



## Smart Cities need Smart Public Transport



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# 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



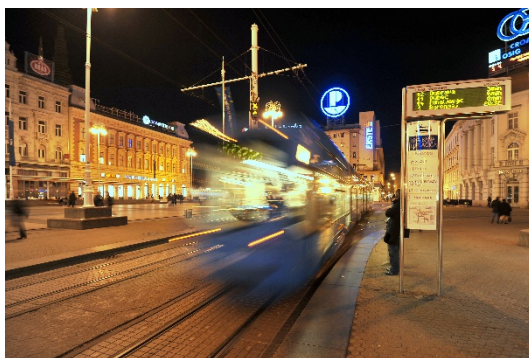
### eTicketing



### 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.

