



SMART STATIONS IN SMART CITIES

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THE MAKING OF DIGITAL INTERCHANGES: THE EXAMPLE OF ZURICH MAIN STATION

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Swiss Federal Railways (SBB), Infrastructure & Real Estate, Station Management
Session «*New services for customers: practice cases*»

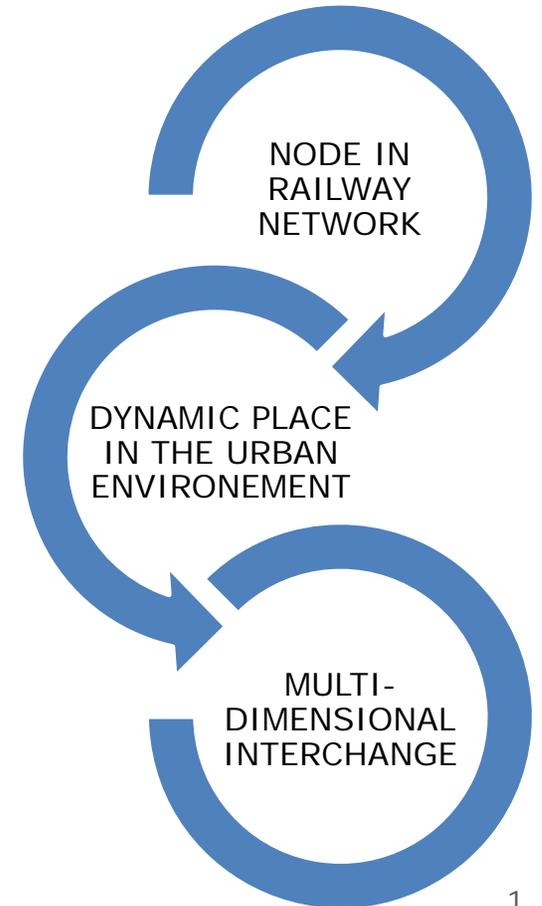
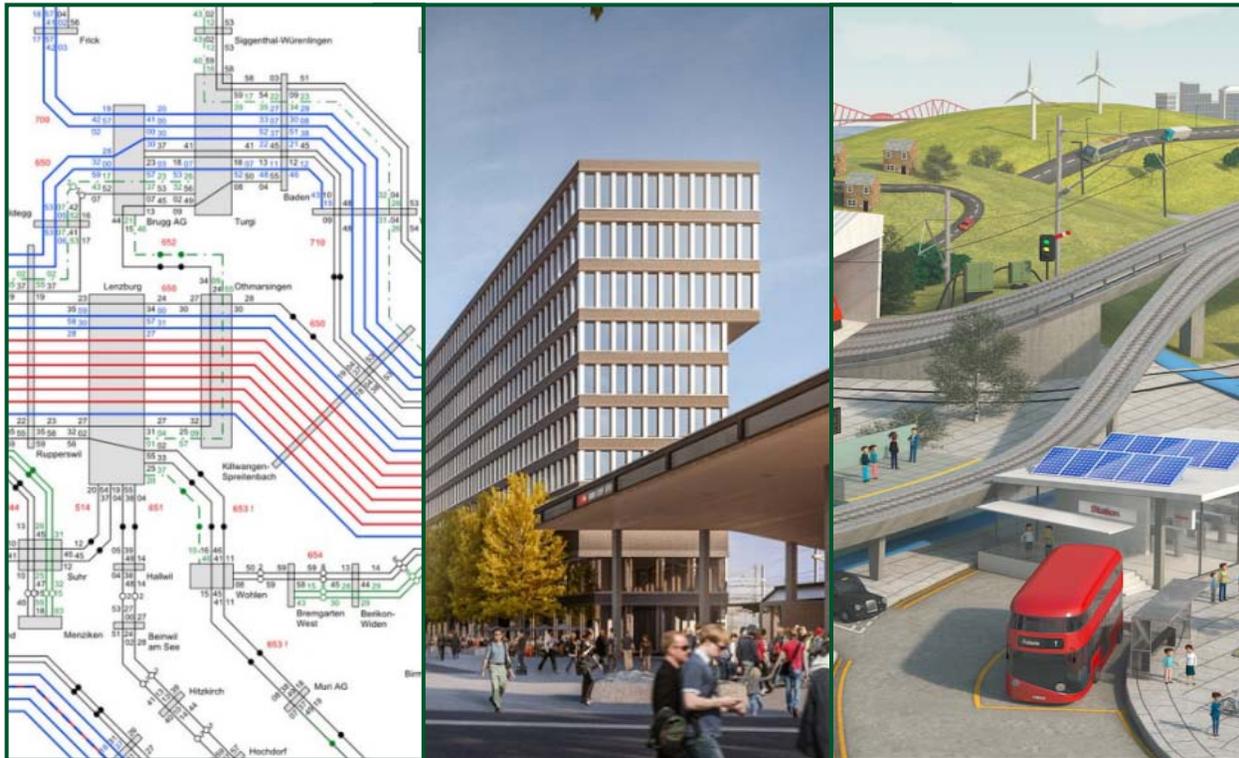
UNDER THE HIGH PATRONAGE OF



