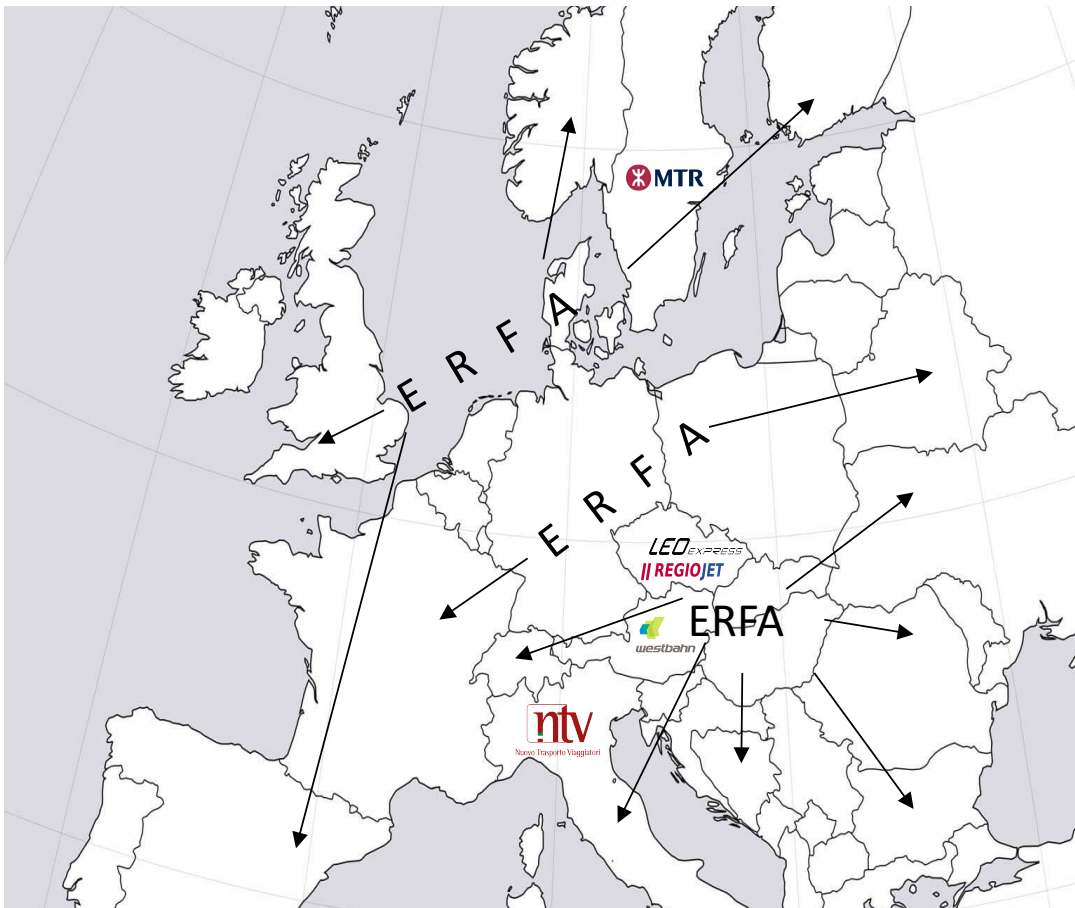# Digitalisation & Innovation: Opportunities and Challenges for the future

