

NEXTSTATION

MARRAKECH 2015



5TH INTERNATIONAL CONFERENCE ON RAILWAY STATIONS



Palmeraie Palace

Marrakech, 21-22 october 2015

From Station- to Hub- management:

DB Station&Service's new approach to railway stations in the digital age

- Marco Ladenthin
- Head of Business Concepts
- DB Station&Service AG
- Germany
- Session 1A: Development and Management of Stations





DB Station & Service - Facts & Figures

120

train operators
use our stations

1,000

station
buildings

5,400

train stations

3,500

commercial
tenants

4,900

employees

EUR

1,170

million

revenue 2014

1

million m²

rental space

EUR 188

million

profit 2014

8.5

million

passengers per
day

145

million

train stops per
year



Our stations – the attractive face of the railway

Our objectives for 2020

1. Our stations are modern **mobility hubs** where customers feel comfortable.
2. We make a **strong contribution to DB group profits** despite increasing regulation.
3. Our **staff plays an active part** - our management is exemplary.
4. We **lead the field in the ecological construction and operation** of stations.





Focusing on what is important: Product, Production & Transformation

Our core topics

- Creating a comprehensive corporate vision
- Focusing on the overall optimisation of the business model

Product

- Standardisation
- Innovation

Production

- Depth of value chain
- Digitalisation

Transformation

- Organisation
- Change management





Developing stations to form mobility hubs strengthens their role in a dynamic mobility market

Product: Develop stations to become mobility hubs

Conditions

Smartphones and the mobile internet are creating new business models on the mobility market

Increasing dynamics on the market: new, cost-effective mobility products are emerging considerably faster

Intermodal travel information in real time from a one-stop shop is becoming more and more important

Strengthening the future-proof role of stations in tomorrow's mobility system with the help of three strategic approaches



Increasing the commercial potential by optimizing established mobility products



Developing **infrastructure** for emergent mobility products in the station environment



Modernizing **travel information** and providing intermodal information





Efficient transport links and purposely spent waiting time make up the overall experience at our stations

Product: Develop stations to become mobility hubs

Transport links



Stay



- Hub for different modes of transport
- Barrier-free access
- Navigation and real-time information



- Attractive gastronomy and shops
- Interesting events at the station
- Free Wi-Fi





Optimizing quality means to develop customer-centric processes supported by digitalization

Production: Professionalizing the production system

Conditions

Analog production environment in the business unit: manual processes are at its heart

Industry 4.0 is under way: production, maintenance and troubleshooting with an increasingly higher degree of automation

A **modern production landscape** is crucial to enhancing product quality

The internet of things supports intelligent production systems, e.g. self-monitoring dynamic display by management tool

Optimizing customer satisfaction and product quality by digitizing the process environment



Deriving a **strategic vision** for the DB Station&Service process landscape



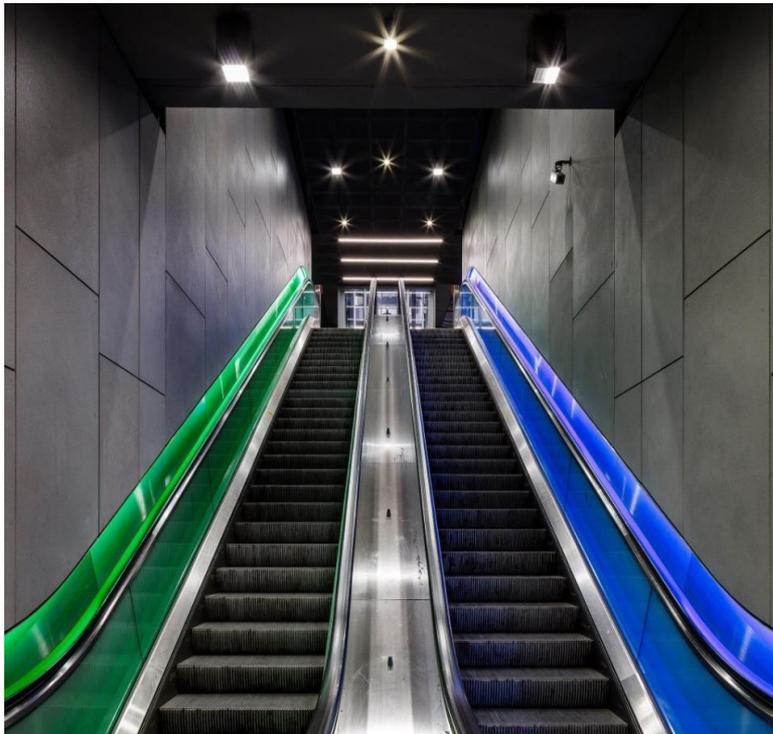
Optimizing facilities management by digitizing processes and workflows as well as enhancing data base (e.g. by bringing lifts and escalators on-line)





Digitalization offers opportunities to improve performance in facility management

Production: Professionalizing the production system



Digitalization in facility management

- **Challenge:** Nowadays, lifts and escalators are not connected to an IT system; failure and error messages occur manually
- Equipping lifts and escalators with communication modules **has started** and is expected to be completed by the end of 2015
- Opportunities from intrusion of lifts and escalators and security lights
 - Use of **Big Data** and entry into a **condition-based maintenance**
 - Measurement of system availability and **digital customer information**
 - Automatically triggered **repair processes**
- Increased equipment availability is a **key driver of quality and customer satisfaction**



- **Marco Ladenthin**
- **DB Station&Service AG**
- **marco.ladenthin@deutschebahn.com**
- **<http://www.deutschebahn.com>**



THANK YOU MERCI

