

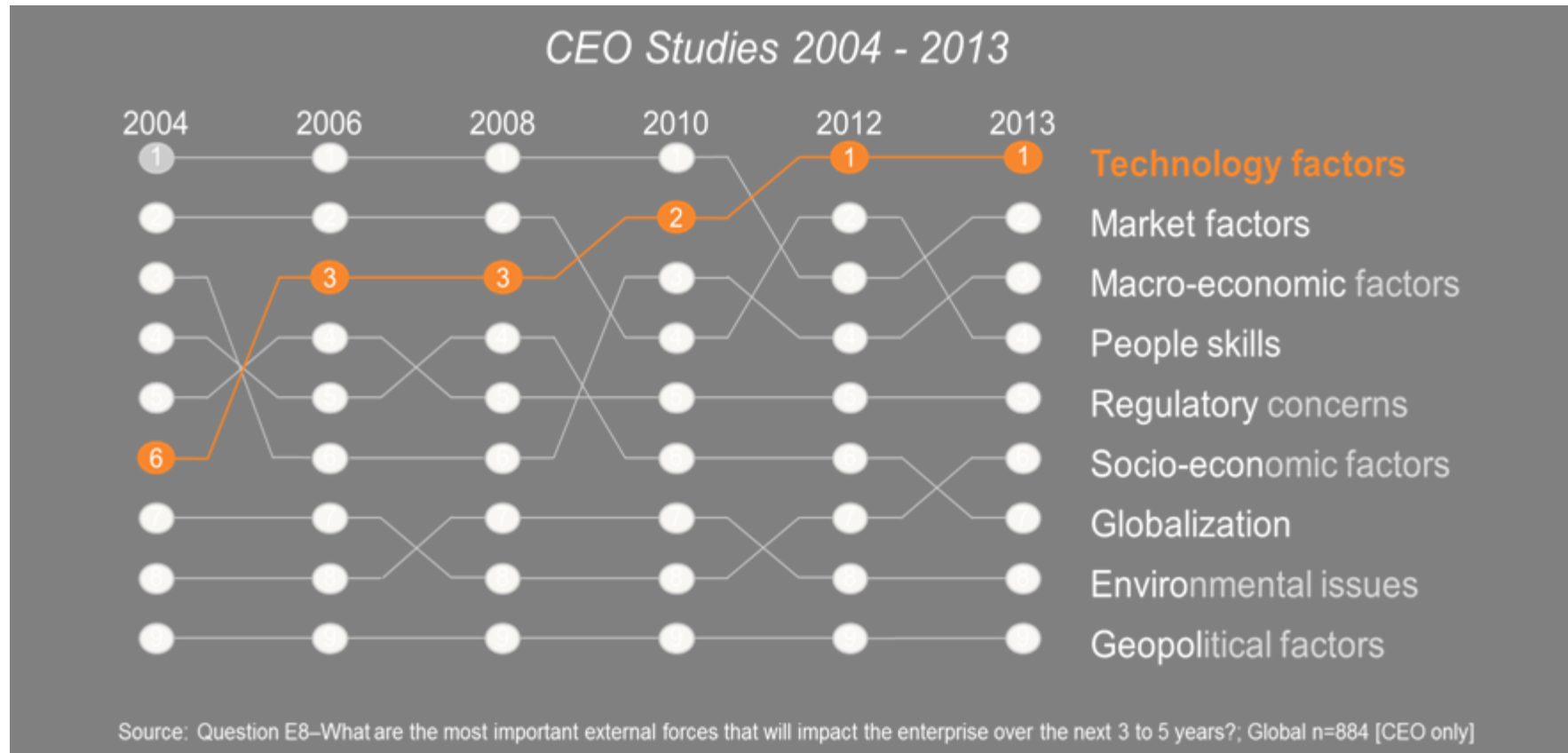
Kan Big data og Analytics skape merverdi og sette Norge på ITS verdenskart?

