

Digitalisation – the experience of the fair organized by CER - for digital railways

VPE Fair on Digitalisation

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What is happening in one Internet minute?

150 million
emails sent

2.40 million Google
search queries

38.194 posts to
Instagram

20.0 million
WhatsApp messages

51.000 downloads
from Apple

972.222 swipes in
Tinder

701.389 Facebook
logins

203.596 \$ in sales
for Amazon

38.052 hours of
music in Spotify

2.78 million video
views on YouTube

527.760 photos
shared in Snapchat

69.444 hours
watched Netflix

Digitalisation is one of the most important topics in the European Union



- **Create necessary policy framework**
- **Foster Research & Development**
- **European funding**
- **Railways committing to engage in the digital revolution**

Mandate by European IM CEOs at the High Level Infrastructure Meeting 2015

“An Innovation ‘fair’ will be organised in which the top digitalisation projects of each infrastructure manager will be presented”

1. Content proposal

- **Digitalisation fair with products and projects from Railway Undertakings and Infrastructure Managers**

2. Key target audience

- **European Commission**
- **European Parliament**
- **Permanent Representations**
- **Railway Undertakings**
- **Infrastructure Managers**

3. Aim of the event

- **Present and exchange our digitalisation products and projects internally with IM/RU colleagues**
- **Open to all railway colleagues**
- **Not open to general public**

4. Timing

25 April 2016 in Brussels

- **including a short conference**
- **followed by a cocktail and buffet dinner**

Palais des Académies: front and back view



More than 220 participants at the fair

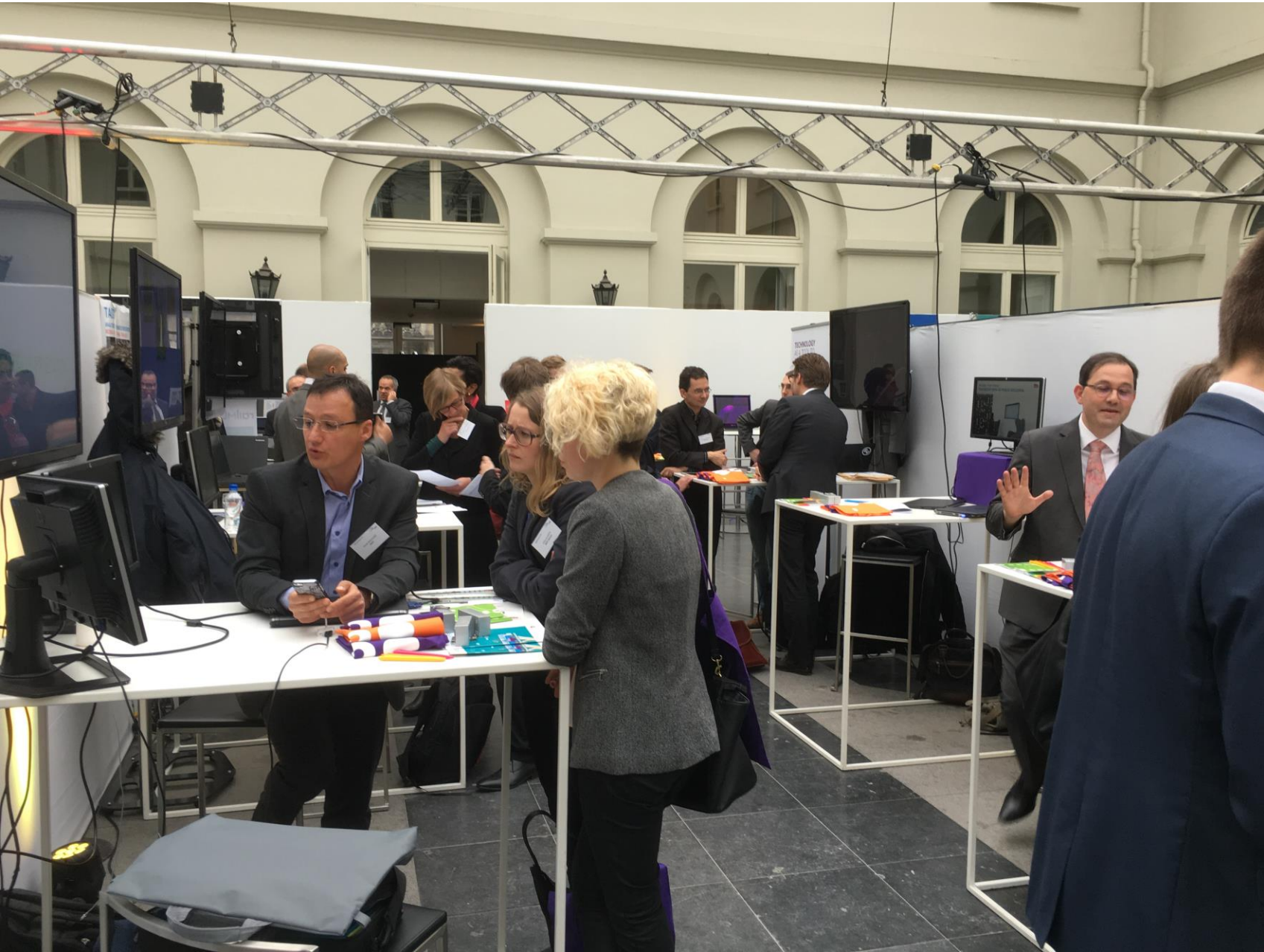
10 RU companies with 25 products

- CD (1)
- DB (4)
- NMBS/SNCB (3)
- ÖBB (3)
- PKP Cargo (2)
- PKP IT (1 tbc)
- SNCF (5)
- SZ (1)
- Thalys (5)
- VDV (1)

