

Digitalization and Innovation in Public Transport

EARTO ANNUAL CONFERENCE

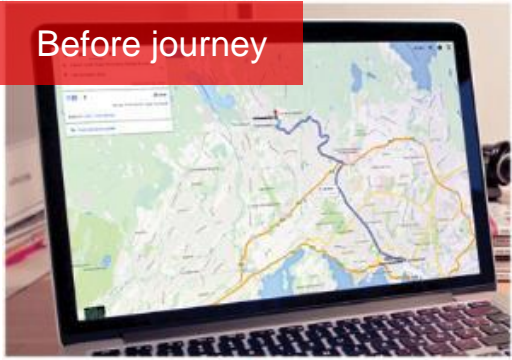
Bernt Reitan Jenssen, CEO, Ruter AS



Enable our
customers to live
their lives by
providing them
with the freedom
to move around



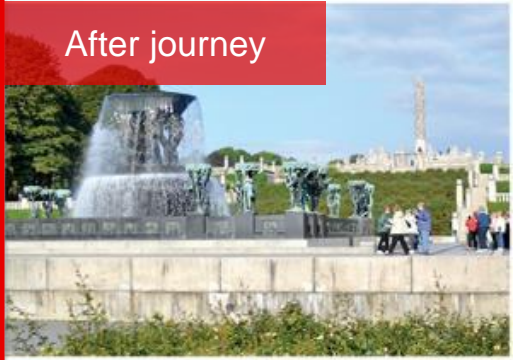
Before journey



During journey



After journey



Increased complexity!
Constant change!!
Customer expectations!!!



