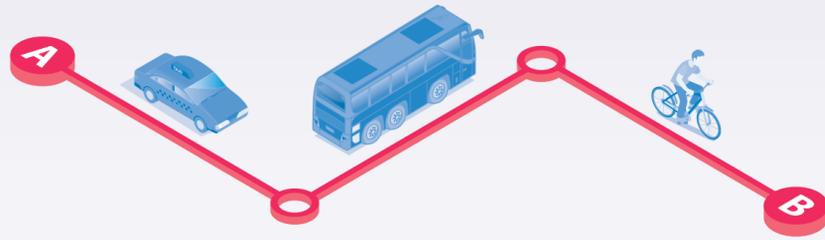


Towards multimodal transport



How can public transport operators meet their **passengers' expectations** and offer them a **better experience** while traveling to their destination? How do you tackle this with **cost management** in mind?

1. Travel time

Offer your passengers the safest, fastest and most reliable way to reach their destination. Combatting the lack of access to transport – 'transport poverty' – forms part of this. Comfort will also become increasingly important. This requires flexibility in public transport services.

2. Connected life

Time is becoming increasingly valuable. Offer your passengers services with added value so that they can spend their time usefully while traveling or waiting. Provide accurate time and route information. Enhance passenger comfort through 'work and play' while they are traveling or waiting at the airport, the railway station or hub.

3. Operational efficiency

Optimize your working environment, procedures and your collaboration with partners so that you can work on the public transport of the future in an efficient manner, with a view to cutting costs and meeting the major challenges of tomorrow.

4. Know your passengers

Big data is an invaluable source of information if you want to gain an insight into the habits and destinations of your passengers and improve your service even further.


90%
of Belgian companies
complain about
reachability problems.


Annual average number of
hours wasted in traffic jams
in Belgium is
51h
the highest of
any EU country.


At places with a lack of
access to transport
7 in 10
unemployed people
are **unable**
to find work due to that
'transport poverty'.


55%
of the Flemish population
use the bus less than
once a year. Less than 50%
take the train once a year.

Proximus constantly keeps people in touch with the world so they can live better and work smarter

For our Belgian customers in the public transport industry we want to be the local and reliable IT partner that offers effective solutions to working and collaborating smarter. We build on convergence and end-to-end servicing.

Proximus helps you overcome challenges:

Keep your business running

- Your key applications always available
- Your employees always connected
- Your company data protected
- Quick & effective problem solving

Collaborate smarter

- Managed work tools for employees
- Managed communication tools for employees
- New Way of Working and collaborating

Create motivated & productive employees

- Professional IT tools for employees
- Family telecom and entertainment offerings
- IT training for your experts and end users

Satisfy your customers

- Inform customers in real time
- Offer easy access to your customer service
- Interact online
- Enhance customer experience

Innovate and grow

- Transform your business processes
- Stay ahead of the competition through business intelligence

As Proximus has strong roots in Belgium, we hope to become your partner by offering you solutions adapted to the Belgian public transport industry. Our account managers, personal administration contacts and contact center will be happy to help you.

More info

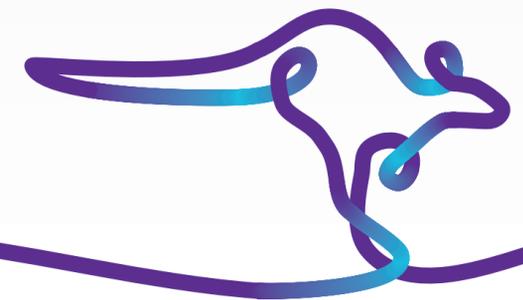
Please contact your account manager or go to www.proximus.be


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Public transport

Make your passengers' journey a happy one

Nowadays public transport takes care of mobility. People travel in large numbers by train, tram, bus, metro, taxi or public bike to avoid the daily gridlock on the roads. Reachability is the next step: how can passengers, by using the various modes, reach their destination as efficiently as possible?



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Travel time

- 1 **Multimodal ticket paid via 1 app/SMS**
 - Pay entire multimodal journey via mobile or smartphone
 - Fewer ticket desks needed
 - Automated ticket control
- 2 **Smart data information on the best route to take**
 - Overview of most popular routes
 - Tailor routes on an hourly and daily basis
- 3 **Track & Trace**
 - Trace modes of transport in real time
 - Inform passengers on exact time of arrival and location
 - Ability to recalculate multimodal journey
- 4 **Video surveillance with special event recognition**
 - Recognition of unsafe events, eg. fight on a bus
 - Enhance safety of drivers/conductors and passengers

Know your passengers

Smart data as a source of information on passenger traffic flows:

- Which routes do travelers use the most?
- Where do passengers stop most frequently?
- Where are the traffic jams?
- Are there enough employees at the ticket desk?
- Which advertising space can generate the most revenue?
- Where are passengers waiting?

Passenger privacy
Privacy is respected as all the data is processed anonymously.

Connected life

- 5 **Sponsored static Wi-Fi**
 - Free Internet access for passengers at stations, airports, hubs, etc.
 - Internet offer paid by a third party
- 6 **Interactive media screens**
 - Passengers get or search info on timings, roadworks, prices, etc.
 - Offer entertainment
 - Create advertising opportunities
 - Information managed centrally
- 7 **Devices and SME in the Cloud**
 - Offer devices, Internet and cloud access to your customers, so they can access their work environment
- 8 **Mobile card for taxis to offer infotainment**
 - The taxi is a secure place to work and play online
 - Servicing
 - Extend Wi-Fi access for passengers

Operational efficiency

- 9 **Mobile worker solutions**
 - Be mobile while working anywhere, anytime
 - On a normal or ruggedized device
 - On a private and secured network (mobile/Wi-Fi)
- 10 **High availability network with backup**
 - Ensure all info is transmitted at all times
- 11 **Video surveillance with facial recognition**
 - Identify your staff
 - Ensure security of offices, depots, garages, etc.
- 12 **Push-to-Talk**
 - Tool on smartphone
 - Communicate with one or more colleagues at once
- 13 **Track & Trace**
 - Trace modes of transport in real time
 - To optimize routes
 - To enhance punctuality

