

# SCHEIDT & BACHMANN



—FAREGO

**What am I going to do??**

**LIST IT!**



# Smart Cities – New Requirements

Demographic  
Change

Population  
Increase

Urbanisation

# Setting the Stage...

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- Growth of Population in two key demographics (Baby Boomers & Millennials)...
- Need an expanded distribution network with lower cost of operations...
- Dwindling Resources for Supporting Legacy System...
- Need to show Innovation...

# Millennials Market Statistics

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- ...touch their mobile phones avg. 45x per day...
- ...87 percent use Facebook, with 53 percent on Instagram, 37 percent on Twitter and 34 percent on Pinterest...
- ...since 2001, the percentage of new auto registrations in the 18-34 age demographic has been nearly halved, **falling from 24% to just 13% of the market.**

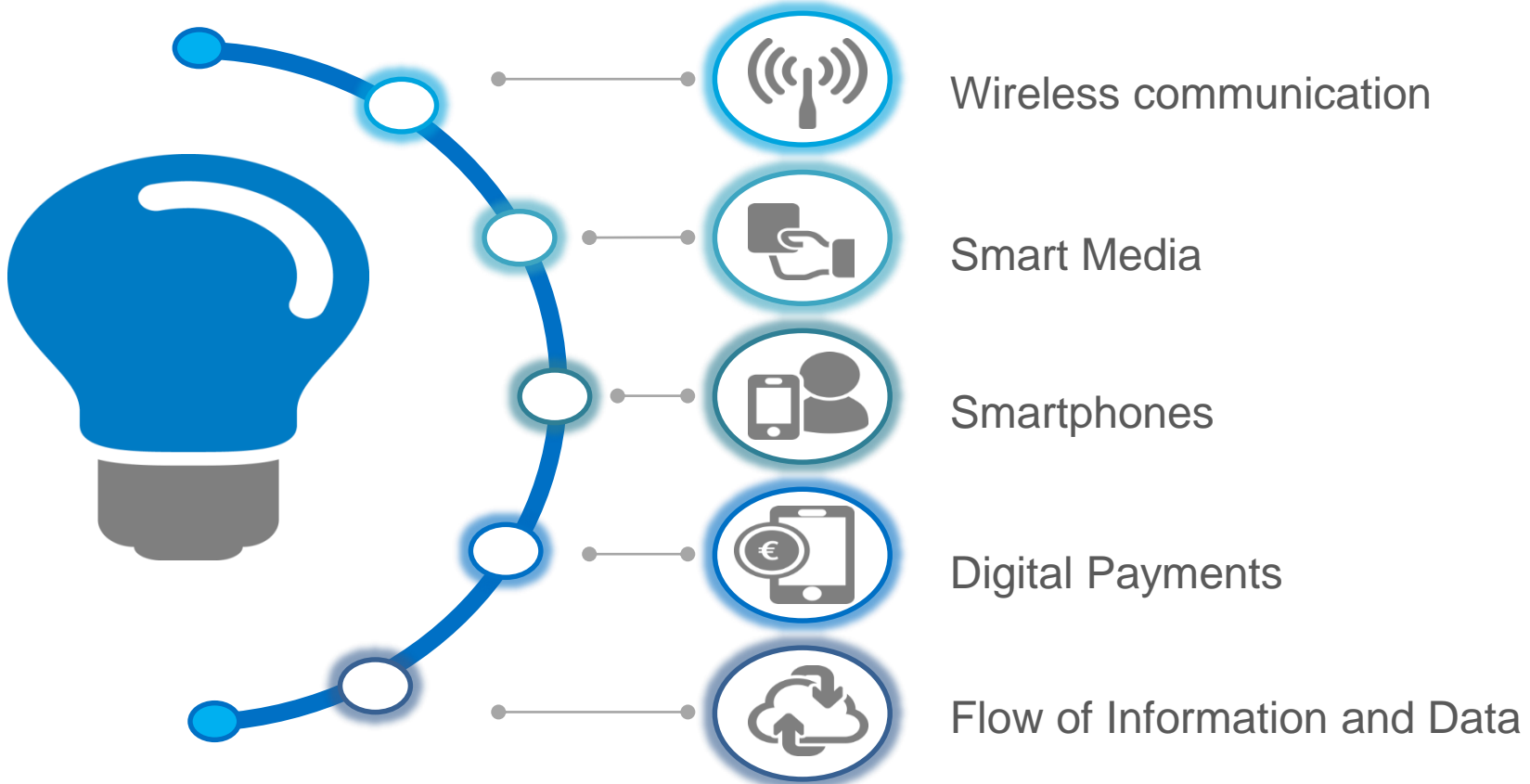
# Baby Boomer Market Statistics

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- ...are retiring and moving back to the cities they left when they started families.
- William Frey - a demographer at the Brookings Institution - described the trend as a “180 degree” switch from the exodus to the suburbs over the last decade.
- 2015 Pew Research survey showed that 33% of Baby Boomer respondents stated that they are willing to make a mobile payment IF its to a trusted source...

