



ERICSSON

# Open Data

- Optimising Use, ITS  
Programme director: Jan-Bert Dijkstra
- Ericsson Media & Applications  
Business Development Director Automotive: Tim Wouda
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• Smartly and smoothly from door to door



## Open Data policy

- For everyone
- As is
- Free (already paid for)
- From public sources

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## Relevance of open data

Data is the fuel for all relevant commercial services:

- Open access to all
- Standardized to minimize conversion costs
- Mix public with private data
- Public private partnership

Additional benefits:

- Lowering public expenditure on public data collection
- Phase out of public road side displays
- More accurate forecasting, short term and long term





## Functioning value chain



Data collection

Data enrichment and distribution

Delivering the information

Traveller uses services



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## The role of the Government

- Cooperating with service providers
- Responsibility for quality, continuity and access of data
- Especially critical data (eg. incidents, roadworks, speedlimits)
- Create geographical scale



# ITS MARKET PLACE ENABLED BY OPEN DATA



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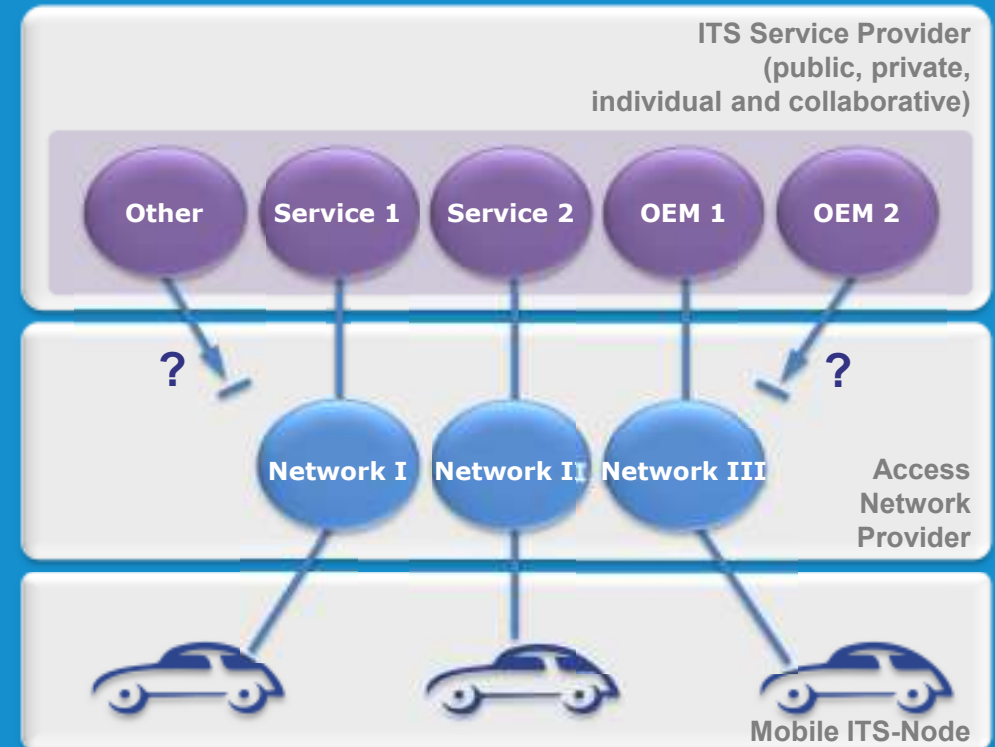
# STATUS QUO

## SILOS HINDERING BUSINESS UPTAKE



Business Models failing today:

- Isolation of services & data
- No re-use of hardware, platforms & communication costs
- No synergies on service enablement (provisioning, security, billing, ...)



