



## *Digital disruption and public transportation*

---

Andrea Pescino @AndreaPescino  
CEO  
SoftJam

Our world is changing...





# Digital D

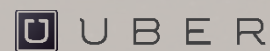
The evolution  
behavior wh  
technology e  
than your ab

CLOSED

Thank you for  
your Patronage  
over the years.  
We will miss you.

-The Blockbuster Team

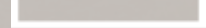
# Massive disruption occurring in real time!



DOLLAR SHAVE CLUB

RENTTHERUNWAY

*This is only the beginning!*



TECHNOLOGY



ORG &  
BIZ MODEL



PEOPLE





Digital is the main reason just over half of the **companies** on the Fortune 500 have **disappeared** since the year 2000

Pierre Nanterme  
CEO of Accenture



o content

npary, no





"Things" &  
Information  
of Everything



Natural/Virtual  
interfaces &  
Ambient User  
Experience



Advanced  
Machine  
learning

Quantum computing

10101  
01010  
00100  
Data







Right to  
My Identity

86%



Value me

81%



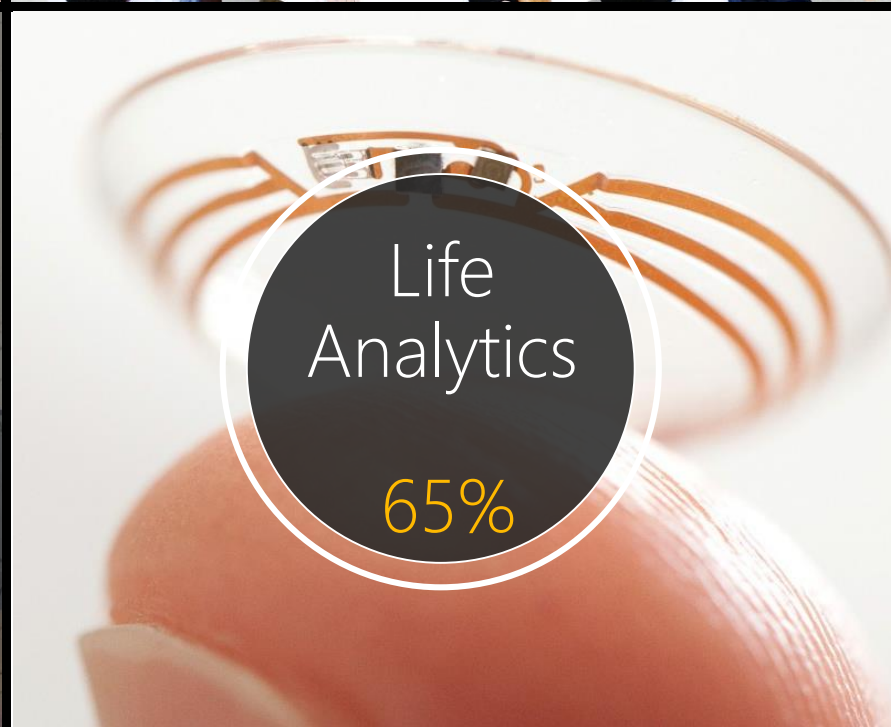
The Sixth  
Sense

79%



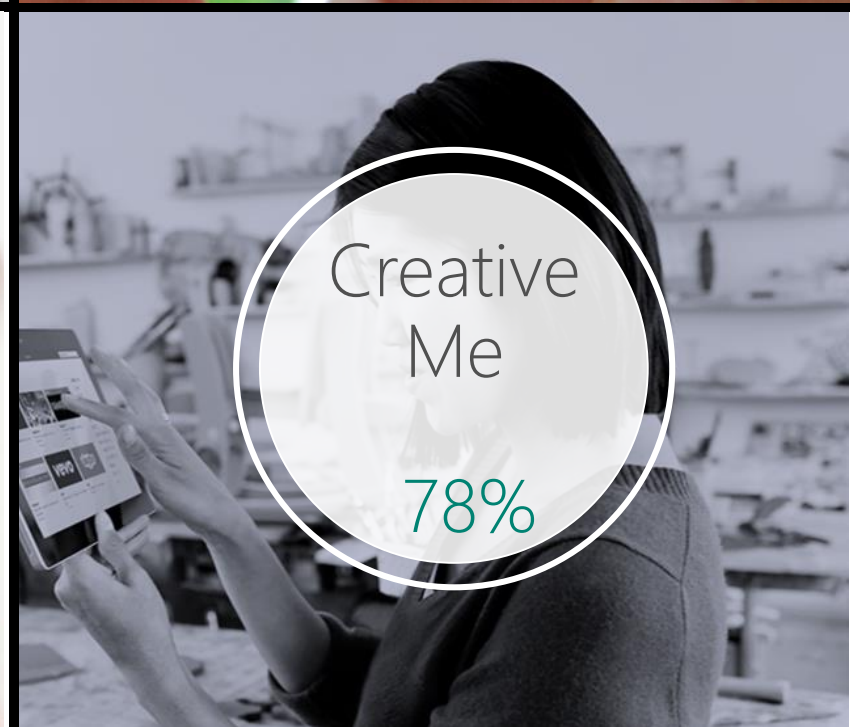
Mind the  
Gap

62%



Life  
Analytics

65%



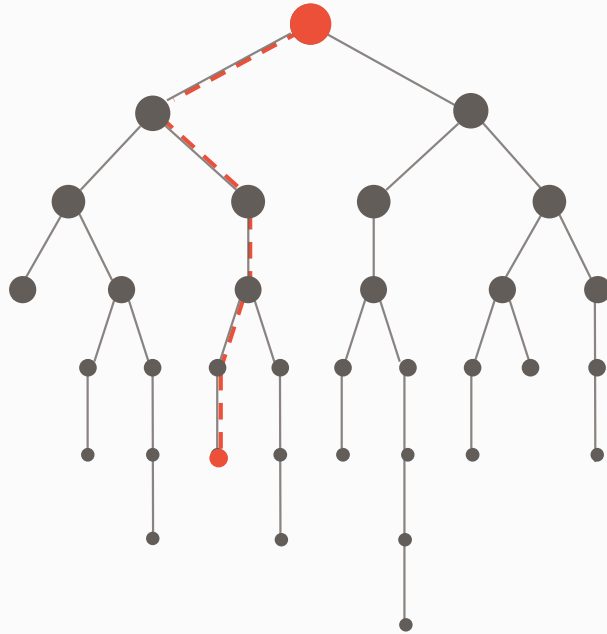
Creative  
Me

78%



# GENERATION X

TRADITIONAL ECONOMY  
COMMAND AND CONTROL



COMPETE TO WIN  
INDIVIDUAL PRODUCTIVITY  
INFORMATION SCARCE  
STATIC HIERARCHIES  
EFFICIENCY OF PROCESS  
FOCUS ON PLANNING AHEAD

# GENERATION Y / GENERATION Z

SHARING ECONOMY  
LEARN AND ADAPT



COLLABORATE TO WIN  
INFORMATION ABUNDANT  
DYNAMIC NETWORKS  
EFFECTIVENESS OF OUTCOMES  
COLLECTIVE VALUE CREATION  
EXPERIMENT, LEARN AND RESPOND

