



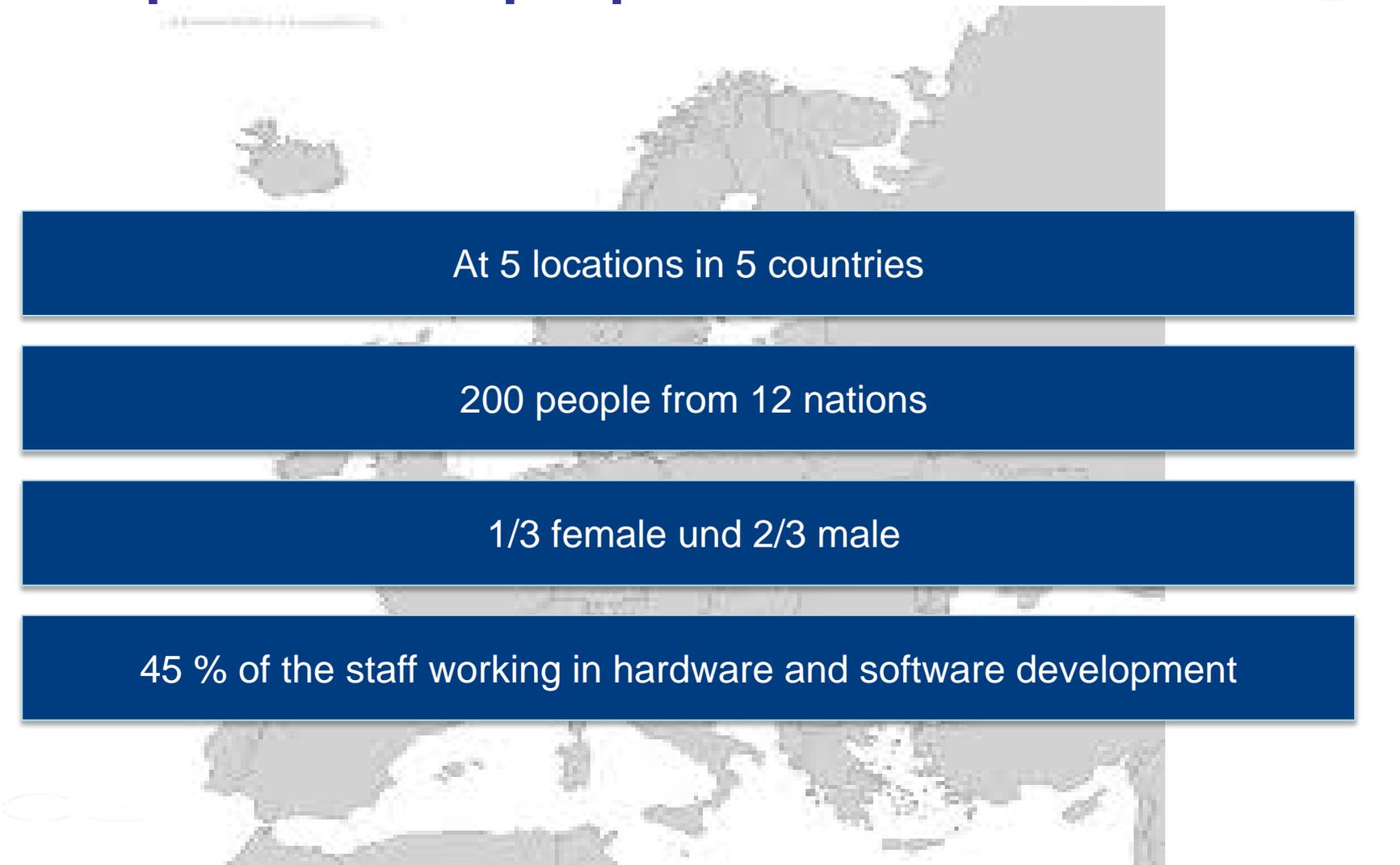
Smart Cities need Smart Public Transport



Jost Geweke
ATRON Group

Zagreb, 9.04.2019

People work for people



At 5 locations in 5 countries

200 people from 12 nations

1/3 female und 2/3 male

45 % of the staff working in hardware and software development



ATRON Group

More than 40 years of
experience in European
public transport sector

Turnover 2017:
25 Mio. Euro

General Managers:

- Barbara Brunner
- Anton Tomov (Founder)



Smart solutions we are really strong in:

Ticketing



ITCS



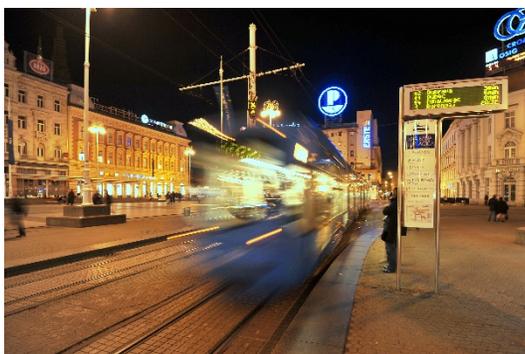
eTicketing



Passenger Information



ATRON in Zagreb – Partner of ZET 24/7 for more than 10 years



Framework:

- ❖ Smart City Strategy is under way in more and more cities.
- ❖ It is political wish to develop into a smarter environment.
- ❖ Increasing expectations from politics and citizens on a smarter public transport.
- ❖ Unlimited growth in number of vehicles and staff not possible.

Smart Public Transport has focus issues:



Operations



Passengers



Environment

Operations:

Vehicles must be maximum available, reliable and technology open



Passengers:

Passenger Information: easy to get, in real time and multi modal



Passengers:

Ticketing: customer centric and increasingly digital



Environment:

Strategy for future fleet of vehicles can anticipate environmental protection:



Jobs become more demanding

- Number of duties for dispatchers are increasing
- Tasks become wider-ranging
- Complexity of tasks is climbing
- Increase of expectations (passengers, society, transport company)
- Workload is rising



Let us keep our people happy with and on their jobs.



ATRON in Europe means 40 years of experience in making public transport smarter. We will be pleased to support you and your public transport to belong to the smartest in Europe.