9 IM companies with 23 products

- DB Netz (2)
- ÖBB Infra (3)
- PKP PLK (3)
- RNE (3)
- RailTOPOModel (2)
- RFI (3)
- SBB (2)
- SNCF Réseau(4)
- VPE (1)

Impressions



Impressions



Impressions



Impressions



Impressions



Impressions



Impressions



Impressions



Finally, the participants gave their feedback

- 1. Vote the top three most interesting and innovative products presented at the fair**
- 2. Fill out a customer satisfaction survey**

Top 5 digital IM products were presented to the CEOs

1. RCS (Rail control system)	SBB
2. SKRJ/SILK System	PKP PLK
3. PIRWeb	FSI
4. PCS	RNE
5. KUMO	VPE

CER Digitalisation Fair Satisfaction Survey

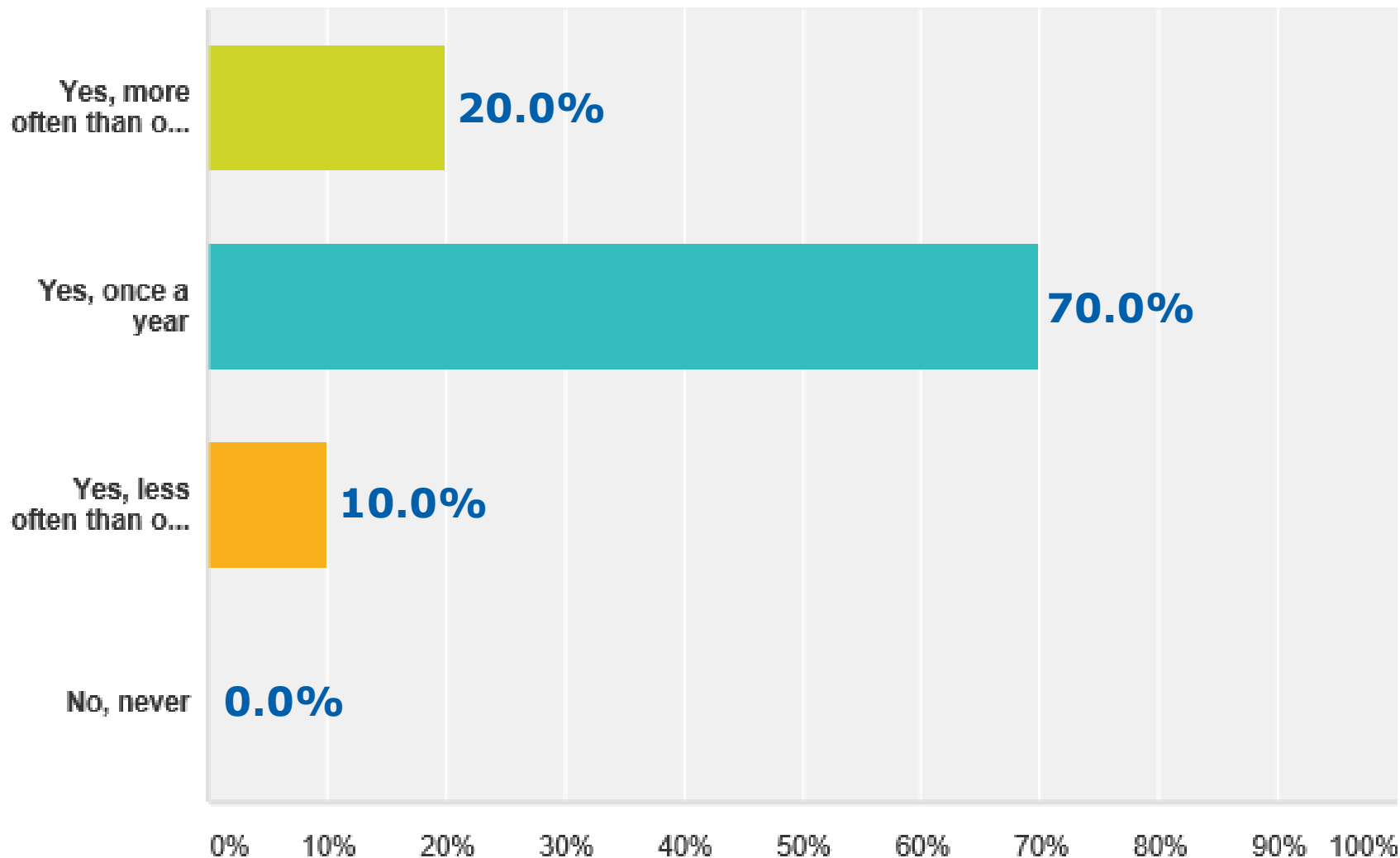
Question 1: Please indicate your overall level of satisfaction with the digital fair.

Unsatisfied ▾	Adequate ▾	Satisfied ▾	Good ▾	Excellent ▾
0.00%	0.00%	0.00%	55.00%	45.00%

Question 2: Did the event meet expectations in exchanging views and experiences on digital products?

Unsatisfied ▾	Adequate ▾	Satisfied ▾	Good ▾	Excellent ▾
0.00%	0.00%	10.00%	60.00%	30.00%

Question 3: Would you recommend repeating such an event?



CEO Decision of the European Infrastructure Managers at HLIM June 2016

- **The CEOs support this initiative and so we will go on with the digitalisation fair**
- **The press and the supply industry will be also invited**

These were our experiences - thank you for your attention

For further information

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