

40 years of ATRON

Navigation with Innovation

Smart Industry
Zagreb 06/10/2020



**ATRON's
Smart Solutions
for a better future**

Thomas Müller – Head of Sales ATRON Group

What
we are doing



 ATRON

WE SPEAK PUBLIC TRANSPORT.
WIR VERBINDEN MENSCHEN.



www.atron.com

People Transportation and the flavours of ATRON





Who keeps us busy

Our customers



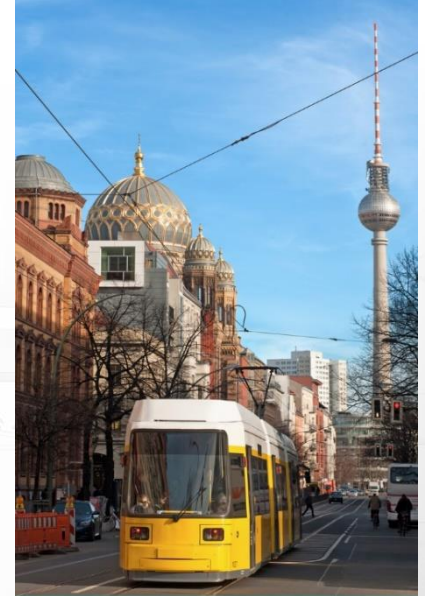
Zagreb (HR)



Hamburg (DE)



Berne (CH)



Berlin (DE)

And some more to keep us busy....




«Misc.» Sweden



Saarbrücken (DE)



«Misc.» Norway



What
keeps us busy

Hype Cycle for Emerging Technologies 2020, Gartner



gartner.com/SmarterWithGartner

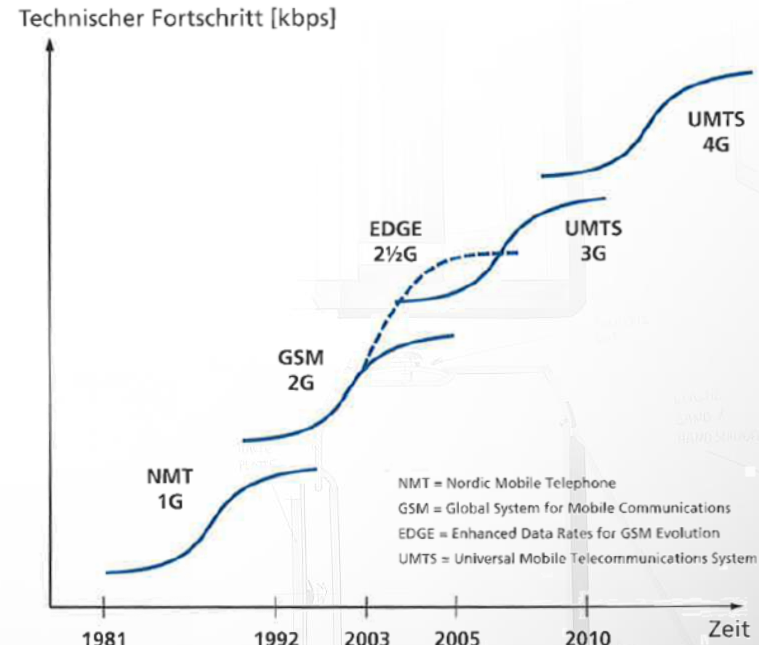
Source: Gartner
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Gartner

Technology Cycles



Source: Spath et al. 2011



Source: Spath et al. 2011

Adaptations within ATRON



3D Printing

Fast Prototyping, Small Series Production



Communication

4G+ towards 5G; network slicing



AI & Machine Learning

Predictions Departures, Endurance and ...

ATRON @Zagreb / HRA

- R&D Location in Zagreb
- Helps us getting through the jungle of emerging technologies
- Good relations to the University





That's it then?

Other trends within the Smart Industry

Risk transition towards the supplier

- SLAs & Contractual Terms
- Duration of commitment

Changes in the procurement

- Buying is dead
- Buyers “self” maintenance is out



Leads to: Predictable cost of *ownership* usage

Next-Generation Procurement



HAVE IT YOUR WAY®

Challenges to address

- More stakeholders involved
 - Legal, Commercial, Finance/Treasury
 - Delivery Departments Project & Service
- Financial impact
 - Costs getting through the acquisition process
 - Risk at stake during delivery & service



A man in a grey suit and blue shirt is running on a city sidewalk, chasing a red double-decker bus. He is waving his right hand and looking back over his shoulder. The bus is moving away from him, and its rear door is open. A woman with blonde hair is visible through the bus window. The background shows a city street with a brick building and a recycling bin sign.

Missed
something?

Organizational Aspects



R&D / Product Management

Portfolio is up-to-date



Acquisition

Managed get new business



Project Delivery

~ 4-6 months implementation time

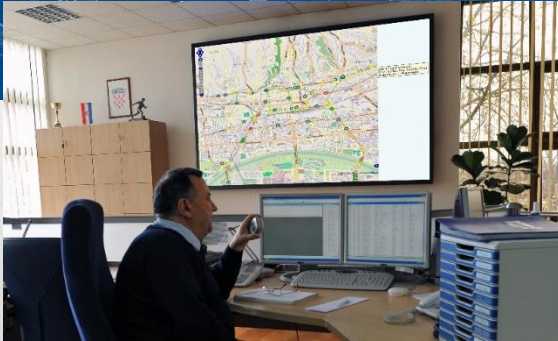


Service Delivery

Using insights for more cost effective delivery

I would say: Absolutely, yes!

