

A young child wearing a red and blue striped knit hat is looking out a window. The window is covered in condensation, and the child's face is partially obscured by the glass. The child's expression is thoughtful and focused.

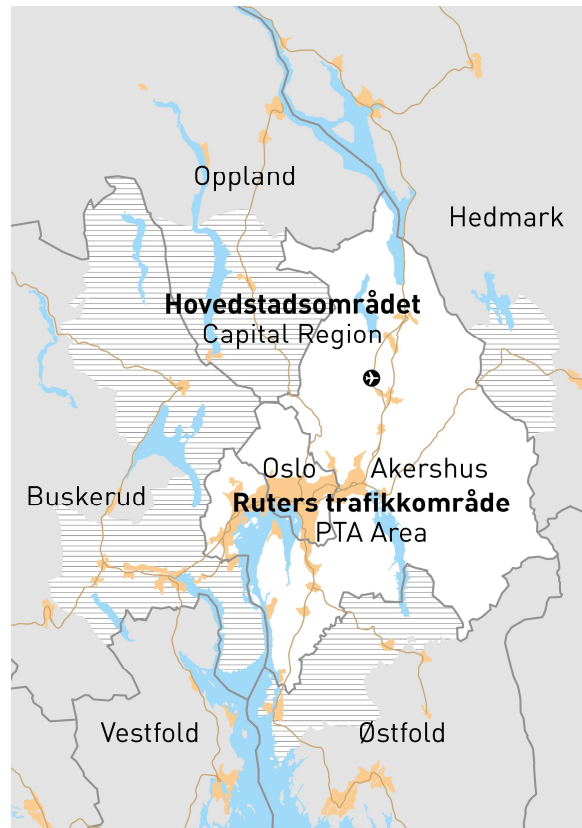
# Innovating for the future

Dialog conference November 13th 2018

Bernt Reitan Jenssen, CEO of Ruter AS

Ruter#

# PT in the Norwegian Capital Region



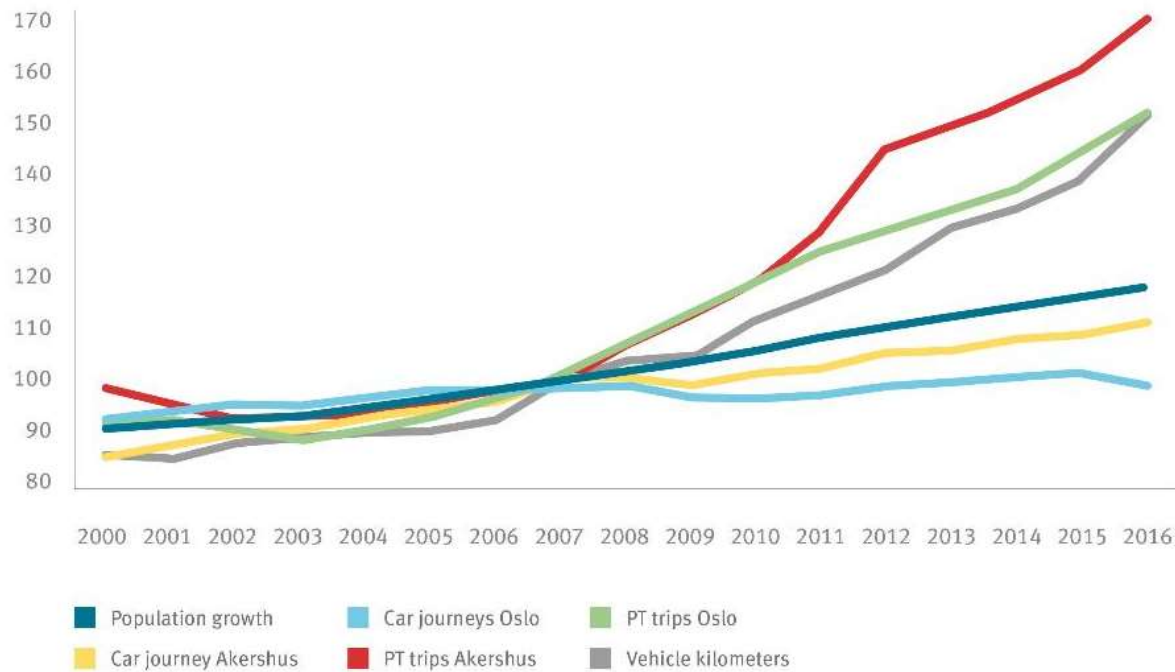
## Oslo + Akershus

Population 1,25 mill  
2 counties  
22 + 1 municipalities  
100 km north to south

Ruter plans,  
coordinates, orders and  
markets public transport  
in Oslo and Akershus,  
ownership 60/40 %.

