

Digitalization and Innovation in Public Transport

EARTO ANNUAL CONFERENCE

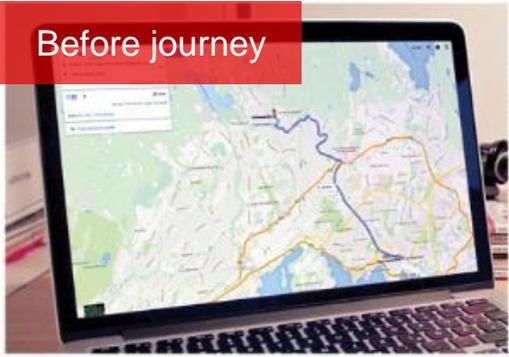
Bernt Reitan Jenssen, CEO, Ruter AS

entra
posten
bring
sopra steria
sapa:

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



Before journey



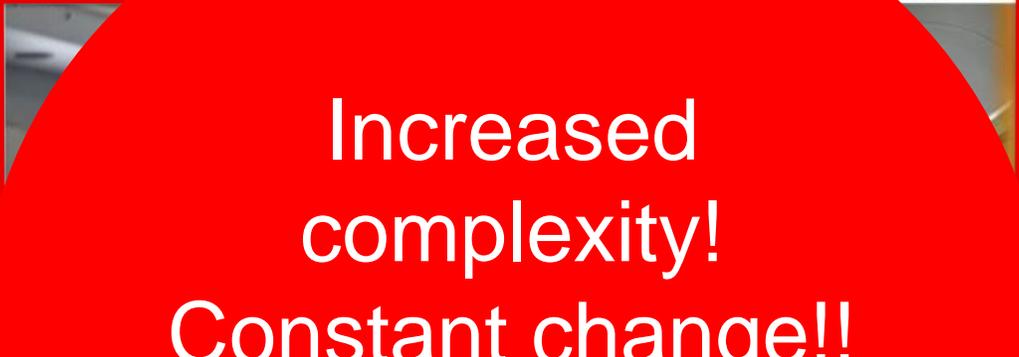
During journey



After journey



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



Backstageprozesser



Digitalization will create new needs and oppurtunities for marked developement

BIG DATA



INNOVATION



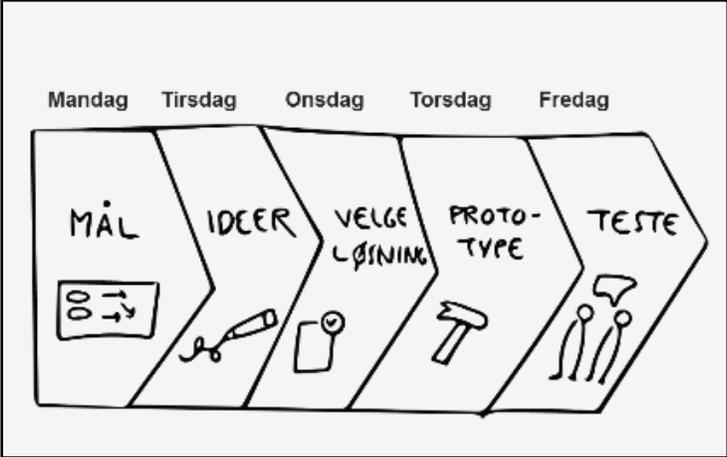
REPUTATION



AUTONOMY/ SMART



BUSINESS MODELS



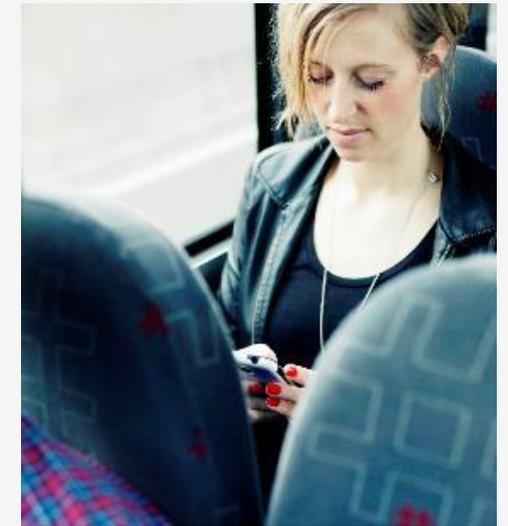
COMPETENCE & CULTURE

**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#

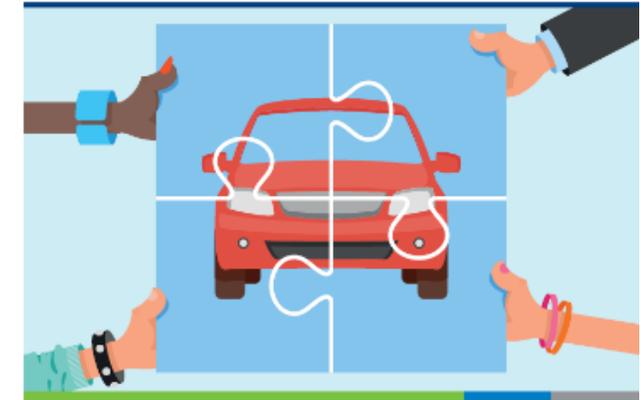


Our respons – a flexible, emission free and smart public transportation

Combined mobility



Smart



Shared Mobility
Innovation for Liveable Cities



Corporate Partnership Board Report

Autonomous vehicles



Zero emission

Ruter#

Thank you for your attention