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# EVOLVE TO OPEN DATA NETWORK ENABLING A VIRTUAL MARKET PLACE



Institutional  
Rolemodel

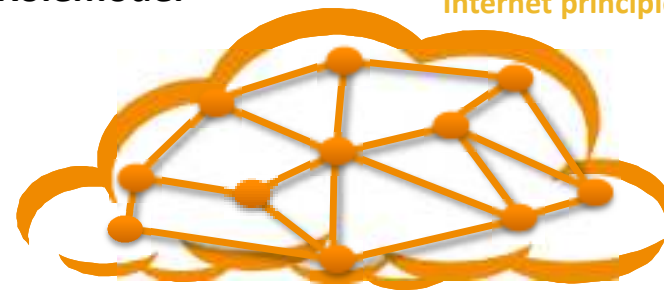


Industry



Technical  
Rolemodel

Internet principles



User



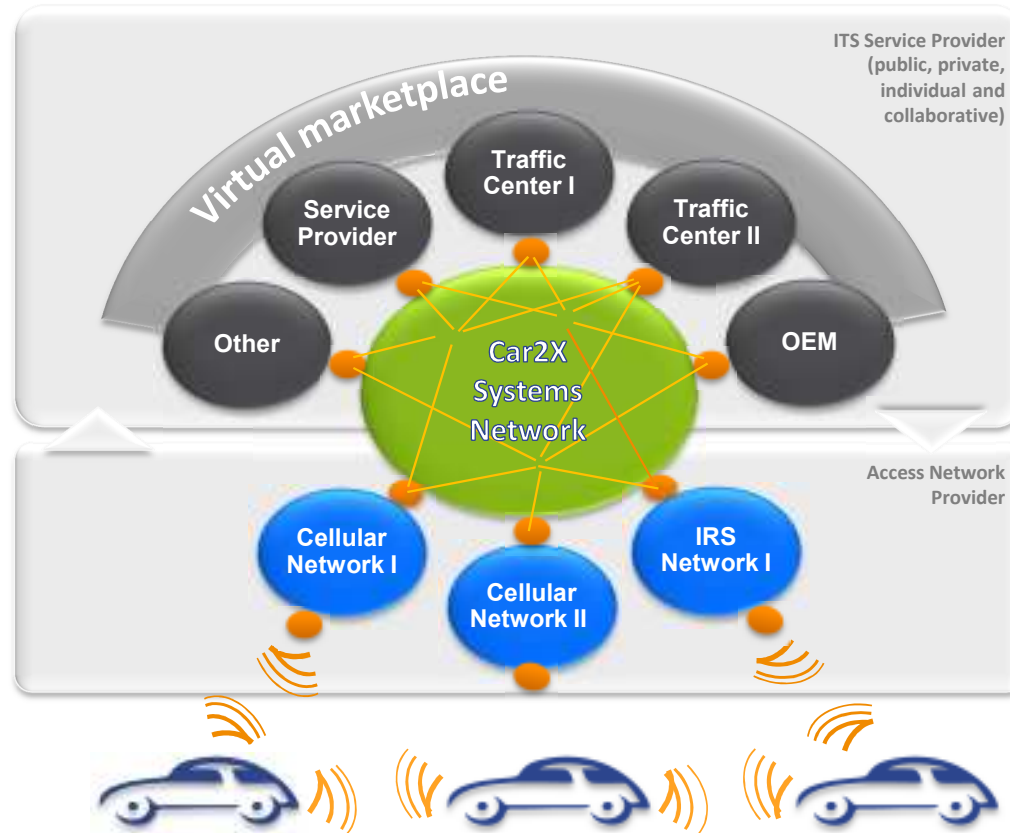
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# EVOLVE TO OPEN DATA NETWORK ENABLING A VIRTUAL MARKET PLACE



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# BUNDLED TRANSPORTATION SERVICES

## IMPROVE BEHAVIOR, COMFORT & SAFETY



### Start today

- Offer “Public personal transportation“
- With attractive bundled transportation services
- One payment! Simple!
- Using any transportation partner



### Using existing technologies

- Benefit from mature industries like telecom
- Facilitating an open broker model
- ... enabling the open market place



### Ericsson Transport Transaction Cloud

Enables co-modal transport offerings to citizens, commuters & visitors.

Includes services for service bundling, pricing, payment, settlement and usage statistics.