Backstageprozesser



Digitalization will create new needs and opportunities for marked development

BIG DATA



INNOVATION



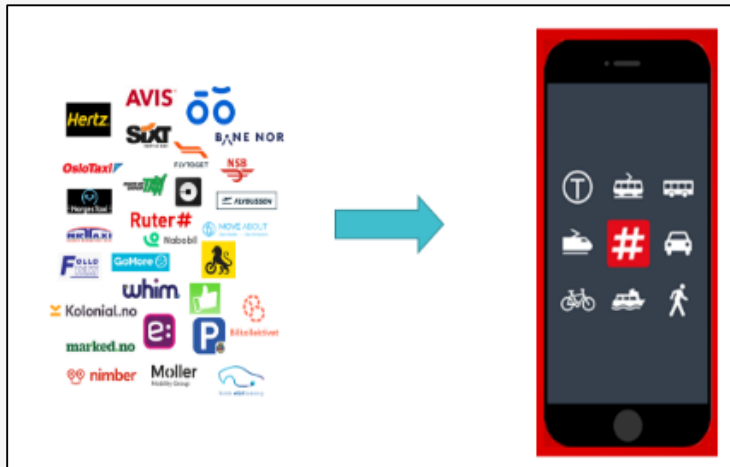
REPUTATION



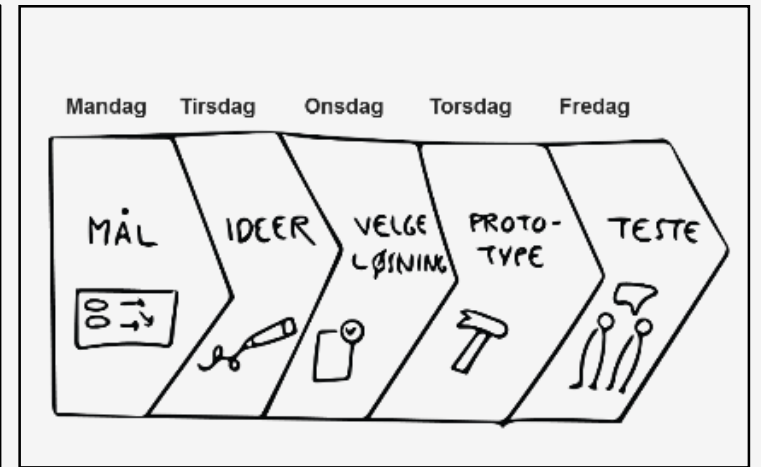
AUTONOMY/ SMART



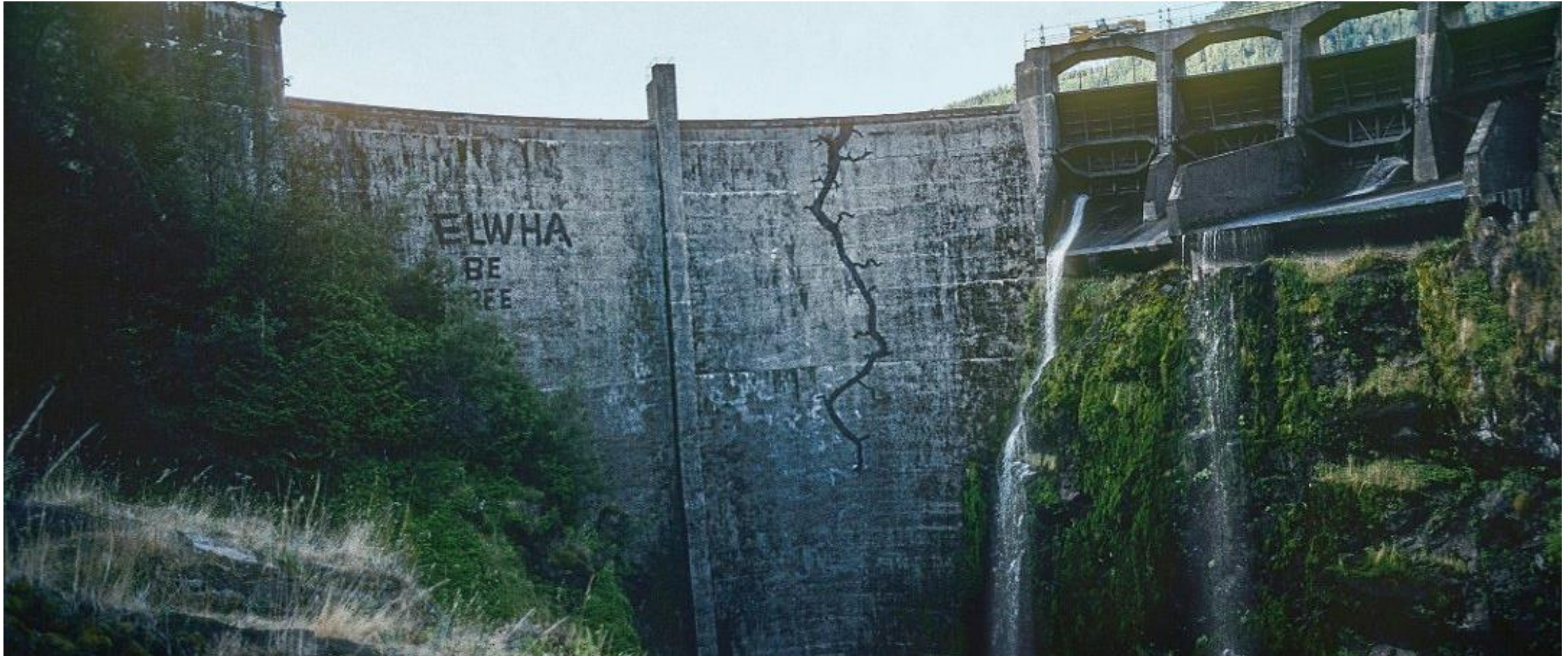
BUSINESS MODELS



COMPETENCE & CULTURE



**We know less about the future than ever before.
When will the dam break and what happens then?**



Our travelers have the technology

- 89 % of the population have a smartphone



Ruter#



Kjøp billett

Antall enkeltbilletter
1 Voksen
0 Barn / honnør
Reisestrekning
Fra: Sone 1 (Nåværende)
Til: 2 Soner
Kjøp billett
Totalbeløp: 30,-

Velg billett

Antall enkeltbilletter
1 Voksen
0 Barn
0 Honnør
0 Hund / sykkel
0 Miljøer / ledsagere
Reisestrekning
Fra: Sone 1
Til: Sone 1
Neste
Totalbeløp: 30,-

Velg enkeltbillett

Antall enkeltbilletter
1 Voksen & 30 kr
0 Barn / honnør & 15 kr
Reisestrekning
Fra: Nåværende sted
Til: Nåværende sted
Reis: 1 Soner
Etter: Velg destinasjon
Neste
Totalbeløp: 30,-

Velg enkeltbillett

Reisestrekning
Fra: Nåværende sted
Til: Velg destinasjon
Etter reis antall soner: 1 Soner
Antall enkeltbilletter
1 Voksen
0 Barn / honnør
Neste
Totalbeløp: 30,-

Velg enkeltbillett

Reisestrekning
Fra: Nåværende posisjon
Til: Drøbak
Antall reisende
1 Voksen
0 Barn / honnør
Totalbeløp: 30,-
Neste

Velg enkeltbillett

Reis fra og til
Fra: Nåværende
Til: Nåværende
Antall reisende
1 Voksen
0 Barn / honnør
Totalbeløp: 30,-
Neste

Velg enkeltbillett

Reis fra og til
Fra: Nåværende
Til: Drøbak
Antall reisende
1 Voksen
0 Barn / honnør
Totalbeløp: 30,-
Neste

Our respons – a flexible, emission free and smart public transportation



Zero emission

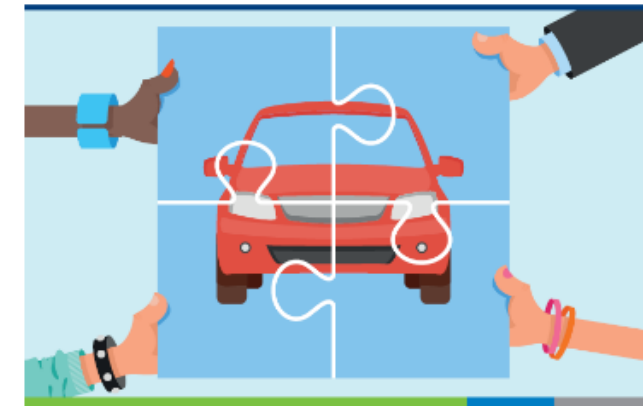


Smart

Autonomous vehicles



Combined mobility



Shared Mobility
Innovation for Liveable Cities



Ruter#

Thank you for your attention