ORGANISERS



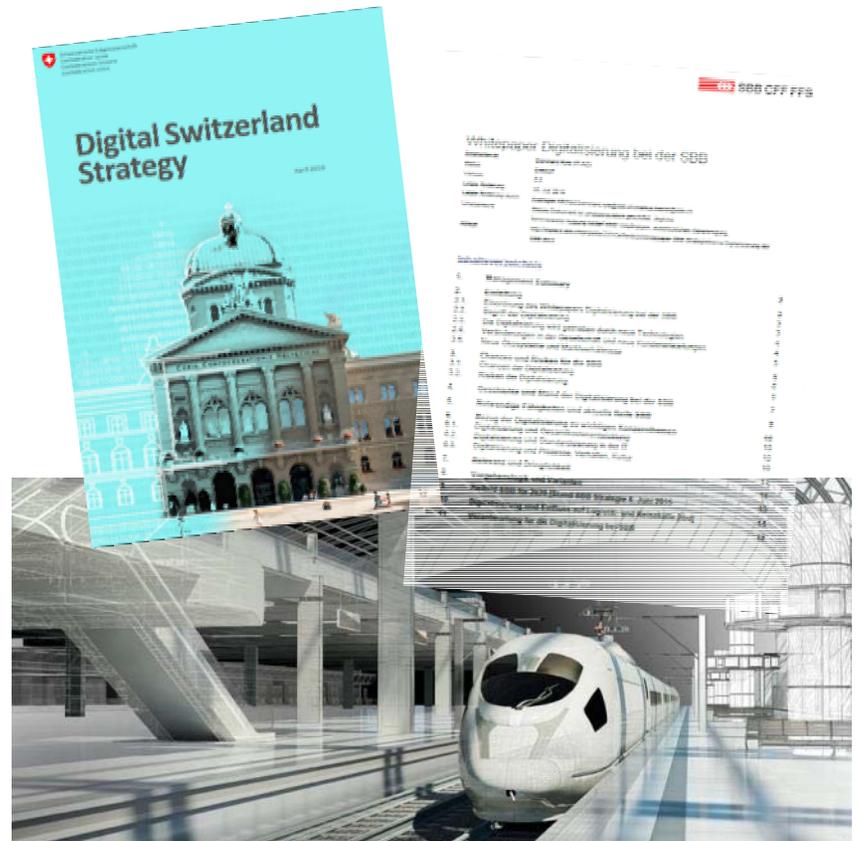
1. THE FUNCTION OF RAILWAY STATIONS



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2. THE ERA OF DIGITALISATION

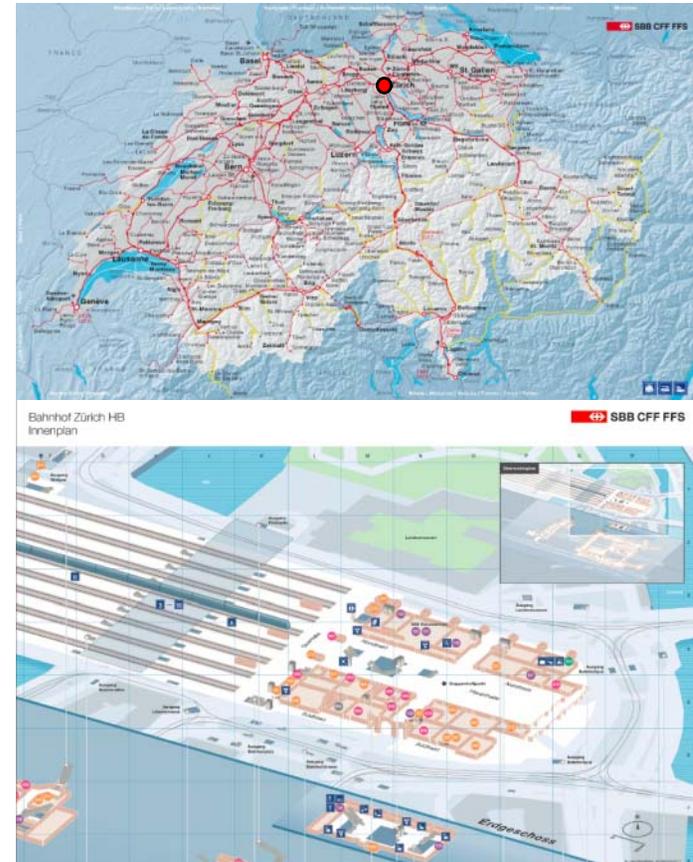
-  **Definiton** of digitalisation?
- Swiss Federal Council: **Digital Switzerland Strategy** (upd. 2016) → focus on intelligent, networked and non-discriminatory mobility.
- SBB: **Whitepaper Digitalisierung** (2015)
 - ❖ Focus on 4 areas:
 - customer and stakeholders' interaction;
 - new products & business models;
 - production (and process) efficiency;
 - network capacity management.
 - ❖ Development of first digital measures (Swiss Pass, drone technology, etc) → next step: **railway stations**.