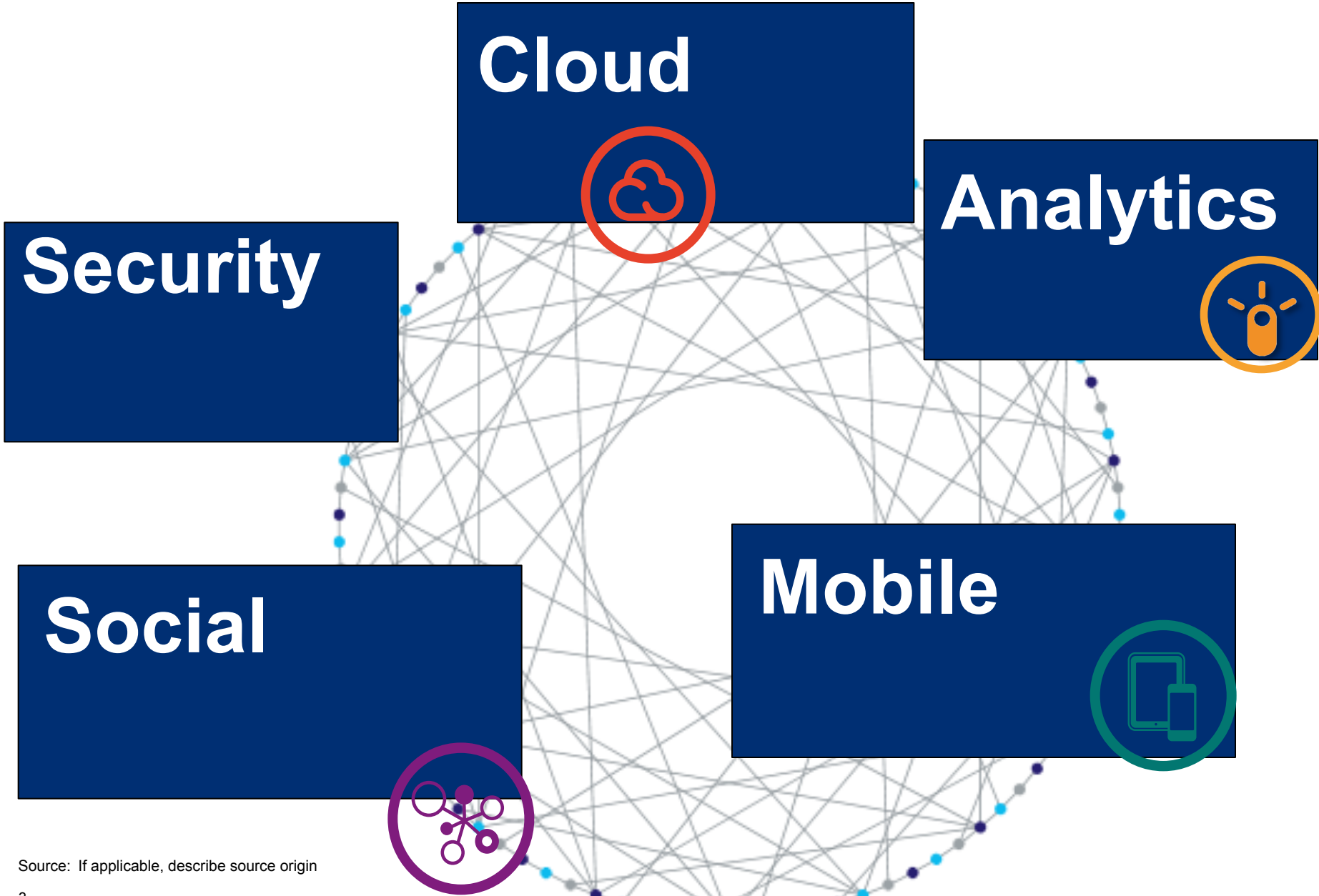
Gunnar Johansson

ITS Norway Board member & Transport Industry Leader, IBM Public Sector, Nordic



Technology is the most important external factor for companies' future





Source: If applicable, describe source origin

“Big data analytics” has already sat down in our couch



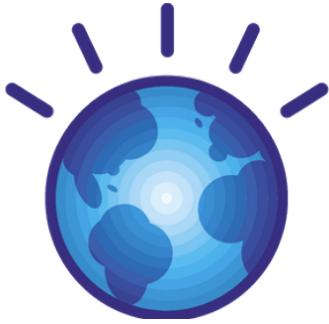
Source: Netflix

This is not the first technology shift on earth!



