



# Digital Transformation Plan



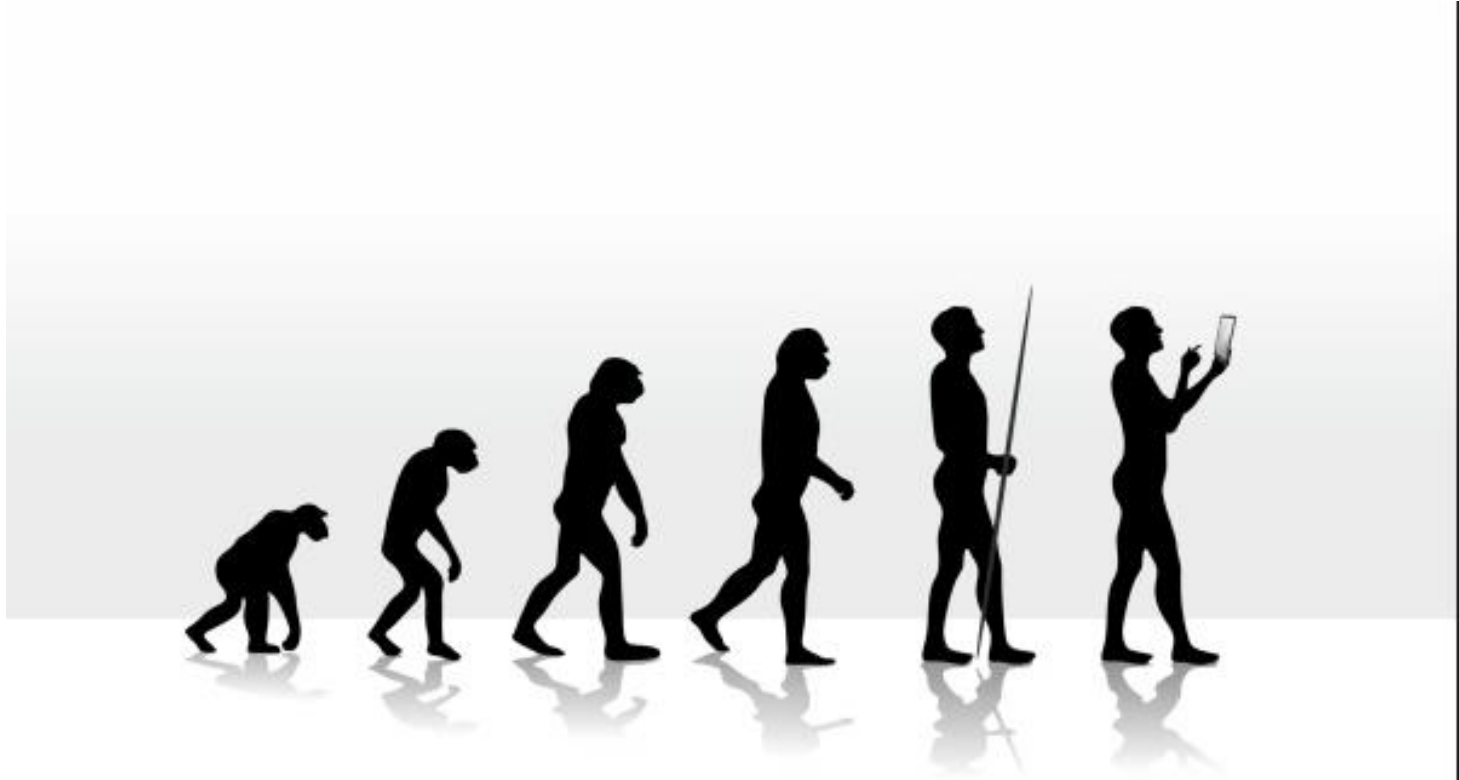
**UIC next station**  
TEHRAN 2019

**Ignacio Sanz**

Adif

*Deputy Commercial Manager*

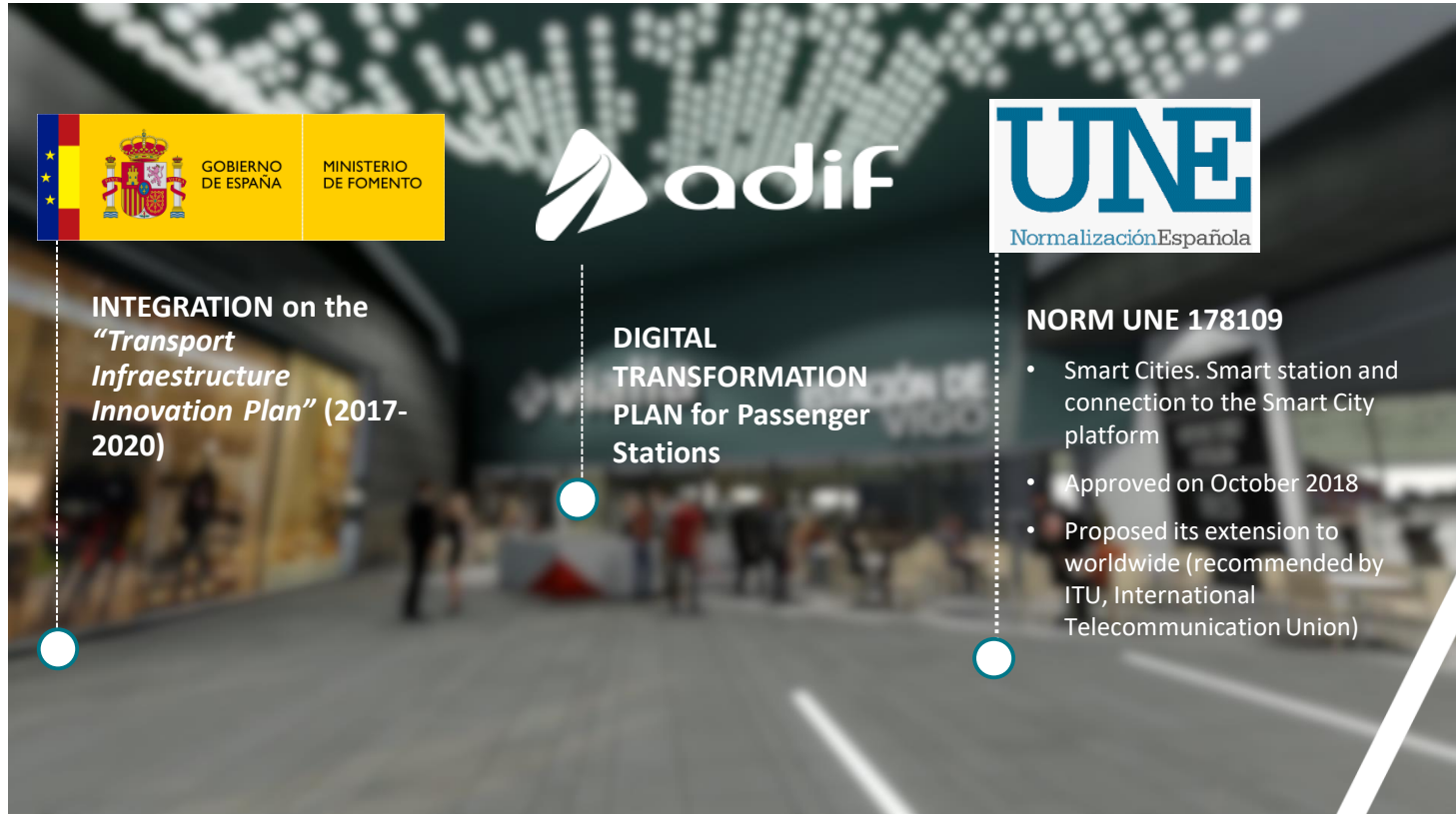
# New communication model



# Smart Station Plan



Strategy and Standardization



# Global Client Experience



# Global Client Experience