**Ruter#**

# More than 50 % increase in public service trips since 2007 – we are surpassing the car



**Ruter#**

# 371 million passengers (boardings) 2017



**Ruter#**

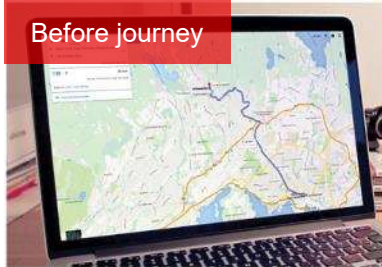




Enable our  
customers to live  
their lives by  
providing them  
with the freedom  
to move around

**Ruter#**

Before journey



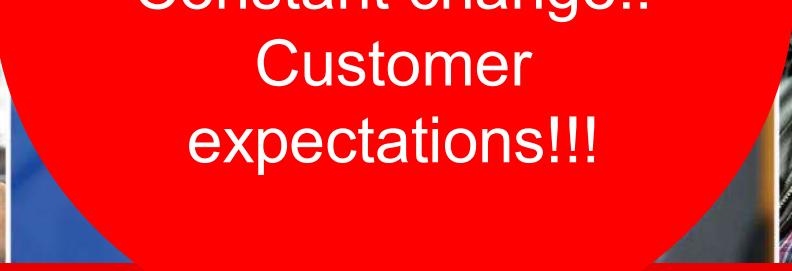
During journey



After journey



Increased complexity!  
Constant change!!  
Customer expectations!!!



Backstageprocesses





# Key drivers for mobility solutions



## Urbanization

People move to cities and live urban lives.



## Digitalization

New digital technology strongly influence all aspects of operation, development and use of mobility services.



## Individualization

People focus on themselves and take responsibility for their own lives.



## Sustainability

The regional attractiveness focusing on environment and sustainability.

