From Station- to Hub-management:

DB Station&Service´s new approach to railway stations in the digital age

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- Session 1A: Development and Management of Stations
DB Station & Service - Facts & Figures

- 120 train operators use our stations
- 1,000 station buildings
- 5,400 train stations
- 4,900 employees
- 3,500 commercial tenants
- 1 million m² rental space
- EUR 1,170 million revenue 2014
- EUR 188 million profit 2014
- 8.5 million passengers per day
- 145 million train stops per year
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Our objectives for 2020

1. Our stations are modern **mobility hubs** where customers feel comfortable.

2. We make a **strong contribution to DB group profits** despite increasing regulation.

3. Our **staff plays an active part** - our management is exemplary.

4. We **lead the field in the ecological construction and operation of stations**.
Focusing on what is important: Product, Production & Transformation

Our core topics

- Creating a comprehensive corporate vision
- Focusing on the overall optimisation of the business model

Product
- Standardisation
- Innovation

Production
- Depth of value chain
- Digitalisation

Transformation
- Organisation
- Change management
Developing stations to form mobility hubs strengthens their role in a dynamic mobility market

**Product:** Develop stations to become mobility hubs

**Conditions**

- **Smartphones and the mobile internet** are creating new business models on the mobility market
- **Increasing dynamics** on the market: new, cost-effective mobility products are emerging considerably faster
- **Intermodal travel information** in real time from a one-stop shop is becoming more and more important

**Strengthening the future-proof role of stations in tomorrow’s mobility system with the help of three strategic approaches**

- **Increasing the commercial potential** by optimizing established mobility products
- Developing **infrastructure** for emergent mobility products in the station environment
- Modernizing **travel information** and providing intermodal information
Efficient transport links and purposely spent waiting time make up the overall experience at our stations

Product: Develop stations to become mobility hubs

- Hub for different modes of transport
- Barrier-free access
- Navigation and real-time information

- Attractive gastronomy and shops
- Interesting events at the station
- Free Wi-Fi
Optimizing quality means to develop customer-centric processes supported by digitalization

Production: Professionalizing the production system

Conditions

**Analog production environment** in the business unit: manual processes are at its heart

**Industry 4.0** is under way: production, maintenance and troubleshooting with an increasingly higher degree of automation

A **modern production landscape** is crucial to enhancing product quality

The **internet of things** supports intelligent production systems, e.g. self-monitoring dynamic display by management tool

Optimizing customer satisfaction and product quality by digitizing the process environment

Deriving a **strategic vision** for the DB Station&Service process landscape

**Optimizing facilities management** by digitizing processes and workflows as well as enhancing data base (e.g. by bringing lifts and escalators on-line)
Digitalization offers opportunities to improve performance in facility management

Production: Professionalizing the production system

Digitalization in facility management

- **Challenge:** Nowadays, lifts and escalators are not connected to an IT system; failure and error messages occur manually
- Equipping lifts and escalators with communication modules has started and is expected to be completed by the end of 2015
- Opportunities from intrusion of lifts and escalators and security lights
  - Use of Big Data and entry into a condition-based maintenance
  - Measurement of system availability and digital customer information
  - Automatically triggered repair processes
- Increased equipment availability is a key driver of quality and customer satisfaction
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