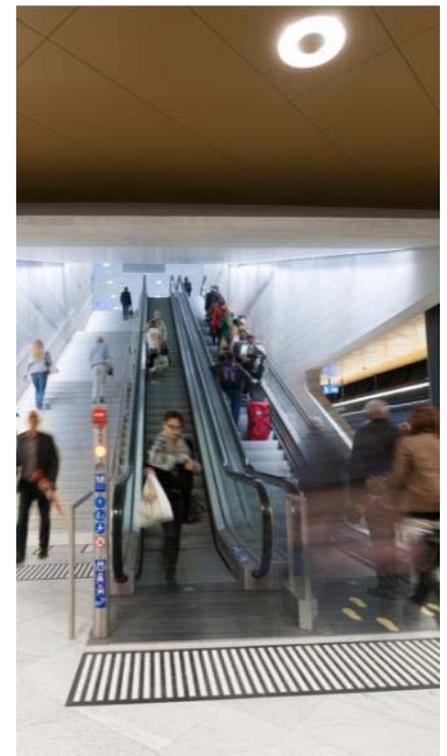
3. ZÜRICH MAIN STATION | Fact & Figures

- Population Zürich (Region): 1,4 millions.
- Opened in 1847, rebuilt in 1871+1990+2014.
- Large underground shopping centre (> 200 shops).
- Main hall (space for public events, activities, etc.).
- Platforms: 13 (2 levels).
- Tracks: 26.
- Traffic: 450'000 passengers/day; 3'000 trains/day.
- Digital measures today:
 - ✓ 1 of 80 stations with free WiFi (provided by SBB);
 - ✓ "My station" app with indoor navigation & chatbot;
 - ✓ 1'200 iBeacons to provide Location based Services;
 - ✓ Indoor Street View.

→ Zürich HB has been chosen as the **prototype** of the **digital (main) railway station** in Switzerland.



3. ZÜRICH MAIN STATION | Fotos



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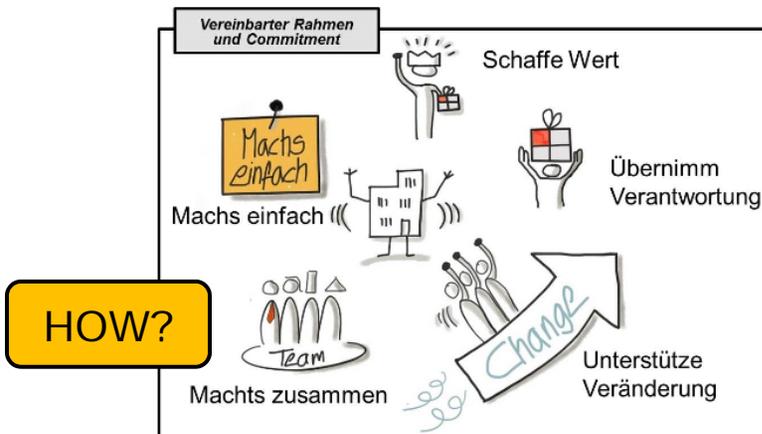
4. A SPECIAL PROJECT | Background & Objectives

- THE CHALLENGE – April 2017

digitalswitzerland

«we transform Zurich main station in the most digital and user-friendly transport hub of the world until 1.4.2019»

- THE PROJECT «My Smart Station Zürich» (MSSZH) – April 2017 ... April 2019



4. A SPECIAL PROJECT | Organisation & Stakeholders

▪ PROJECT LEADERSHIP

- ❖ SBB Real Estate – Management (SBB Immobilien – Bewirtschaftung)

▪ STAKEHOLDERS

- ❖ SBB internal partners (SBB Infrastruktur, SBB Personenverkehr, etc.).
- ❖ Selected external partners from business and industry (IT-developers, suppliers, vendors, tenants, associations, etc.).