**Ruter#**

# Digitalization will create new needs and opportunities for marked development

**BIG DATA**



**INNOVATION**



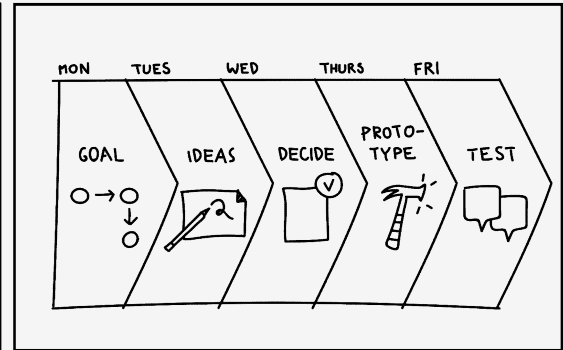
**REPUTATION**



**AUTONOMY/ SMART**



**BUSINESS MODELS**



**COMPETENCE & CULTURE**



**We know less about the future than ever before.  
When will the dam break and what happens then?**

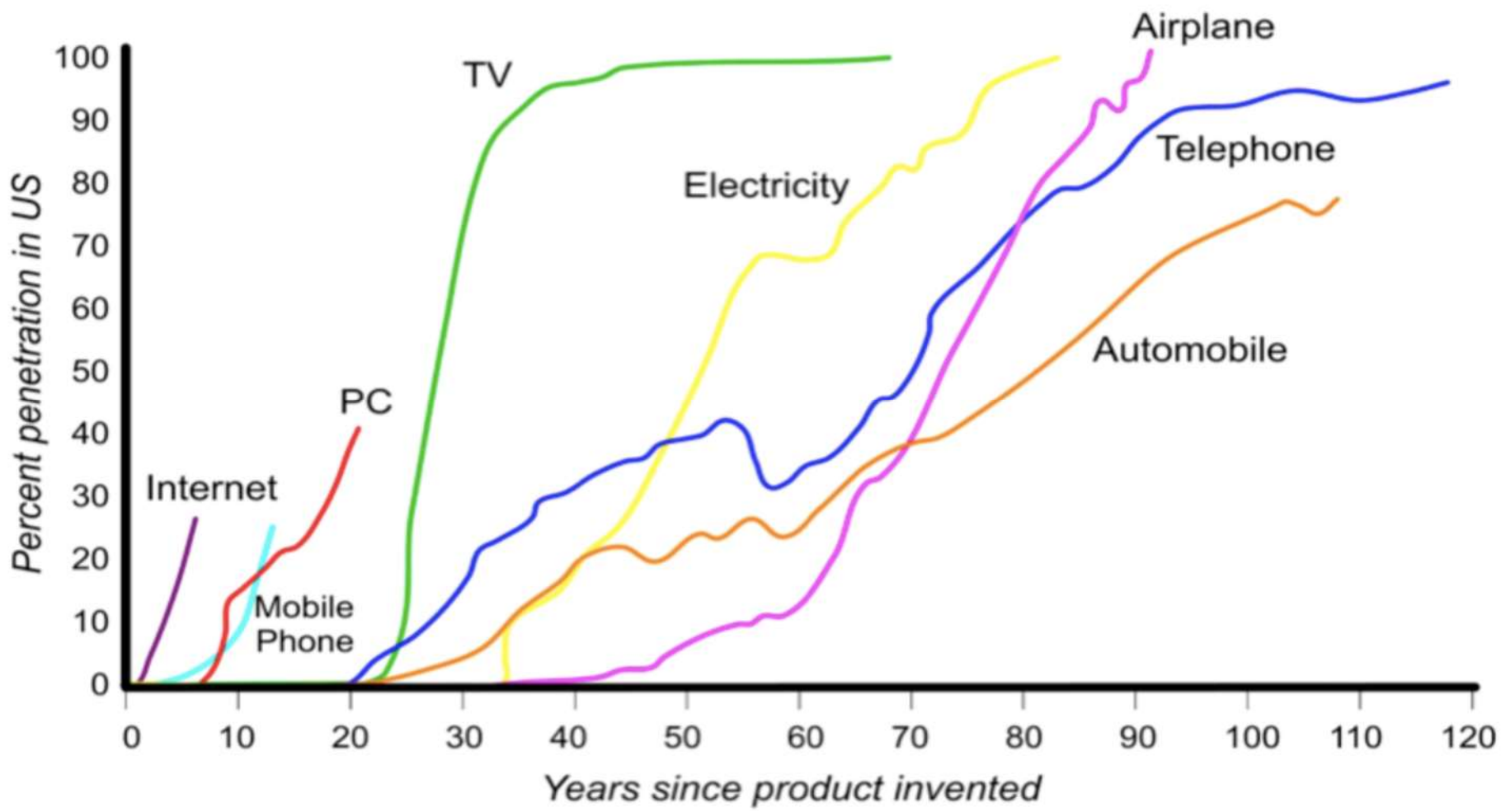


# Our travelers have the technology

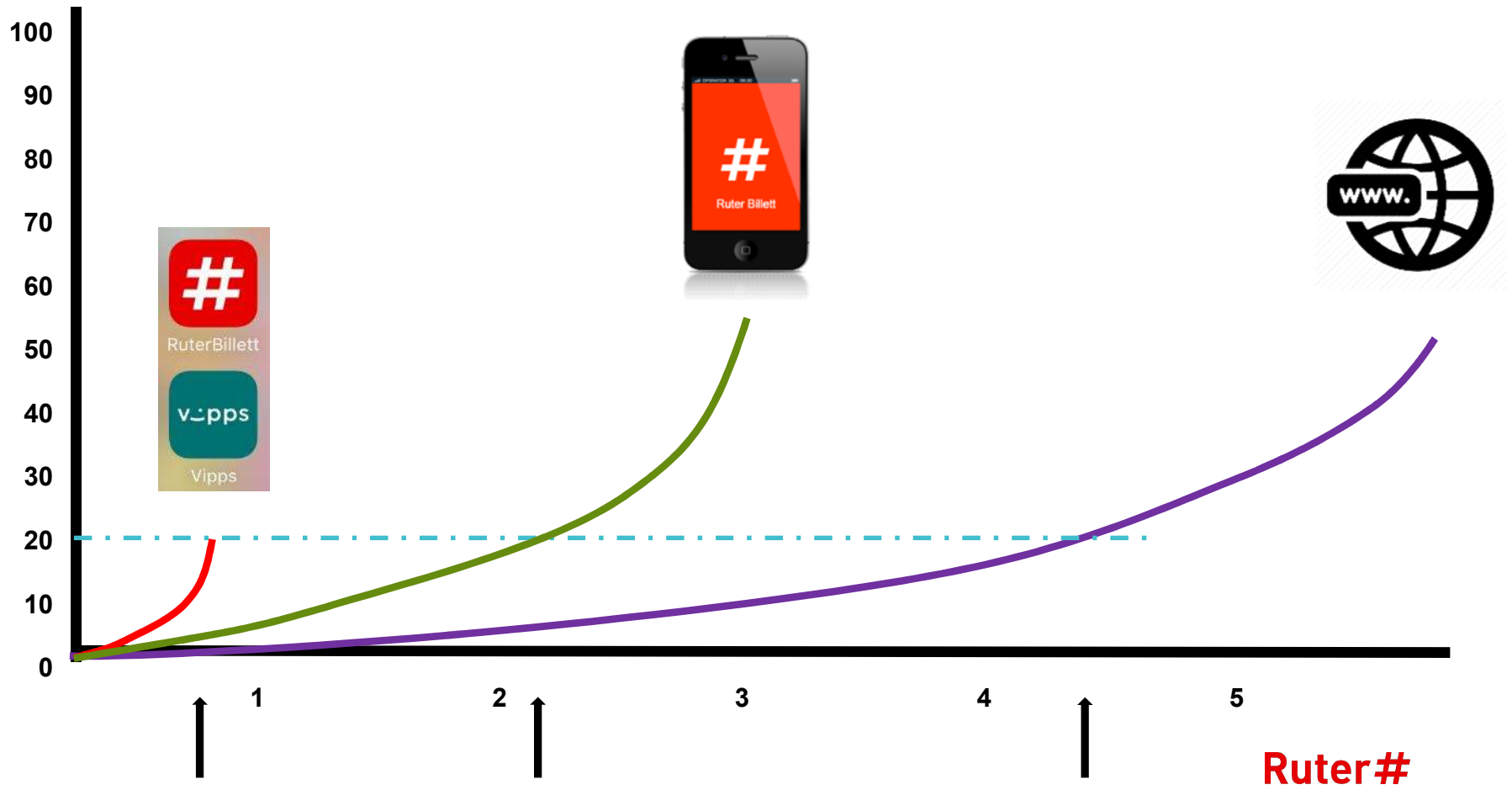
- 89 % of the population have a smartphone

