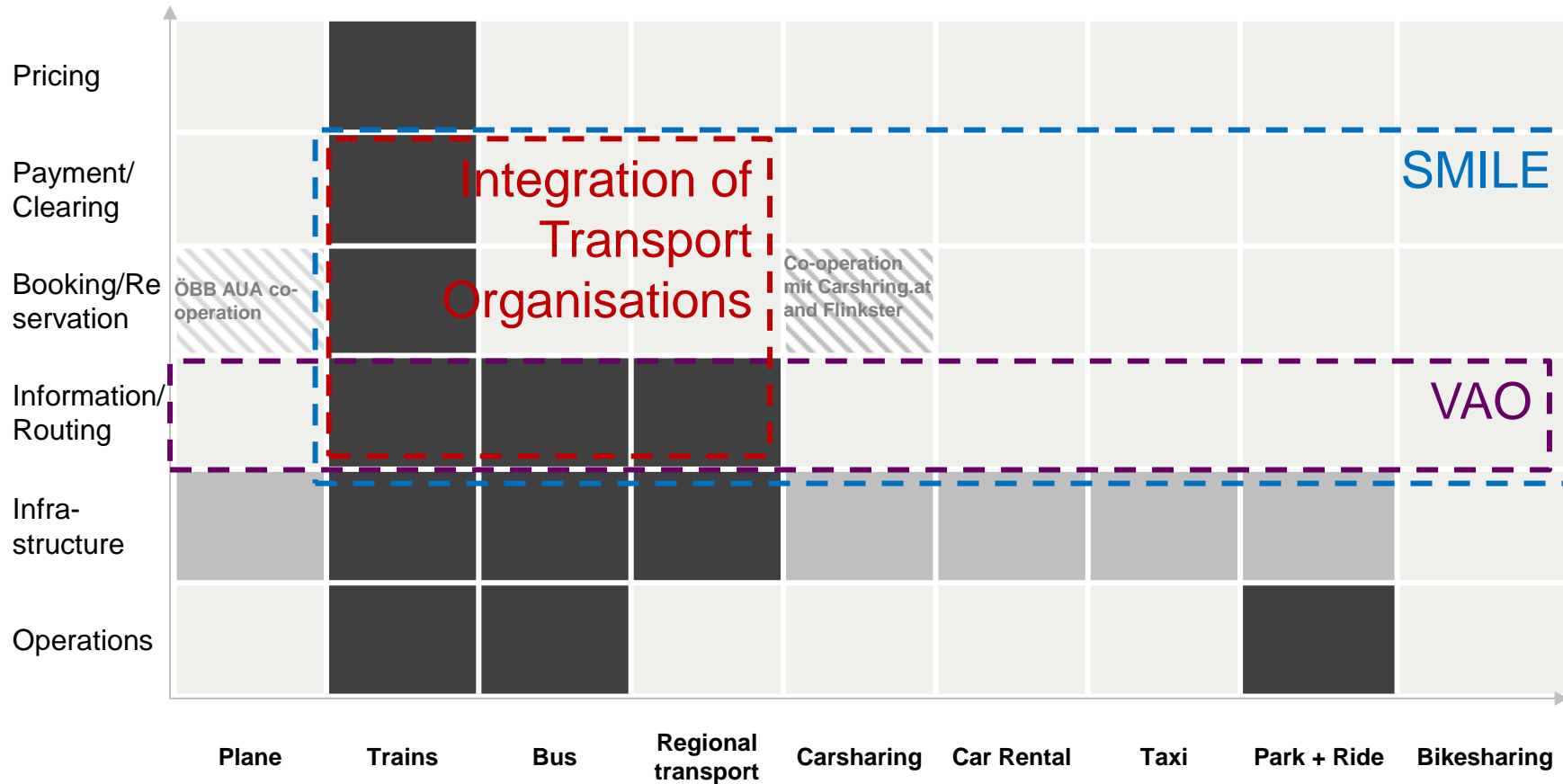
Co-operation
 None

Projects / Initiatives

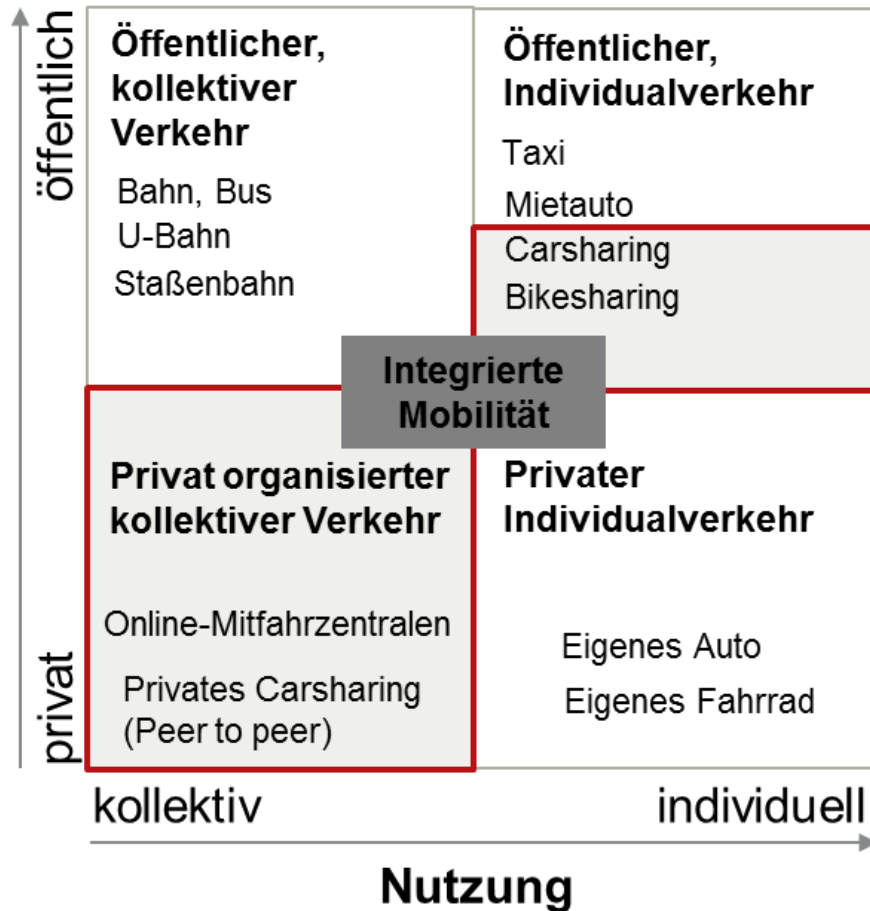
Exploring the field of collaborative mobility: Booking, Information and Digitalisation



Projects and Initiatives



The separation between individual and public transport belongs to the past – collaborative mobility is the future



- Undertakings – including OBB - no longer see themselves as “islands”
- Understanding and helping the customer has become the main focus of attention
- Helping the customer means to work together and ensure seamless mobility and easy travelling
- Collaborative mobility creates new mobility and new modes of transport – privately as well as collectively, individually as well as publicly
- Collaborative mobility ensures efficient, environmentally friendly and comfortable travelling

New markets
 Existing markets

1 Connectivity: Always on

- Redefine the customer's needs
- Redefine our services accordingly
- Enhance the shift to rail



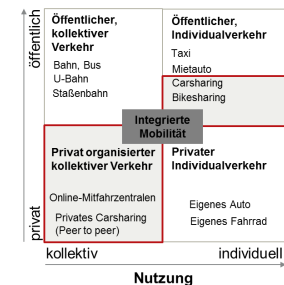
2 Data: Share or protect?

- Data Sharing is necessary
- Where does sharing end and how do we protect our and our customer's right?
- Legal framework?



3 Mobility Manager or Partner?

- Strong existing brands or new brands?
- Are we flexible enough?
- In depth analysis needed



Thank you for your attention!