## SERA Convention

20th June 2017, Brussels Belgium

Erich Forster – President ALLRAIL, Chief Executive Officer WESTbahn

# Members & more

**ALLRAIL**
Alliance of Rail New Entrants

**ERFA**
European Rail Freight Association
over 30 freight railway companies

**trainline**
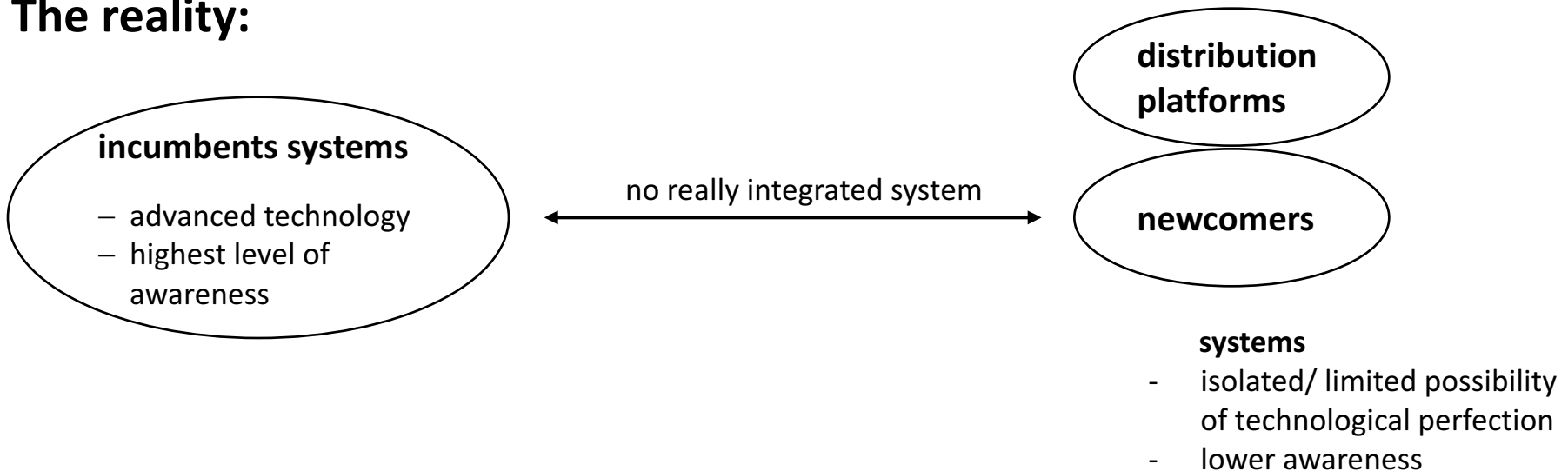EU's largest independent ticket vendor

**ERFA**

almost 40 members →

& we are growing

- a strong alliance between freight and passenger rail companies
- supports the European rail sector in becoming more competitive
- pursuing fully opened rail markets in all EU member states
- non-incumbent companies from the freight and passenger rail market
- working closely with the EU institutions and the European Union Agency for Railways and the European Passengers´ Federation to support the full establishment of a competitive Single European Railway Area

# Digitalisation in railway sector – how it should be:

- a full network of information, data – including real time data of train status ⇨ open

- if customers have a wide range of opportunities, get comprehensive, not just selective information and can book offers in a wide range of channels/ systems easily, this will guarantee best conditions to help rail to more competitive opportunities versus road/ air.

⇒ Digitalisation together will open data and access to all distribution systems can push rail really forward ⇨ fast → with manageable investments → to the advantage of customers and taxpayers.

## The reality:

**distribution platforms**

**incumbents systems**
- advanced technology
- highest level of awareness

no really integrated system ⟷

**newcomers**

**systems**
- isolated/ limited possibility of technological perfection
- lower awareness

# The railway sector will succeed ONLY if ALL information is accessible everywhere and if the sales solution is barrier free!

- **Opening up of perfect functioning state railway information and sales channels (often subsidized) to sell and inform also about all private companies (clearly with provisions to pay).**

  ⇒ Only if customers can inform themselves and buy their ticket on a well-known platform (no matter if online, in travel centres, in call centres or via ticket machines) and thus can get hold of a comprehensive choice of full and transparent timetable information that is not steered by a company algorithm and subsequently can really choose from the total offer (array of competing offers), a full picture is available to them. ⇨ really competitive to road/ air.

- **Full support by the incumbents for non-incumbent-driven platforms to supply timetable** (up to real-time-data) **and tickets at identical terms** (from: including all special fares prices to identical conditions) **to all participants.**

- **Mutual ticket acceptance in order to offer total customer flexibility and more opportunities to the customer.**[*]

  An exception to that rule can only be offers that are linked to pre-selected trains with special promotions.
  ⇒ In cases where currently only the incumbent feeds from long distance into regional traffic, customers will choose no other company because of savings due to a tariff diminishing according to distance.
  ⇒ A future increase of flexibility in train choice will be an enormous benefit for the customers and can be accomplished by fair compensation agreements

**If receiving the best price across different portals – especially incumbent portals – is unrestricted, then the customers have won. And as result: the railway sector will attract completely new customer segments.**

**The way to get there is easy:**
- **OPEN DATA – for every company**
- **Adopted passengers rights regulation to enforce 100% open systems and sales (including all incumbent sales channels)**

[*] in general and not only between incumbents organized in Rail Team Alliance