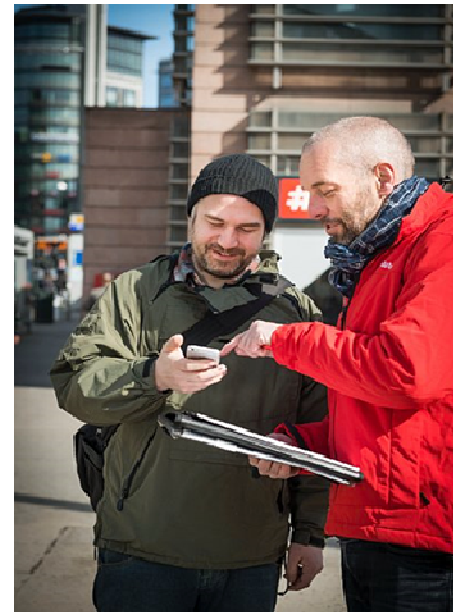


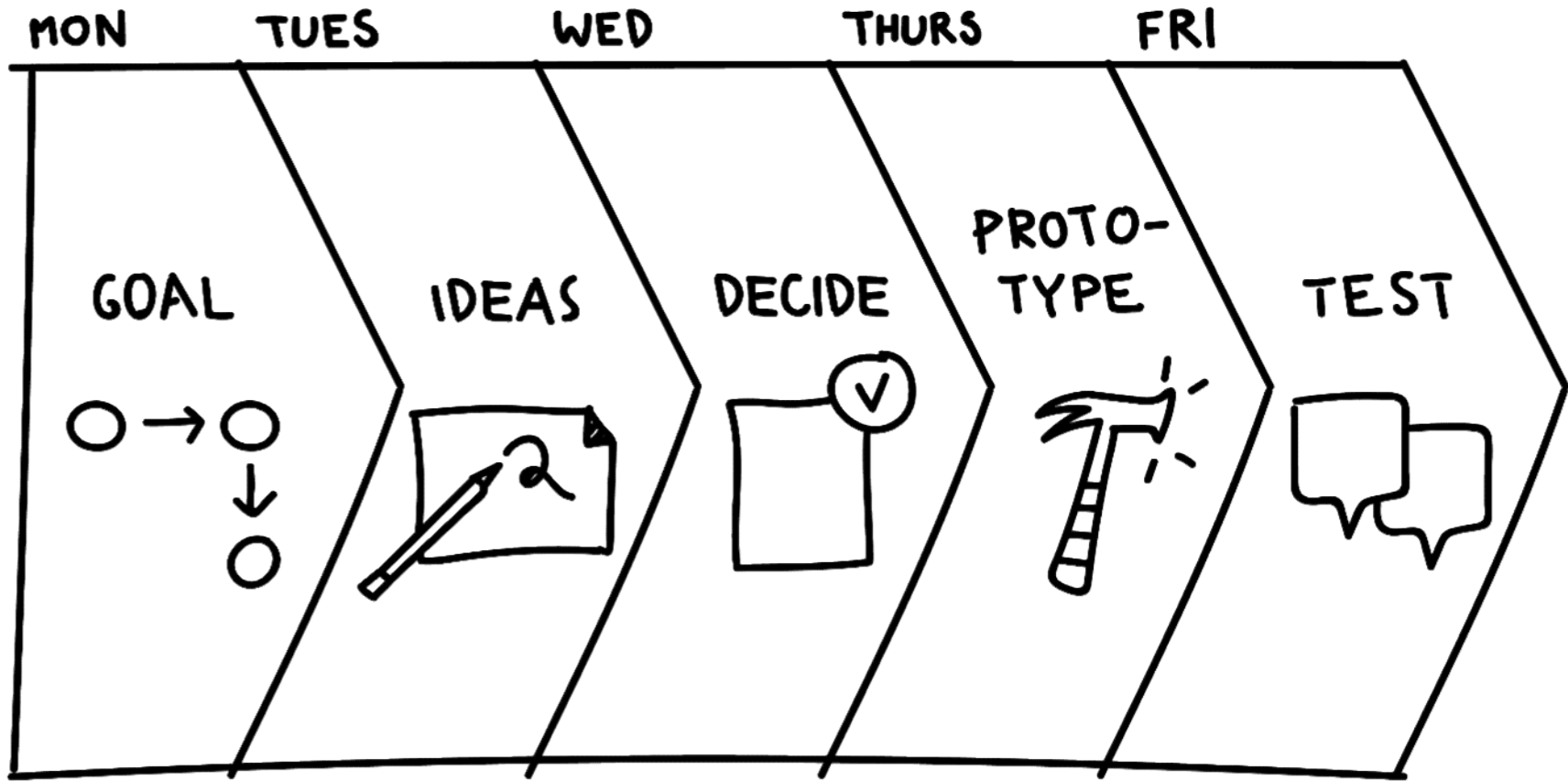
**Ruter#**











Ruter#

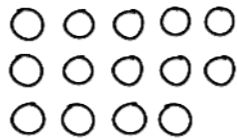


4



projects

14

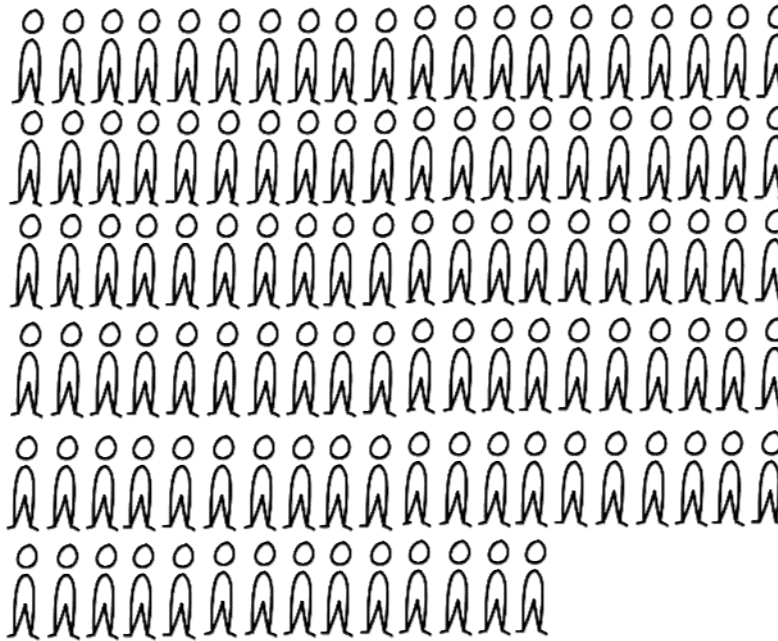


design sprints



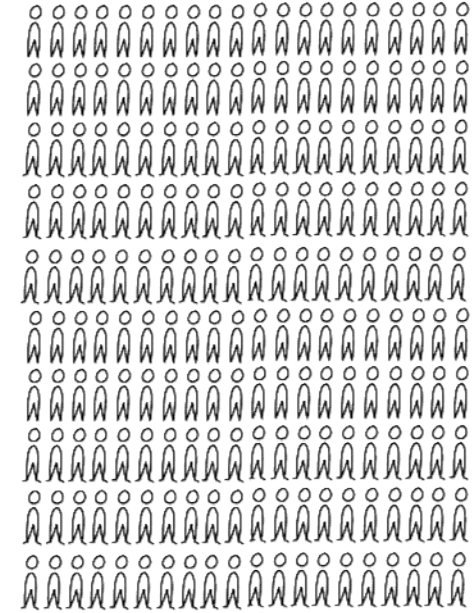
300

ideas



114

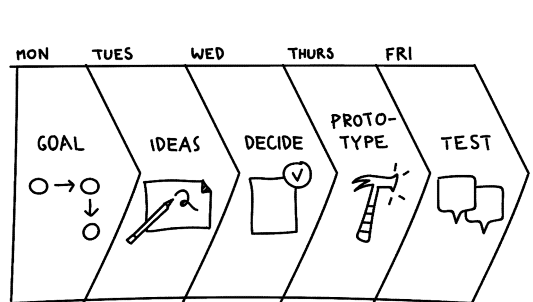
people tested and interviewed in depth



200

people guerilla tested and speed interviewed

# We need to move faster ...

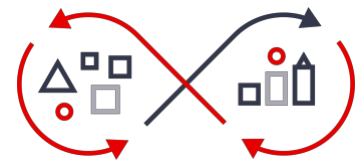


**Designsprint**  
1 uker



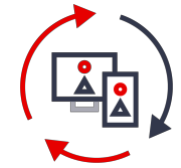
5-dagers prosess for å besvare kritiske forretningspørsmål gjennom design, prototyping og testing ideer sammen med et team, kunden og sluttbrukere.

