

North of
England
Transport
Summit:
*Transforming
travel and the
areas we live in*

FUJITSU

shaping tomorrow with you

Neil Connor

Feb 2020

Transport operators lack confidence when implementing new technology



Driving a trusted future

Trusted Future

Executive Discussion Evening



Driving a trusted future in a radically changing world

Driving a trusted future in a radically changing world

The world is on the verge of chaos. We're being rocked by new technologies, mushrooming data and the forces of globalisation. The political landscape, our businesses and the way we live our lives are all being disrupted.

<https://www.fujitsu.com/uk/microsite/trustedfuture/>

What would improve public transport and encourage modal shift?

We asked our employees
& families

What would make you more likely to switch from car to public transport?	
Quicker end to end journeys	60%
More frequent services	53%
Cheaper cost per ride	52%
Fewer modes of transport required per journey	44%
Impact on Environment	42%
Bus stop/train station/public transport closer to home	40%
Better journey information	28%
Easier to purchase a ticket/journey	26%

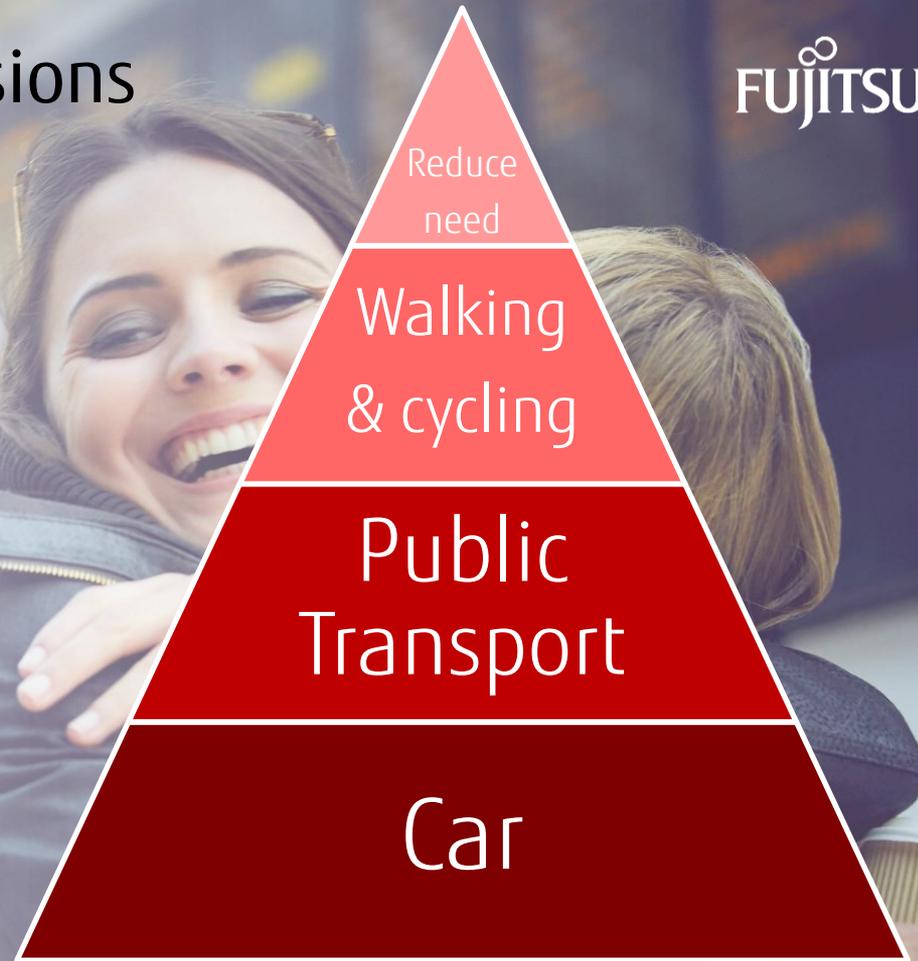
Use information to influence behavior

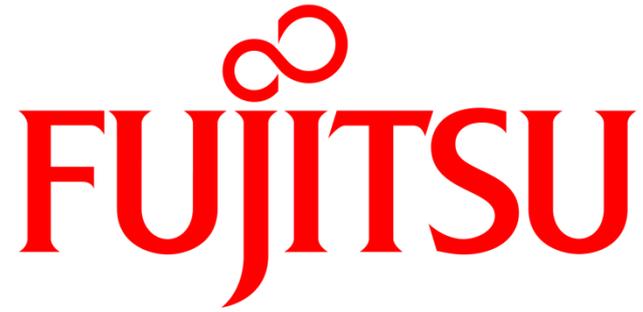
FUJITSU

Trusted information
Timely, accurate,
relevant, easy and
Intelligent

To help make informed decisions

Adoption in phases
Involve your customers early
to encourage innovation
and manage risks



The logo features a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a bold, red, serif typeface. The letter "J" is stylized with a long, sweeping tail that extends downwards and to the left.

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