



WHAT IS THE SOLUTION ABOUT?



WHAT PROBLEM IS IT TRYING TO SOLVE?

Last mile on a door-to-door service.

Share IT Smart enables passengers to share a transport with other passengers for the last mile of their trip when they arrive at the station.



WHAT ARE THE BENEFITS?

Service for providers to integrate into their mobile app and website to give their customers a competitive door-to-door service.

For the providers this means:

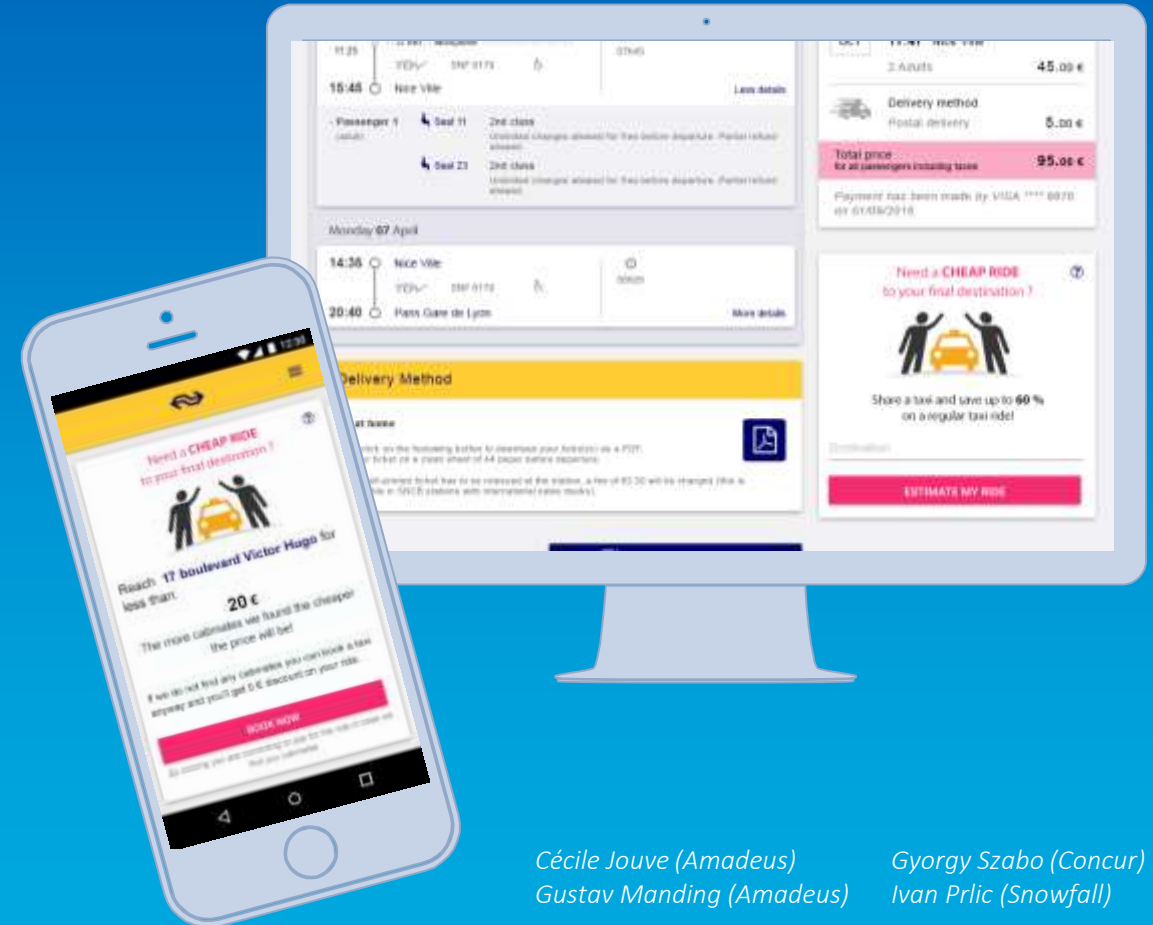
- ↑ New source of revenues
- ↑ Better customer experience
- ↑ Loyalty increase



WHO IS THE PRIMARY USER?

Passengers travelling on a train or coach aiming to share the cost of transport to their final destination.

'The advantage of being in the same place at the same time'



Cécile Jouve (Amadeus)
Gustav Manding (Amadeus)

Gyorgy Szabo (Concur)
Ivan Prlic (Snowfall)

EZchange



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Easy rescheduling of a trip when the traveller wishes to.

EZchange is a platform that connects travellers with different providers that can offer them alternative options for their trips in real-time.



WHAT ARE THE BENEFITS?

Freedom for travelers to change their plans and an easy way to connect to other providers that can offer them alternative options.

For the providers this means:

- ↑ New distribution channel
- ↑ Increase customer satisfaction when there is disruption in a trip



WHO IS THE PRIMARY USER?

Travellers who wish to have full flexibility to change their plans.



Jessica Papiot (Amadeus)
Julia Melnichuk (Amadeus)

Maxime Joseph-Lokel (Amadeus)
Thomas Rossi (Waynaut)



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WHAT PROBLEM IS IT TRYING TO SOLVE?

Help railways to know their customers better in order to offer them relevant products and services.

SearchMyWay is a recommendation engine that by extracting traveller's relevant information from social media provides them with the best recommendations according to their preferences.



WHAT ARE THE BENEFITS?



WHO IS THE PRIMARY USER?

Travellers will receive personalized offers through their trusted railway provider channels.

For the providers this means:

- ↑ Revenue increase through ancillary, cross sales, etc .
- ↑ Increase customer satisfaction
- ↑ Increase loyalty

The targeted traveller for SearchMyWay are Millennials (25-35 years old) which are very active in Social Media. They tend to travel individually and value personalized offerings.



Ante Pavlinović (Snowfall) Marina Mitan (Amadeus)

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