**Lean Service Design**  
3-12 uker

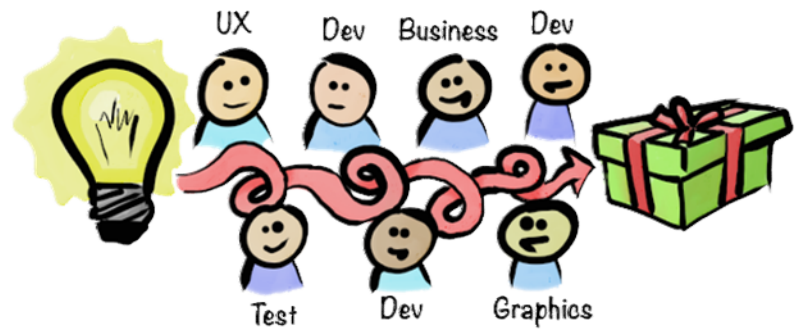


En smidig og brukersentrert metode for å utvikle løsninger frem til et nivå hvor de kan implementeres og settes i produksjon.

**Lean Startup**  
6-12 uker



En smidig produktutviklingsprosess hvor man bygger raske iterasjoner av en løsning for å teste dem i markedet så fort som mulig.



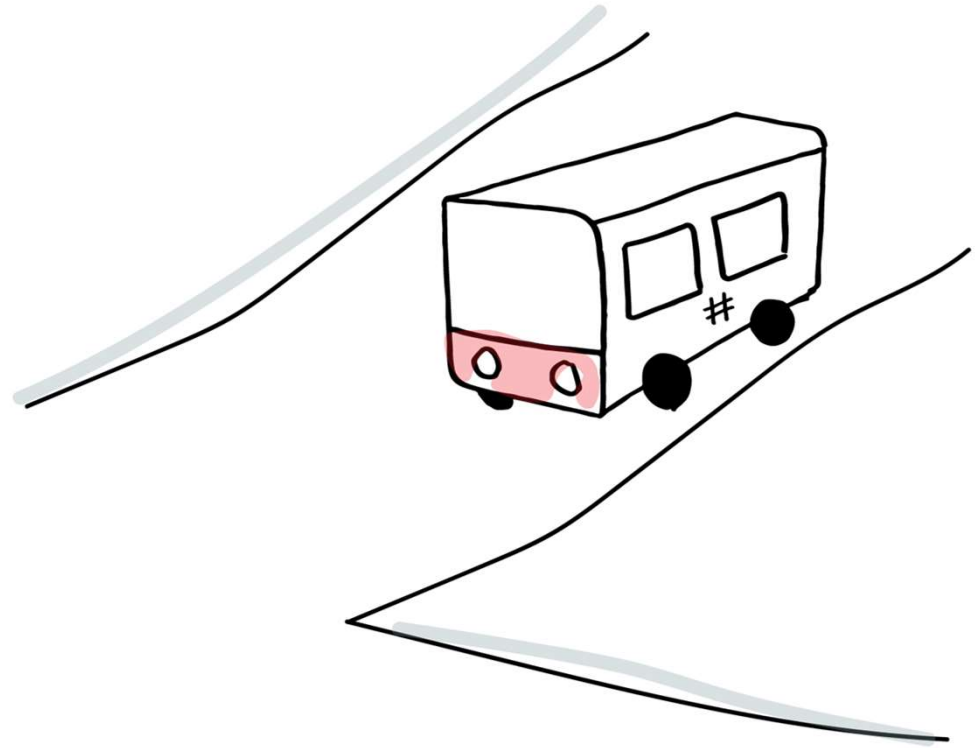