# REALIZING COOPERATIVE ITS



Key enablers:

- › Improved Attractiveness
- › Improved Competitiveness

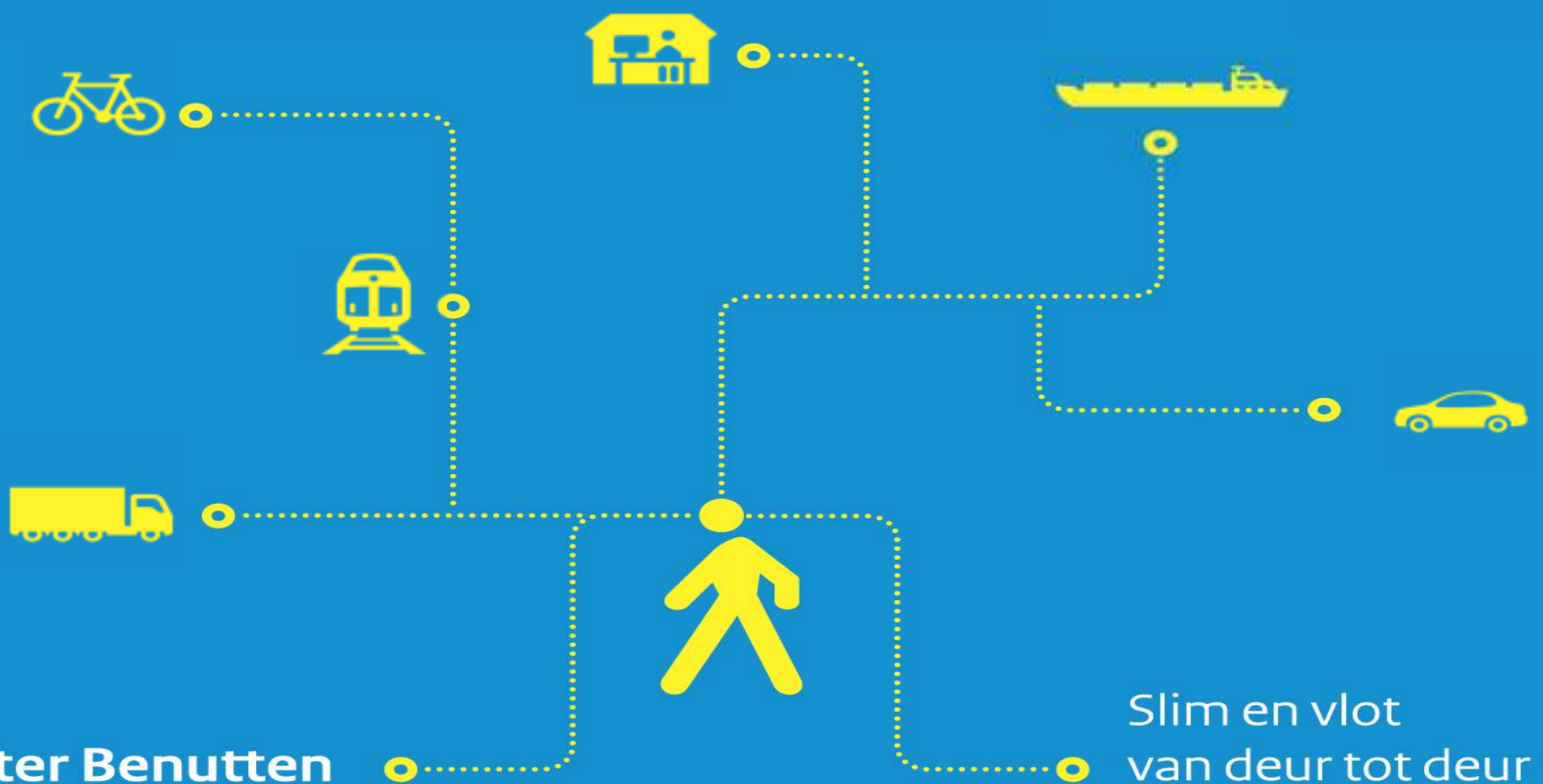
Realize today by:

- › Open market place
- › Proven technology from telecom

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Slim en vlot  
van deur tot deur