# THE SHIFT

---

## **OLD WORLD**

Information scarce

Static hierarchies

Compete to win

Individual productivity

Focus on planning ahead

Efficiency of process

## **NEW WORLD**

Information abundant

Dynamic networks

Collaborate to win

Collective value creation / sharing economy

Experiment, learn and respond

Effectiveness of outcomes





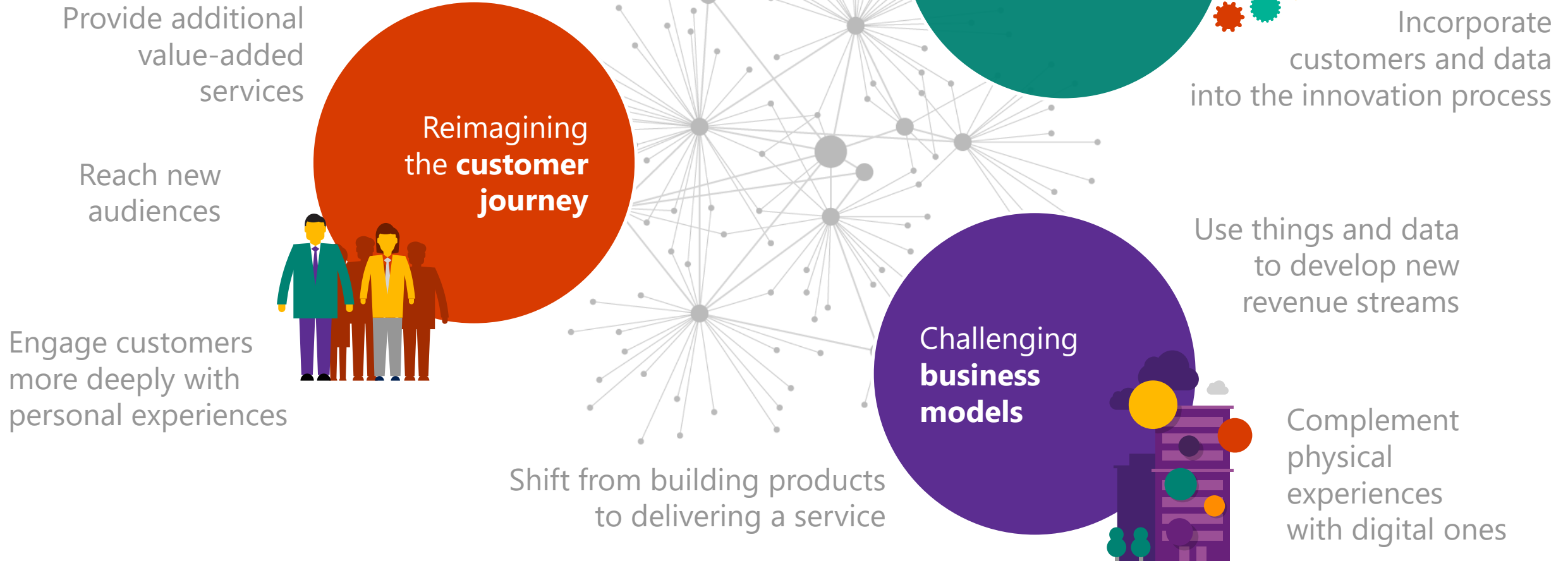
# **Evolving business strategy into a digital business strategy**

**Transformational  
leadership &  
Digital-first  
mindset**

**Intelligent  
connection &  
New customer  
relationship**

**Reimagined  
business &  
organization  
capabilities**

# Creating **business value** with digital





# On-demand Transit

Shared rides in premium vehicles.  
Revolutionary low flat fares. Ride for the price of a latte.

Download the App



Via. Smarter than the subway. Better than the bus. Cheaper than a taxi.



# Il modo più veloce di spostarti nella tua città.

Transit App ti fa vedere subito tutti i mezzi di trasporto disponibili vicino a te e i loro orari di partenza. Una zona della città è



## VIAGGIA CON GOGOBUS

...lascia la macchina a casa...



Viaggiare è sempre un'esperienza unica. Con noi risparmi e ti diverti!

Eventi, raduni, aeroporti... in ogni caso ci pensiamo noi!

Registrati subito... Ci pensiamo noi a vendere le tue tratte a vuoto!

**GoGoBus è il nuovo servizio di social bus sharing.**  
**Condividi il tuo viaggio in pullman e parti a prezzi super low cost!**





**Advanced solutions for improved efficiency  
and attractiveness of urban bus systems**

**Predictive  
Maintenance**

**Green Driver  
Assistance**

**Fleet  
Management**

# The future Data is the new currency

Abundance of data and  
datastreams

Ambient  
intelligence,  
sensors, IoT

Big Data



New data  
Granularity  
Quantified self  
Open data

Cognitive  
Computing



Machine  
Learning



Supervised learning  
Deep learning  
Bayesian  
Predictive analytics

Images  
Sounds  
Patterns

AI  
Software Robots

Workplace  
Transformation

Engage customers  
more deeply with  
personal experiences

How far (or near!) is this future?