



”Vähemmän päästöjä ja enemmän säästöjä”

ITS Finland Verkstopäivä

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CASE: NOBINA | PUBLIC TRANSPORT OPERATOR

A BETTER RIDE FOR PASSENGERS AND THE ENVIRONMENT

3500 buses. 280 million passengers every year.

- One interface to access applications and features
- Optimized fuel consumption
- Reduced fuel cost and environmental impact by Eco-driving
- Positioning of vehicles
- Automatic counting of passengers getting on and off
- Increased communication and security by camera surveillance, connected alcolocks, driver's alarm and VoIP
- An more informative, predictive and enjoyable ride for passengers with Internet on board, infotainment and easy ticket validation





TELIA CONNECTED VEHICLE

Lead your business through one centralized system

- Consolidated IT systems in the vehicle
- Reports of your vehicle's health
- Optimized fuel consumption & reduced fuel costs
- Lowered Co² emissions
- Increased safety onboard and in traffic
- Automatic transferred tachograph data



ECOSYSTEM OF PUBLIC TRANSPORT SERVICES

WE WANT A MORE EFFICIENT & PROFITABLE OPERATION

- Attract more passengers
- Control of vehicle fleet & reduce operational costs
- Increase profit margins
- Run a safer and greener operation



Passenger

I WANT A BETTER RIDE – RELIABLE, SAFE AND ENJOYABLE

- Faster and safer than taking the car
- Convenient, predictable and easy
- Informative
- More enjoyable and productive travels

Public Transport Operator



Public Transport Authority

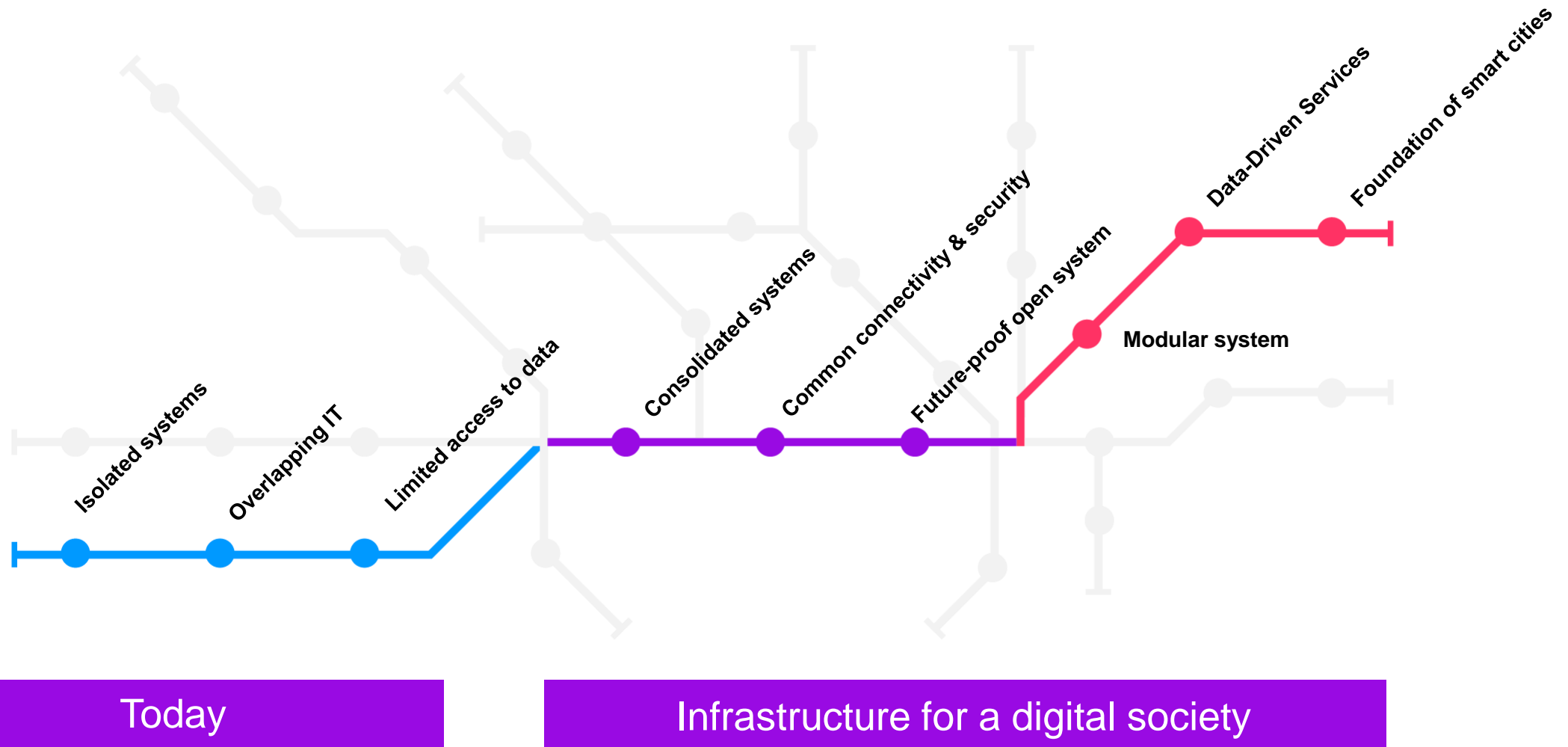


WE WANT TO INCREASE THE USAGE OF PUBLIC TRANSPORT

- Great service for commuters
- Get cars off roads
- Optimize planning of routes
- Create smarter more livable cities




THE FUTURE OF PUBLIC TRANSPORT



TELIA CROWD INSIGHTS





CITY OF LAHTI USES CROWD INSIGHTS TO RENEW PUBLIC TRANSPORTATION

By using Crowd Insights we get very useful information about the people movements including all transport modes, which supports our ongoing planning of new express routes.

Katja Suhonen, Public Transportation Planner, City of Lahti

+ DOOR-TO-DOOR DEMAND

+ IMPACT ANALYSIS

+ WEEKDAY VS. WEEKEND



NEXT STEPS OF THE JOURNEY?

+ ELECTRIFICATION

+ NEXT LEVEL OF IOT

+ DATA ANALYTICS





Telia Company