**Ruter#**

Create  
services that  
take care of  
people and  
their daily  
life needs



**Ruter#**





**Ruter#**



**Ruter#**



## Velkommen!

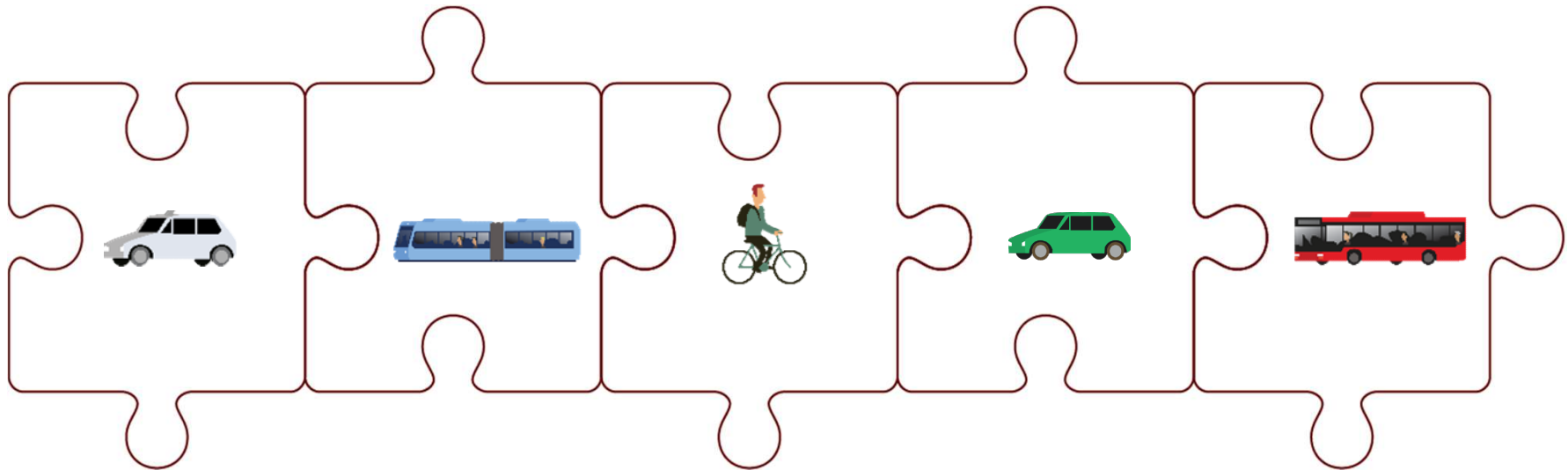
RuterPilot kobler seg til bussen og kjøper automatisk en enkeltbillett til deg i det du går på.

Så enkelt er det!



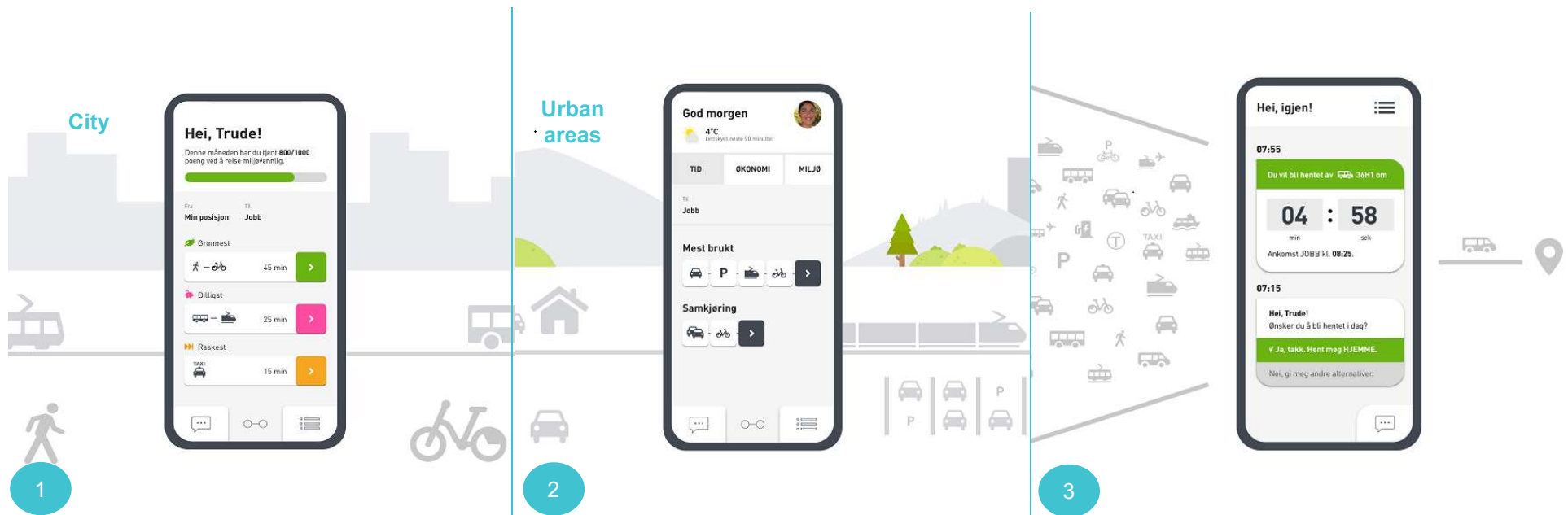
## How can we reduce the usage of private cars?