Title: [Back to the Future, 1985](#)
Director: [ROBERT ZEMECKIS](#)
Stars: [MICHAEL J. FOX](#), [CHRISTOPHER LLOYD](#), [LEA THOMPSON](#)

How are technologies changing the business rules in the transportation eco system?



A Smarter Planet



Connected

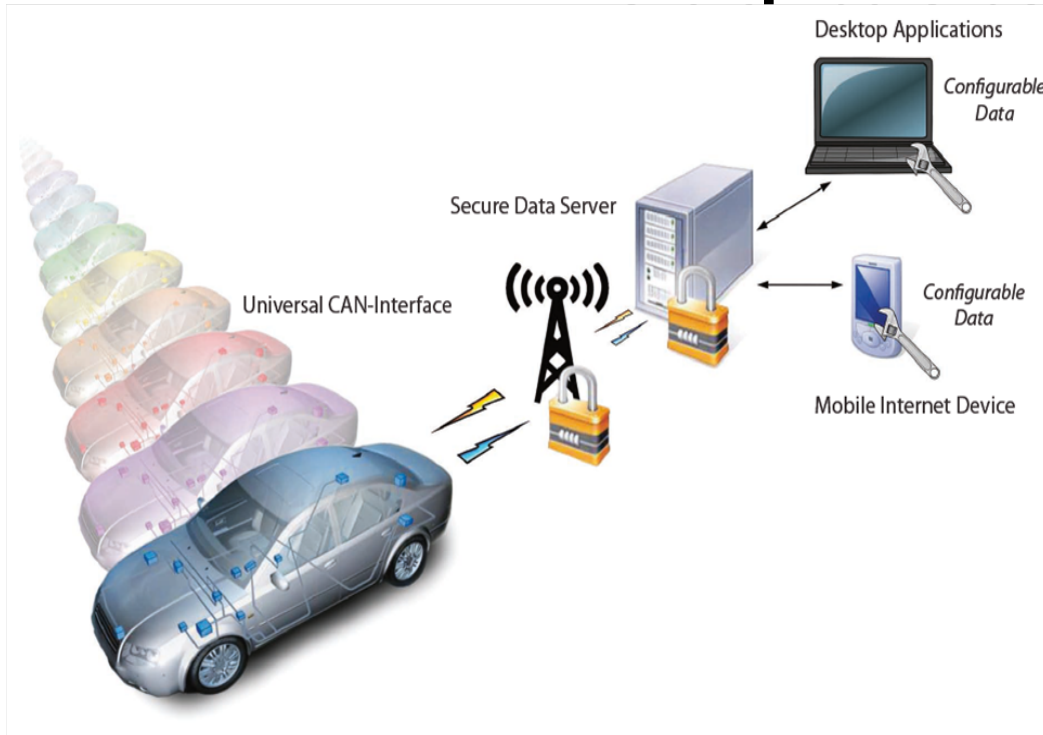


Transport Management and Control

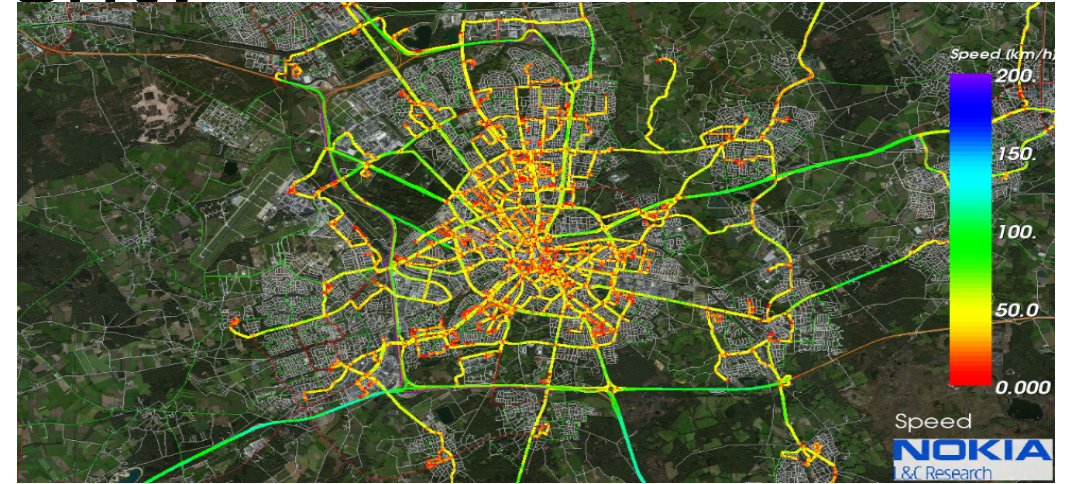


Smarter traveler

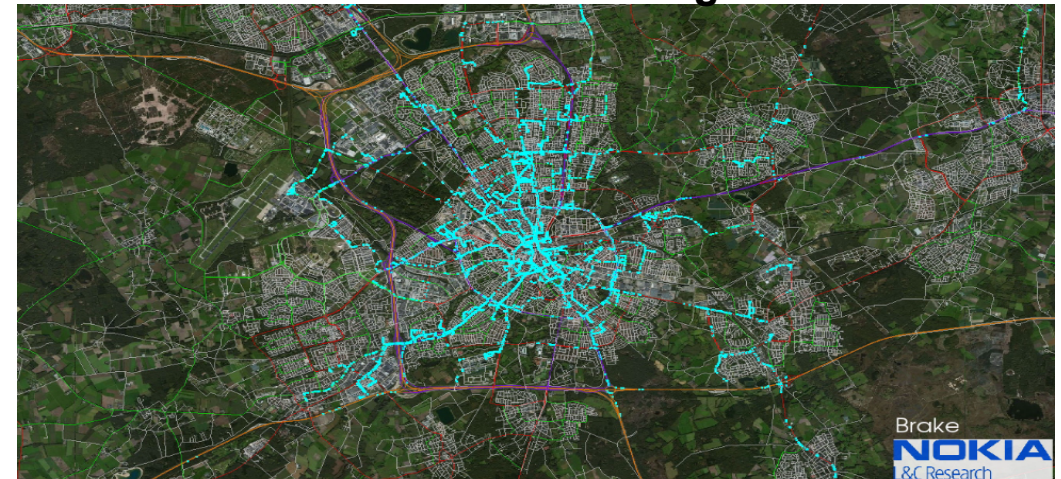
Reuse of available data will make road traffic safer efficient!



