European Rail Summit

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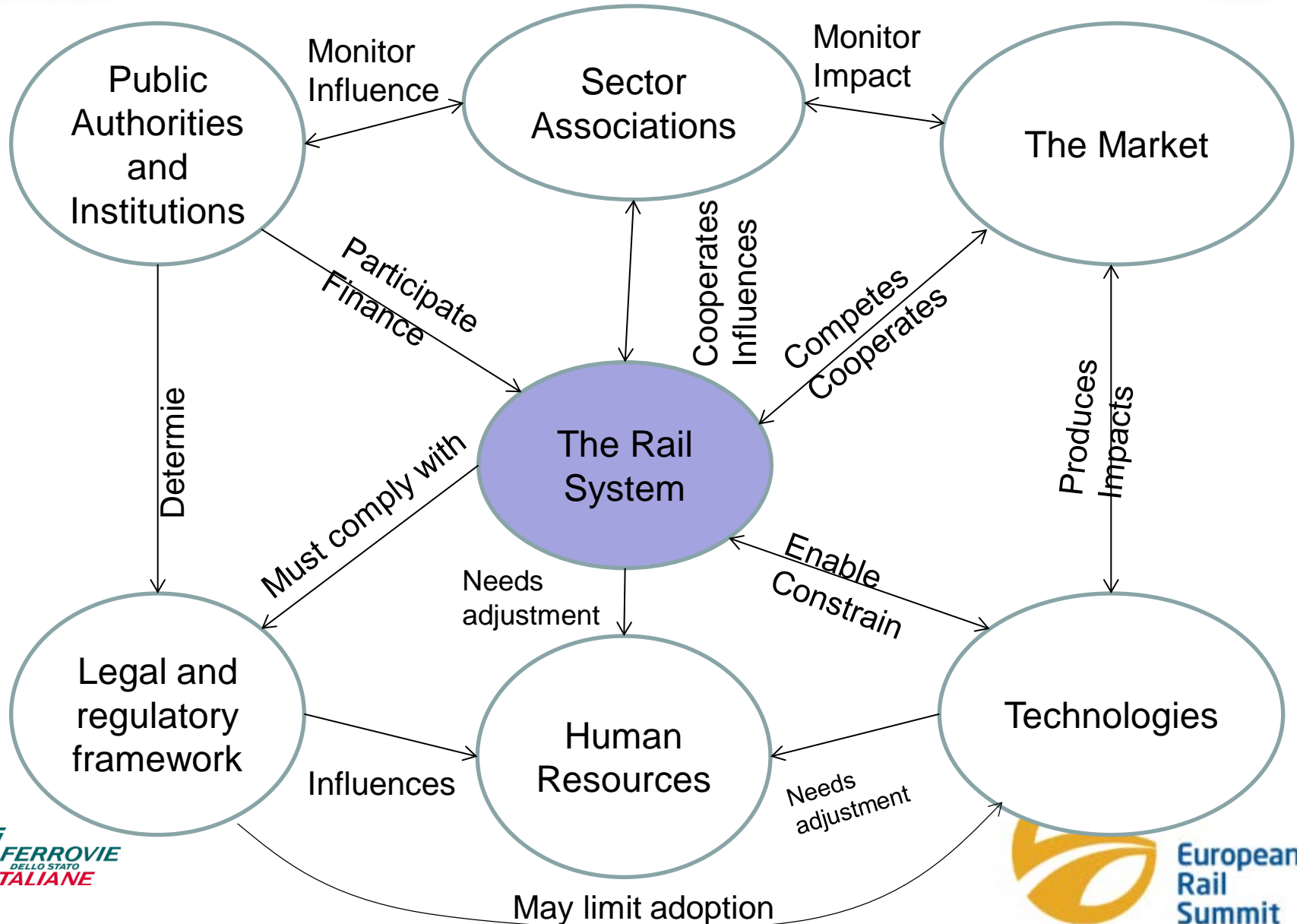
What *exactly* is Innovation?

FERROVIE DELLO STATO ITALIANE

Handbook
per il Piano Innovazione

- New and/or unique *concepts* of products and services and how to bring them to Market

- New and/or unique *concepts* in how the Company operates

Effective innovation happens in a *context*

The «Data Economy»

By 2020, establish the framework for a **European multimodal transport information, management and payment system**

EC White Paper for Transport 2011

Digitalization
A pervasive Transformation of the foundation technologies underpinning the economy

New products, services, producers consumers, markets, jobs…

FERROVIE
DELLO STATO
ITALIANE

European Rail Summit
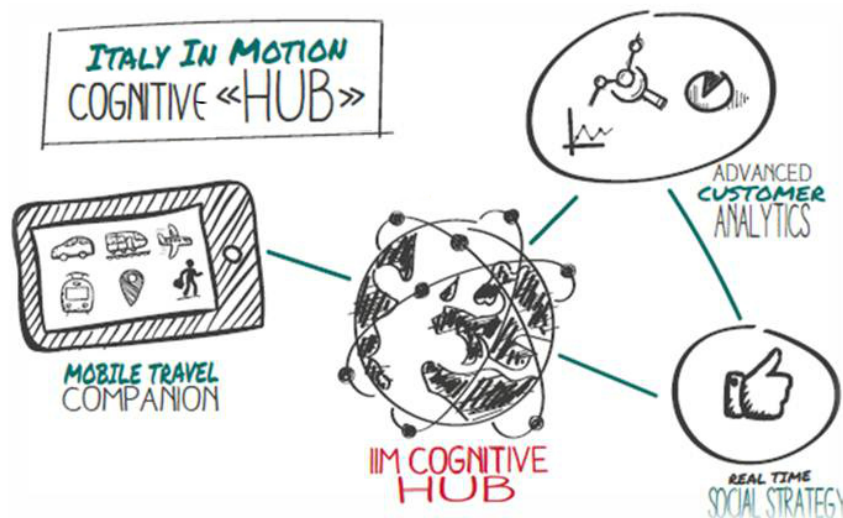
An *outcome* of digitalization

Customers, most personnel and some suppliers **ALREADY LIVE AND WORK IN A DIGITAL ENVIRONMENT**:

they describe themselves, their needs or their products, procure and exchange goods and services, plan, coordinate and communicate **through digital technology**.

A **DIGITAL RAILWAY IS AN EXTENSION OF THIS ENVIRONMENT**,

acting as a trusted knowledgeable and intelligent provider of solutions to mobility problems that arise in the pursuit of the Customer's daily lives:

❑ its main **product is mobility problem-solving**

❑ its main production asset is **mobility know-how**

A DIGITAL RAILWAY IS A "**CONGNITIVE HUB**" PROVIDER OF MOBILITY SOLUTIONS

Technology gives us new capabilities

AWARENESS: the ability to detect and understand events, objects and context instances and patterns, including specific Customer requirements

ADAPTIVE RESPONSIVENESS: the ability to create and deliver a response appropriate to specific situations by leveraging all available resources, including from external sources

LEARNING: the ability to recognize successful responses to recurring problems and to reuse them

Research is essential

- Innovation is about the extension of what we *know,* not just of what we *can*