Our respons – smart, flexible, emission free and integrated



**Ruter#**

# Piloting life without owning a car



**Ruter#**

# Insights about needs and behaviour – customer co-creation



2  
3



2  
4



The future green mobility will need cooperation between public and private players – including R&D

“Strategic use of marked power, innovation in public procurement processes, promote learning and test new technology is the road to be prepared for the future”



# Sustainable freedom-of-movement

## UN sustainable development goals

- Our contribution-

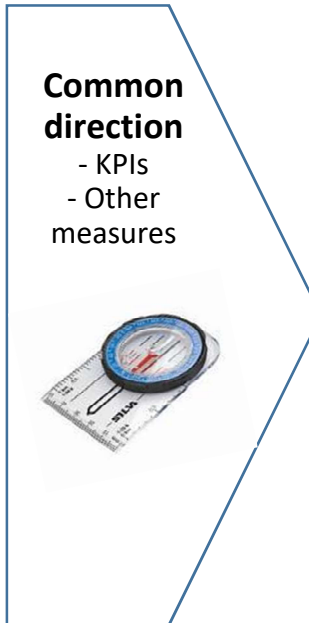
Effect



Why

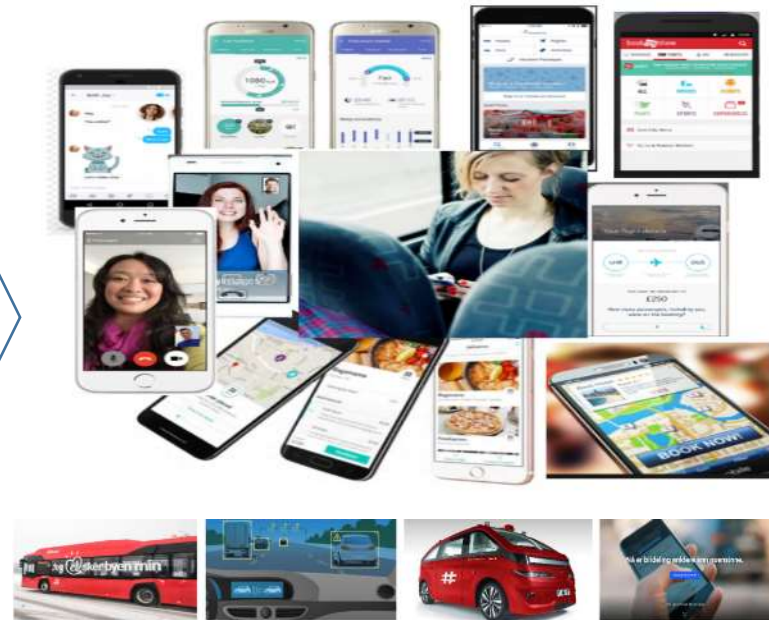


How



## The future

- Mobility is changing – what kind of future are we creating as a publicly owned company?





## CITY VISION

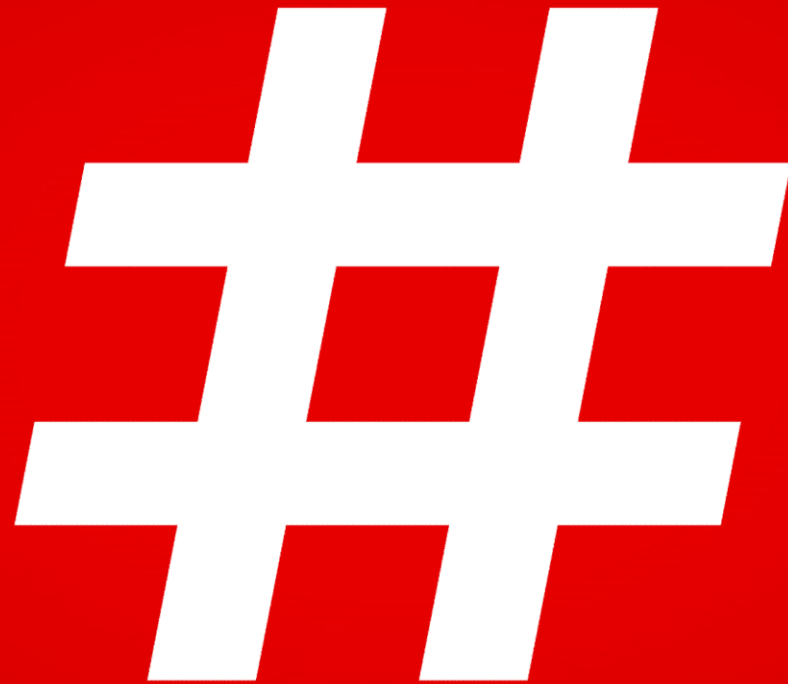
Reducing emissions and improving quality of life are the key objectives

**OSLO**



An initiative of the  
European Commission







## Designsprint

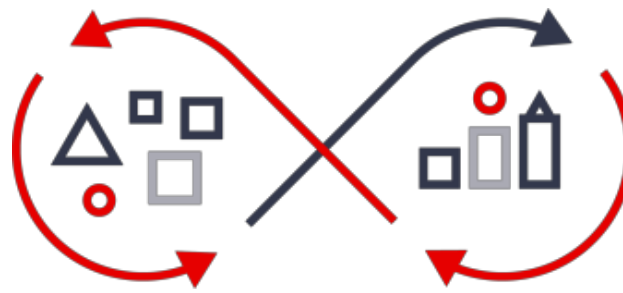
1 uker



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## Lean Service Design

3-12 uker



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