TO BE CONTINUED...



Work is ongoing.
First results will be available in
September/October 2017.

4. A SPECIAL PROJECT | Quick-wins 2017

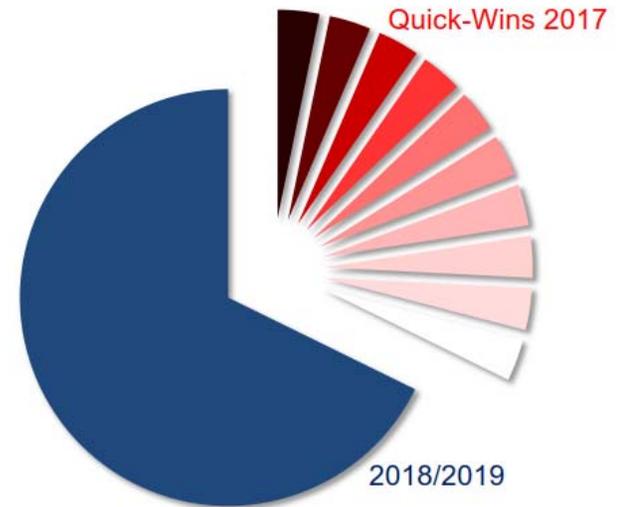
<p>Interaktion & Information</p> <p>Google Inshop View</p>  <p>Öffentliche Displays</p> <p>Digitale Bahnhofspläne</p>	<p>Neue Services</p> <p>Gastro Concierge & Display</p>  <p>Speedy Shop 2.0</p> <p>Smart Trolley/ Transit Buddy</p>
<p>Effizienz & Sicherheit</p> <p>Location Analytics</p>  <p>Customer Insights</p> <p>Asset Tracking</p>	<p>Kundenerlebnis</p> <p>Kiosk Roboter</p>  <p>«Verspätungskaffee»</p> <p>Mode nach Mass</p>

4. A SPECIAL PROJECT | Next steps

Step 1
IMPLEMENTATION OF DIGITAL QUICK-WINS
 – September/October 2017

Step 2
IMPLEMENTATION OF DIGITAL MEASURES & INITIATIVES – starting in 2018

On going...
QUANTITATIVE & QUALITATIVE ASSESSMENT & BENCHMARKING WITH TOP 10 DIGITAL HUBS OF THE WORLD

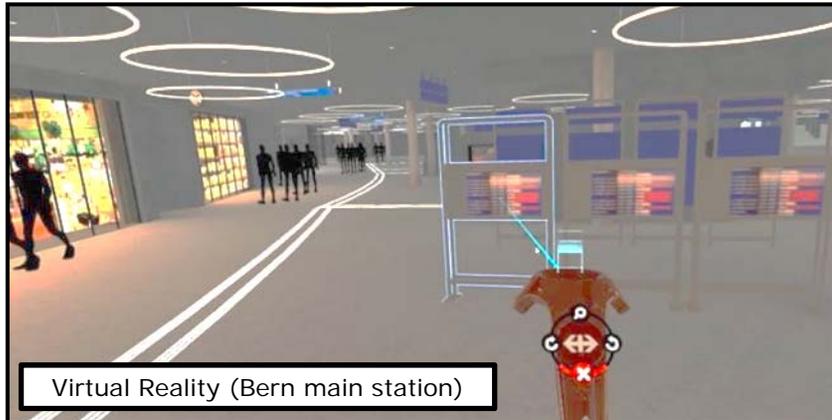


Bahnhöfe	Flughafen
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- | | |
|--|---|
| <ul style="list-style-type: none"> • Berlin Hauptbahnhof, Deutschland • Bahnhof Shinjuku; Japan • Bahnhof Kyōto, Japan • Bahnhof Łódź Fabryczna, Polen • Station World Trade Center New York, USA | <ul style="list-style-type: none"> • Flughafen London Heathrow, England • Flughafen Frankfurt am Main, Deutschland • Los Angeles International Airport, USA • Seoul Incheon Airport, Südkorea • Changi Airport, Singapur |
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5. CONCLUSIONS

- Digitisation is «next station»!
- Smart ideas can be smart (agile) implemented: *act instead of talk!*





THANK YOU
GRACIAS

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