Customers



Colleagues in Office



Colleagues on-site



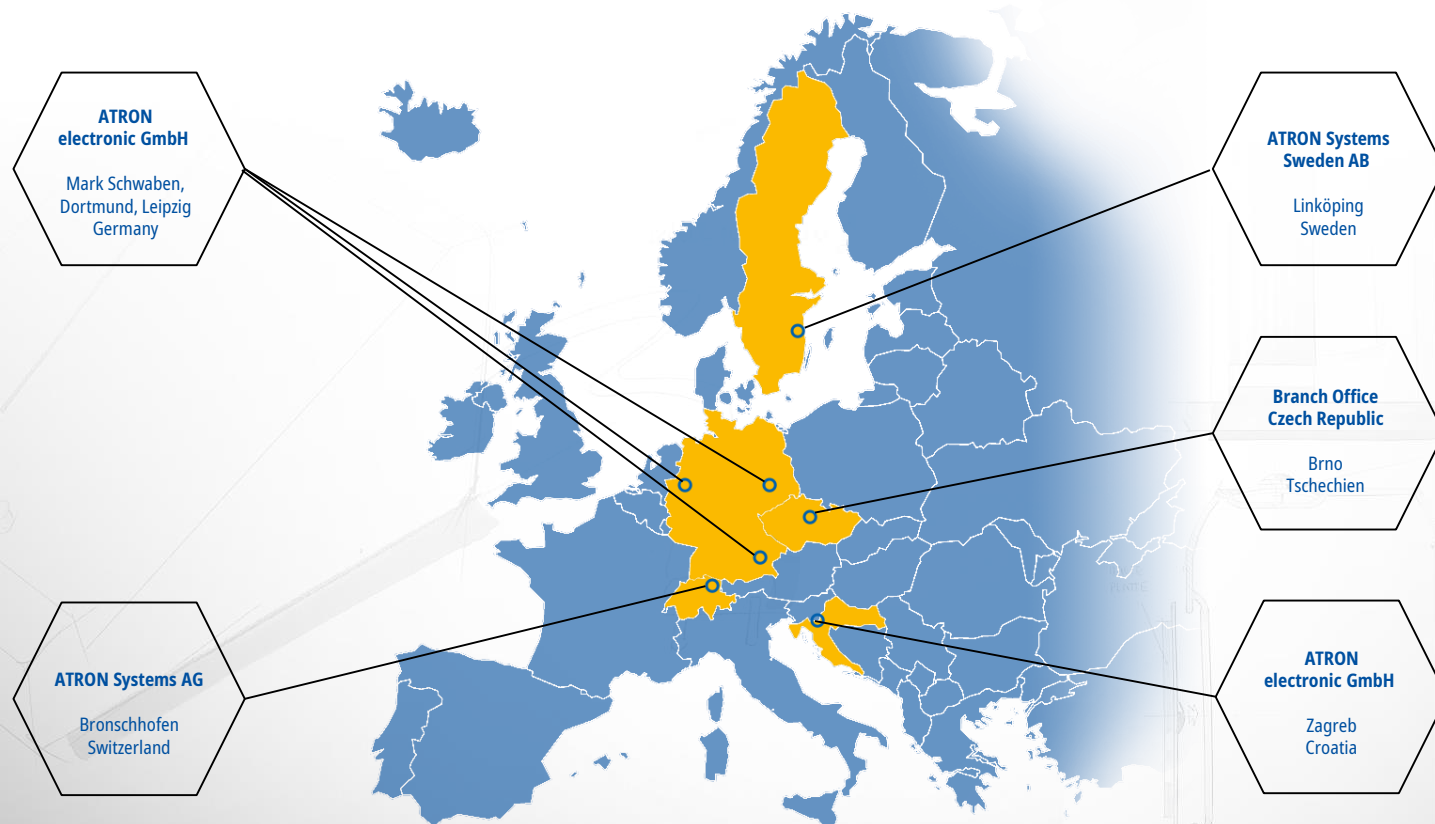


Dolazak		
Linija	Odrediste	
12	Dubrava	0min
13	Dubrava	6min
14	Dubec	6min
4	Dubec	13min

1237
 TRAM
BUKOVAČKA
4 Dubec
5 IZLAZ
7 Dubrava
11 Dubec
12 Dubrava


... our current stop

Our current locations



Some more facts on ATRON



25 Colleagues in Zagreb

- Skilled Engineers & Developers, Project Managers
- 15+ years in Zagreb
- 15+ years a partner of ZET



200+ Colleagues more in

- Czech Republic (R&D)
- Germany (HQ – R&D)
- Sweden / Scandics
- Switzerland



Track Record

- 220 customers
- 40'000 Buses
- 15'000 Terminals and TVMs

Your next stop?

Meet us in person at our booth or online

40
YEARS

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