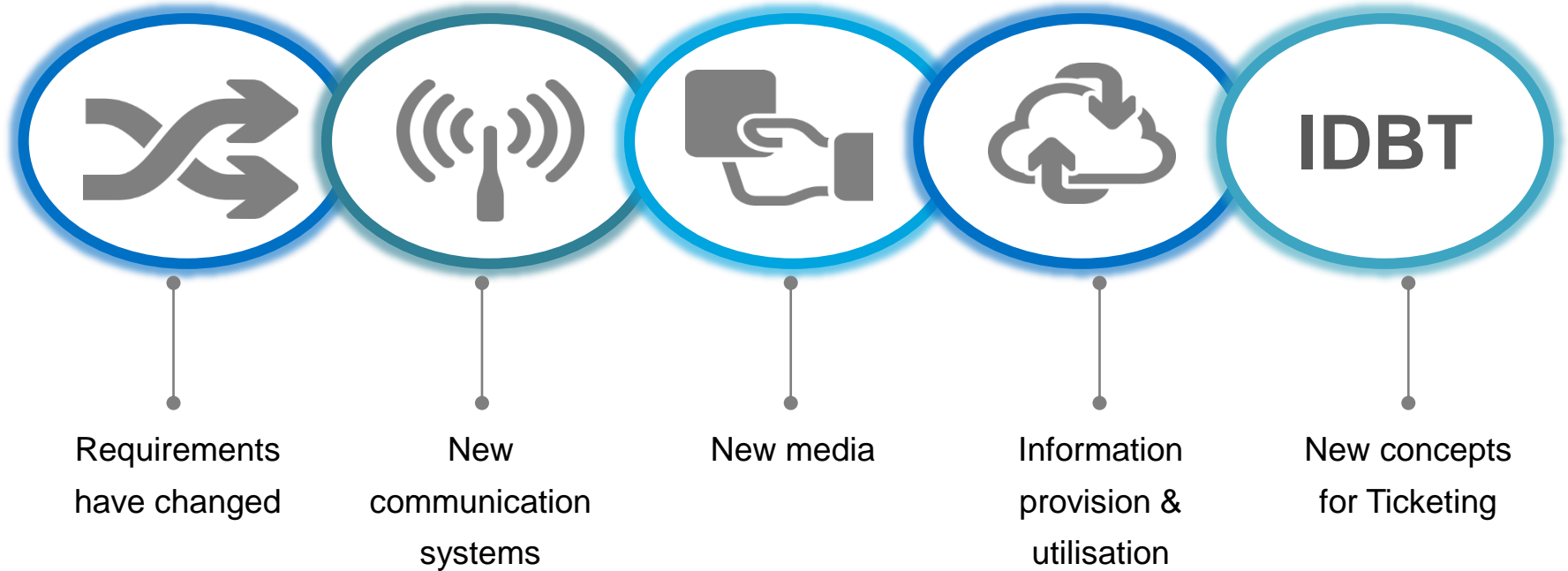
# Key Influencing Trends

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# Interim conclusion

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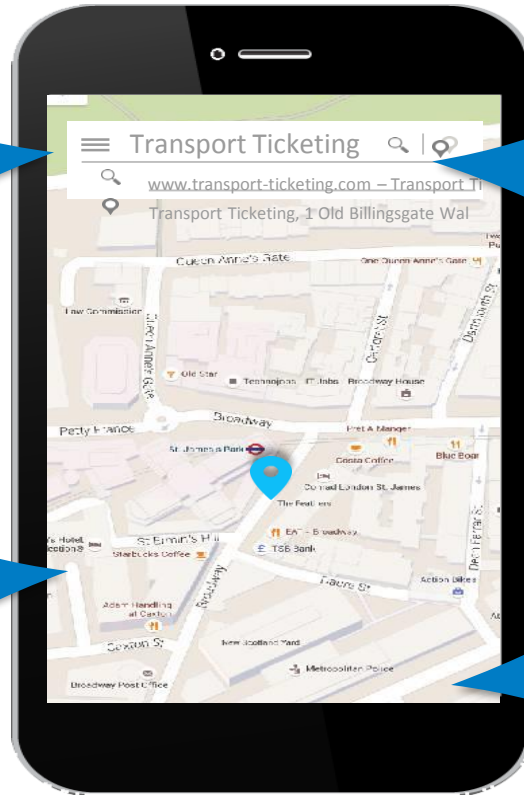
# Information utilisation – an example