Real Time Speed



Real Time Braking



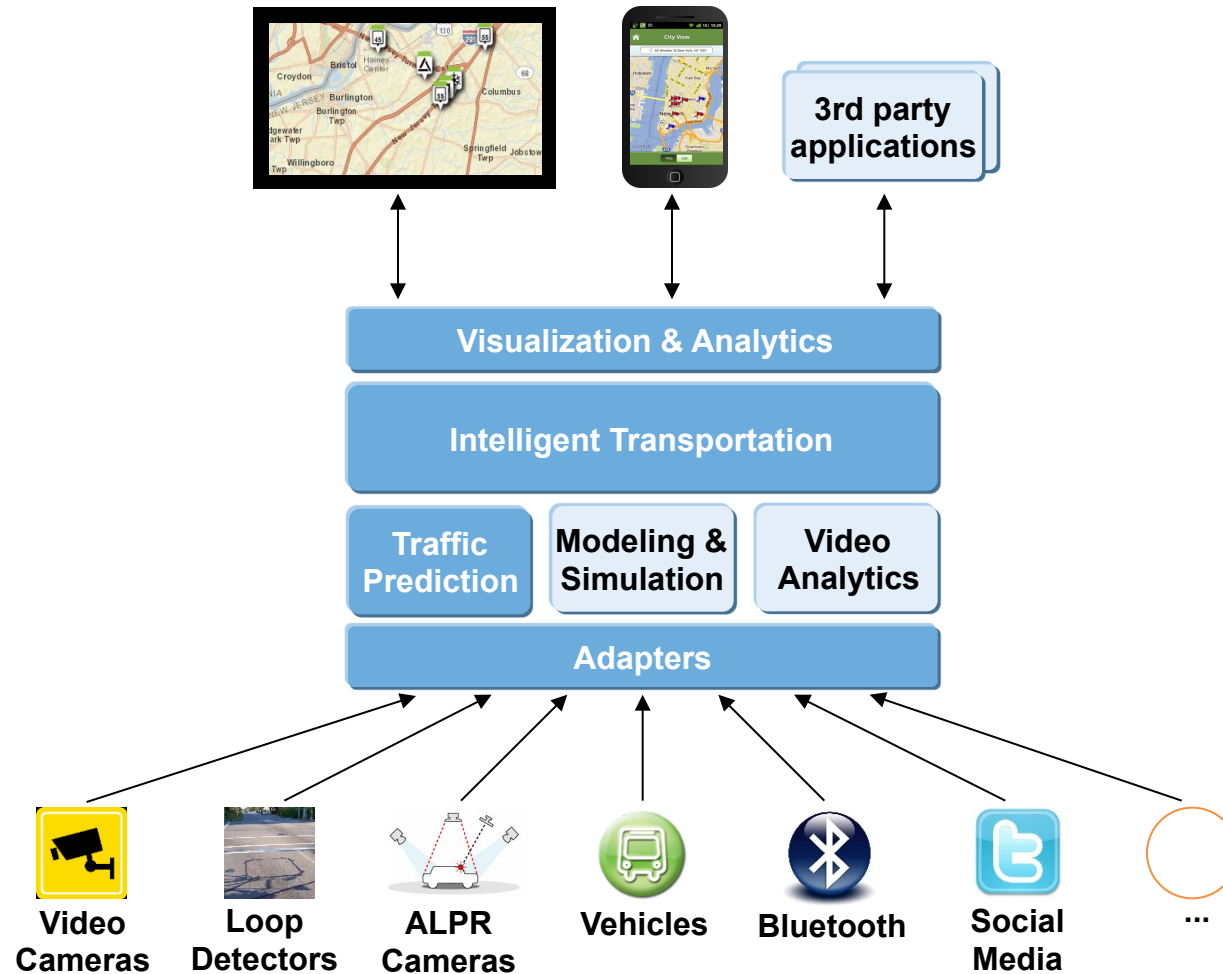
SMART-IN-CAR



A change of the Automotive Industry to be consolidated, connected and client centric