# Global Client Experience



## DTP Organization

### Operational initiatives



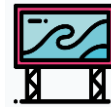
Check-in  
multioperador



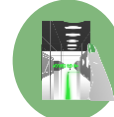
App & web Adif



New  
communication  
channels



Big digital formats



Smart guided



Pilot Project in  
Málaga



Adif Space



Integration with other  
means of transport

### Key initiatives



Neuronal center



Smart Station Platform



Hyperconnected Building



Business Analytics  
Solutions



Asset  
Management

### Strategic initiatives



Digital culture



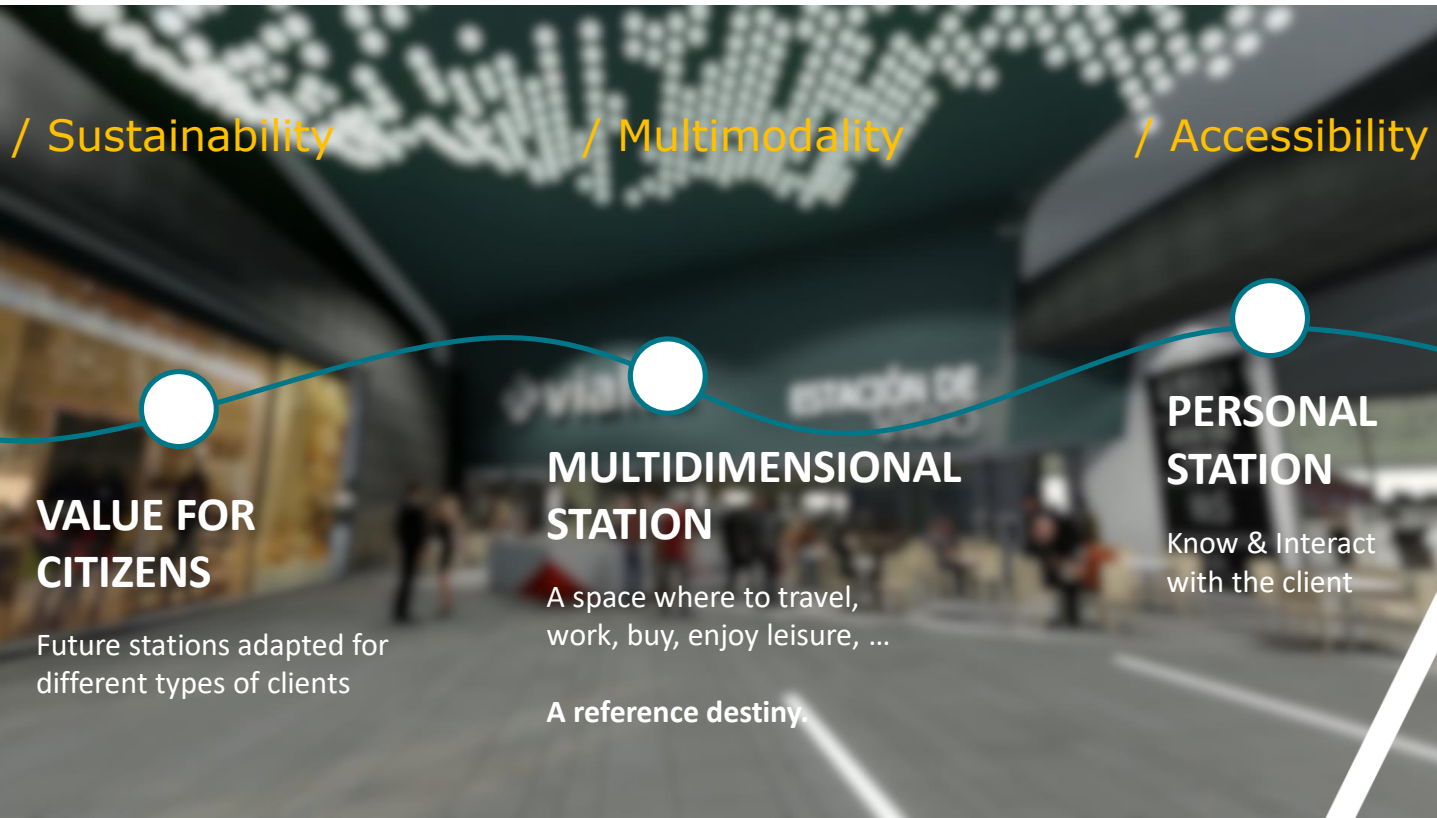
Digital services &  
bussiness



Open Innovation



Data driven





**Thank you**  
for your kind attention