Metro Circle Line on time   
Bus 769 3 min. late   
Congestion on  
Tower Bridge Rd



90% Rain Probability 



  
Congestion on  
Tower Bridge Rd

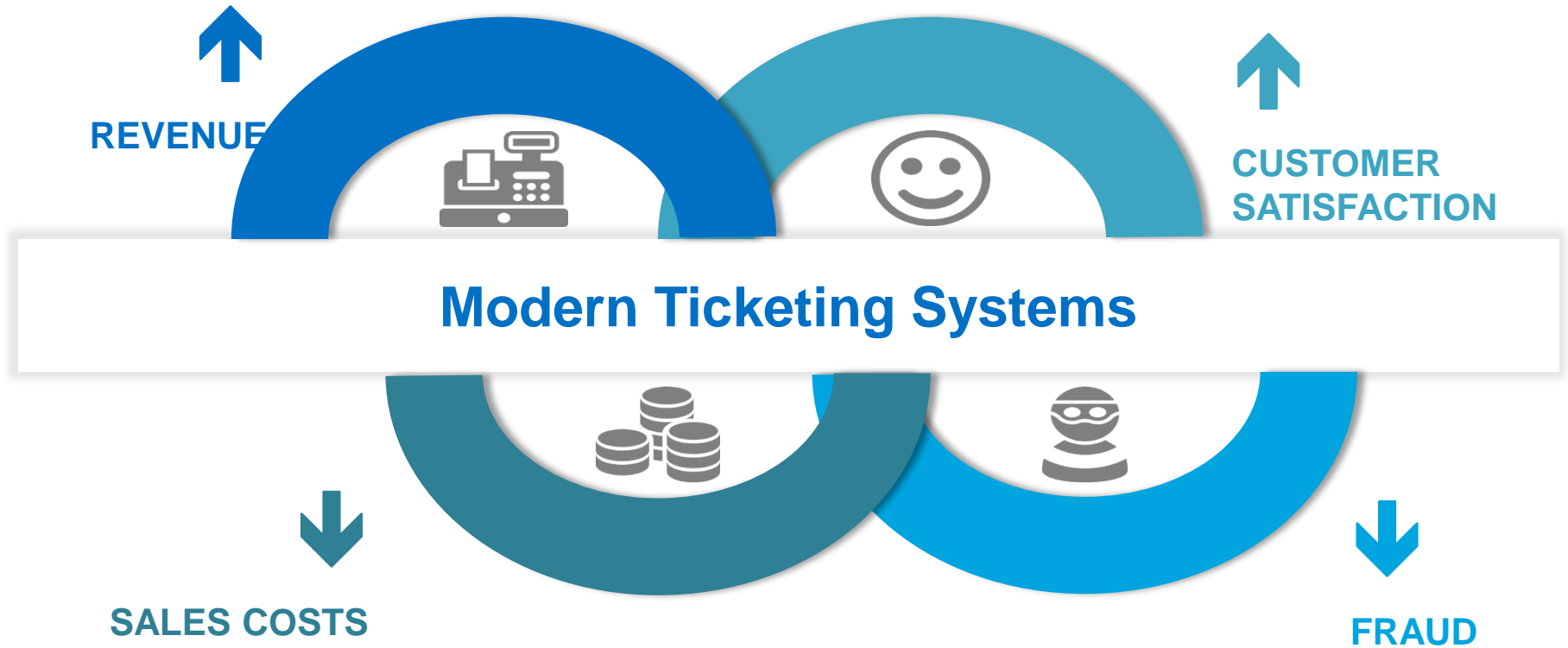


  
90% Rain Probability



# Objectives of Modern Ticketing Systems

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# Risks vs. Reward....

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- Often a longer transition plan vs. upgrading...
- Customer transition and functionality awareness building
- How does this impact me??
- Transitional Costs
  
- Benefits of future proofing...
- Longer lifespan vs upgrade / SOGR action