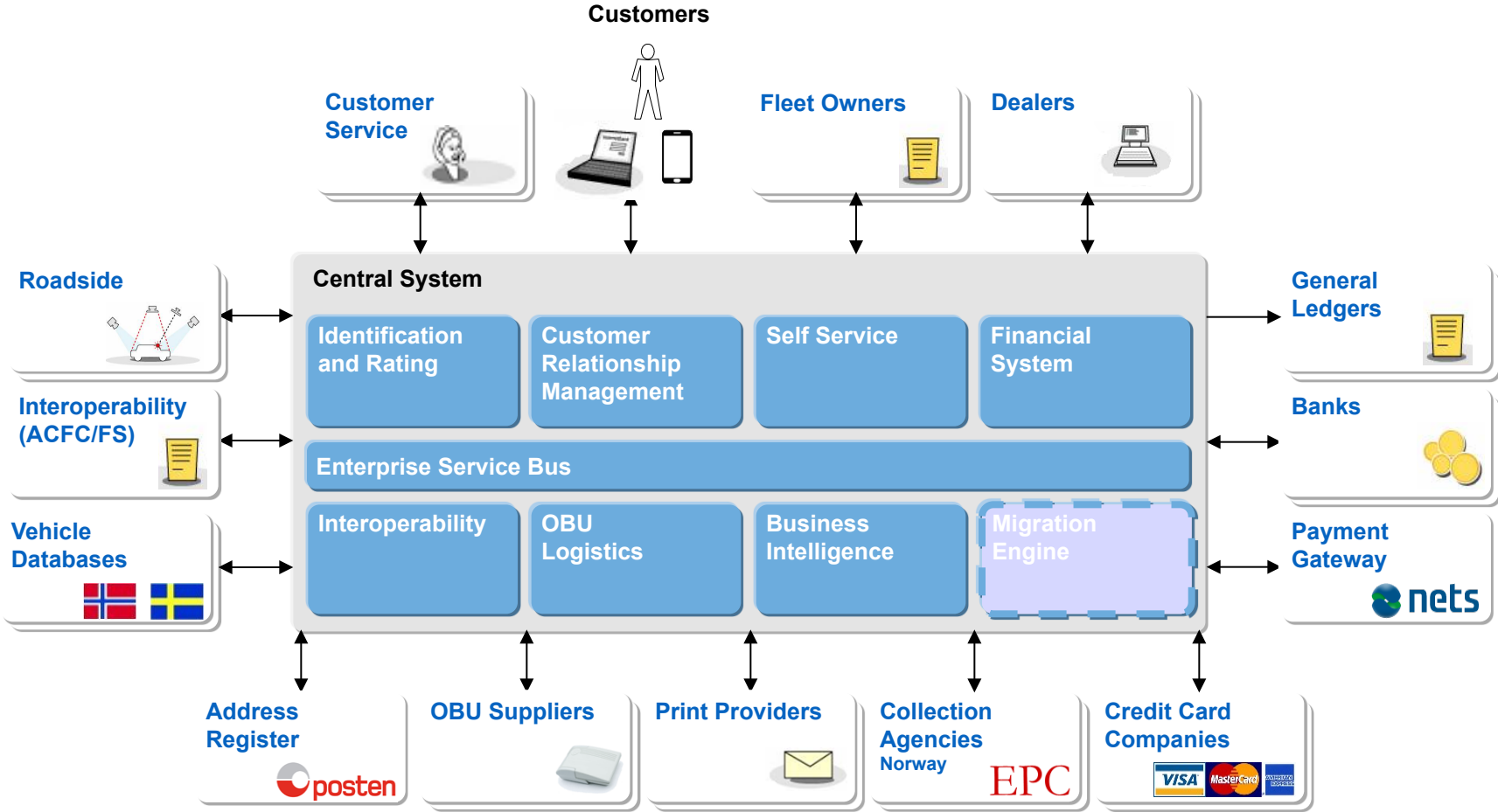


Smart Open data solutions to improve traffic management and end user services

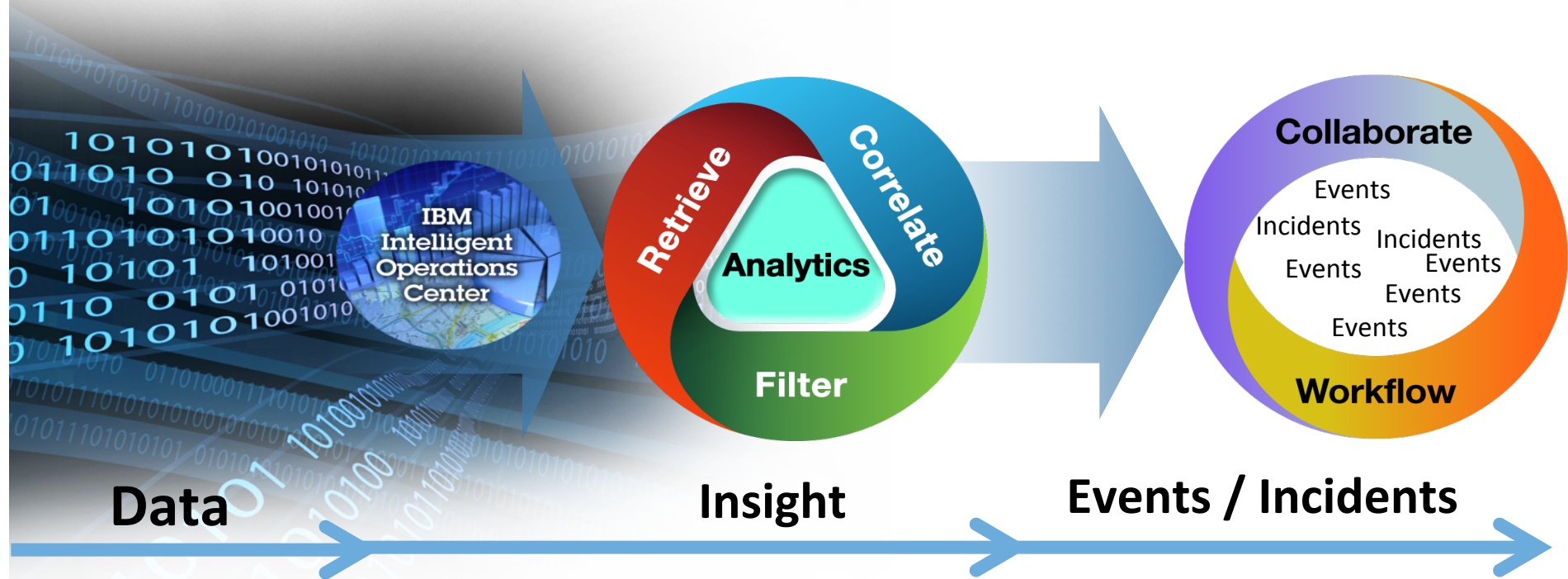


Hårfagre

User Charges systems for improved customer care and services



Collecting & analyzing data, while automating a collaborative response



One platform, many use cases:



Transportation



Public safety



Water



Health &
Social welfare



Energy & buildings

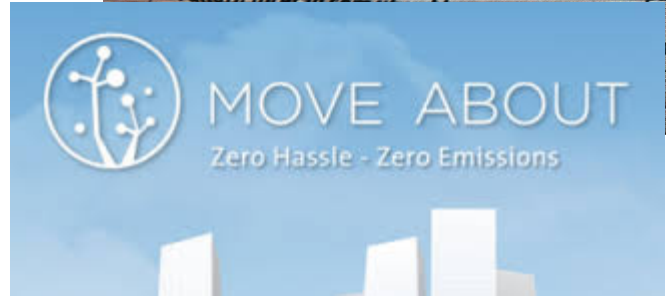


Stadiums, Airports

New brands on the road

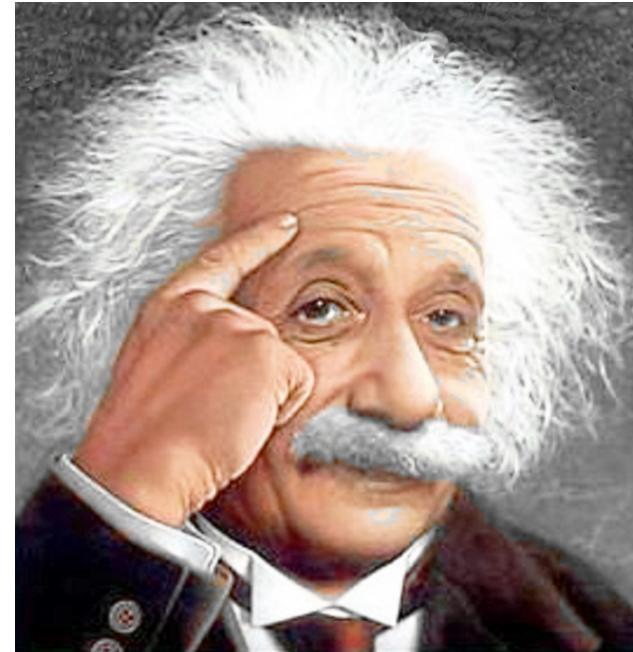


U B E R



Guidelines for future business opportunities

- Expected service level
- Growth per m2
- Value of travel time
- Sharing of resources
- Information and payment service



Tiden er inne at sette Norge på ITS verdenskartet

- Ny ITS lov og et styrket Nasjonal ITS Råd
- Nationell støtt for multimodal urban Traffic Management med utgangspunkt fra våres «pakkeløsninger»
- Nationell støtt for trafikkstyring baset på «connected» for vei, jernveg, luftfart och sjøfart systemer
- Etablere organisasjon som sikrer distribusjon av data
- Nationell samling for en internasjonal konferanse



Thank you!



Gunnar Johansson

ITS Norway, Board member

IBM Transport Industry Leader

gunnar.johansson@no.ibm.com