Hello Scotland,
We're KeTech.

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Even Scientist's Can Be Wrong

01 Don't rely on technology predictions.

02 Adaptability is more important.

03 Invest in capabilities that will evolve.

04 Embrace the 'industry vision'.

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Multiple / Duplicate → **Consolidation / Transformation / Evolution** → **Simplification / Better CX / Value-add**

- Telephone (home & office)
- Mobile (kind of) phone
- Personal Digital Assistant (PDA)
- Walkman or iPod
- Camera
- Alarm Clock & Timer
- Compass & Torch
- Tickets
- Diary & Notebook
- Map & A to Z

Secure Mobile Device
(common OS)

Any Connected Devices

Delivering joined-up real-time information, notifications, location, advice, etc.

By 2030
expected to be more than **10x** 'connected devices' than people on the planet!
=
tons more data
=
a need for AI and Automation

How Does This Relate To Rail Today

- **Historical operational and procurement ‘silos’**
  We still have fragmented information systems
- **Consolidation, or just integration, is a real challenge**
  A barrier to improvement
- **Difficult to eliminate duplication and drive simplification**
  For greater efficiency and better customer experience

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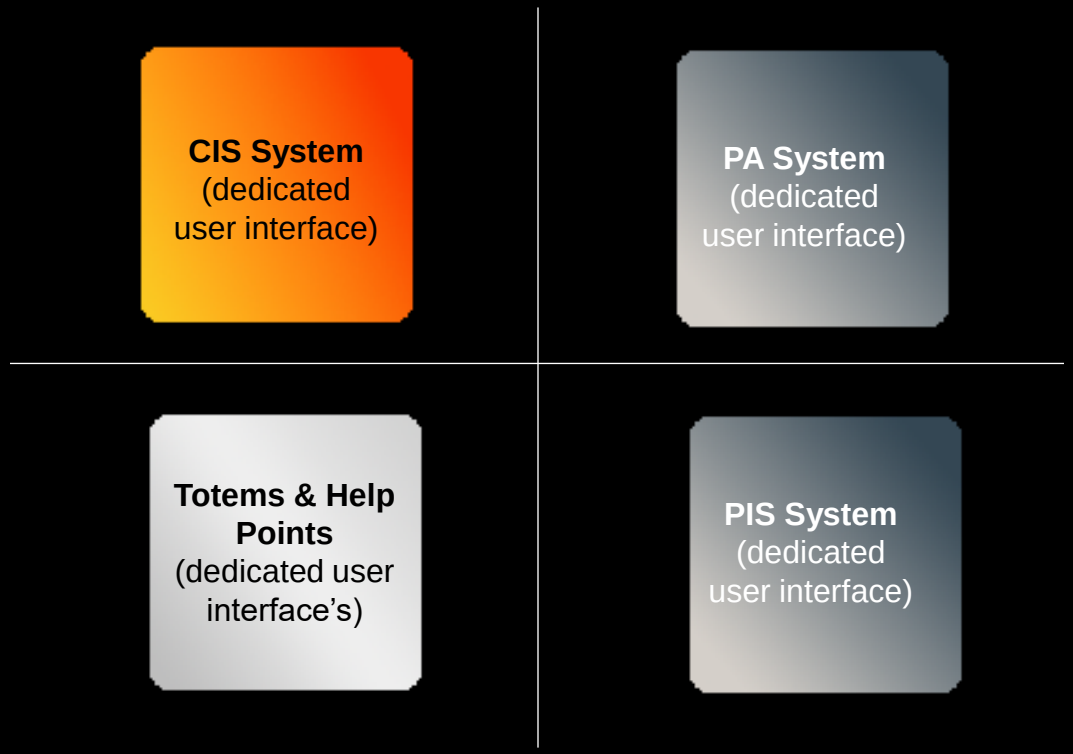
Reality Of Managing Information Systems



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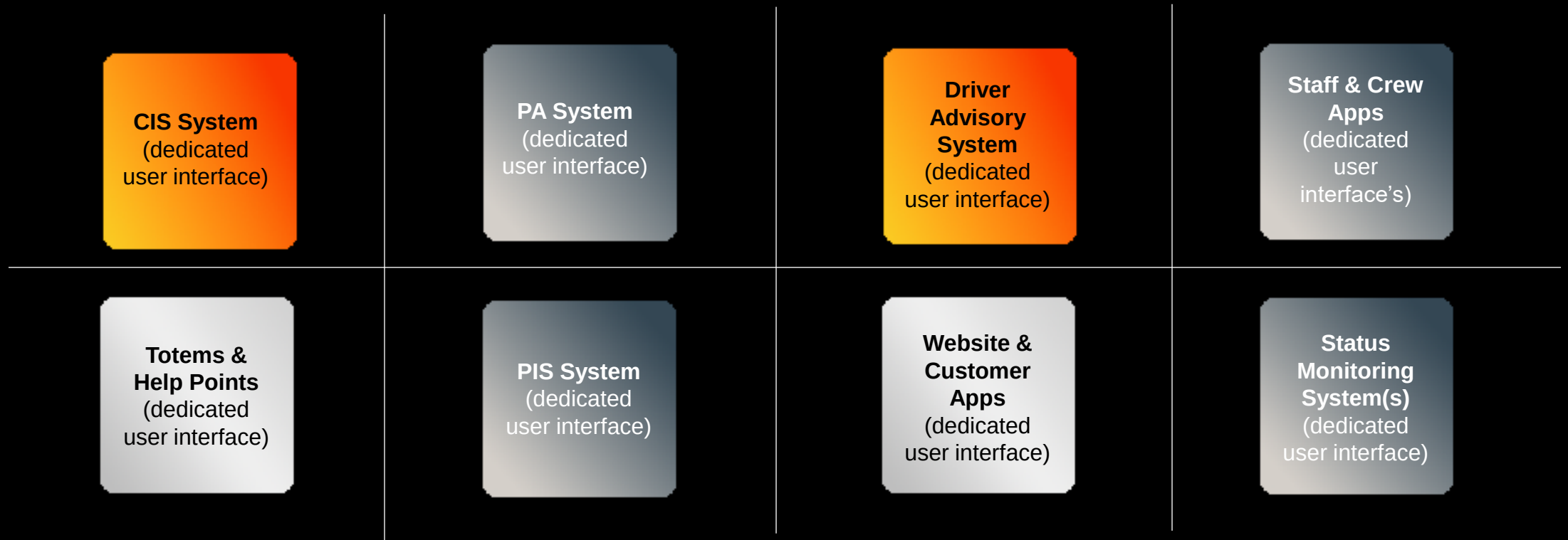
Reality Of Managing Information Systems



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Reality Of Managing Information Systems

8+ stand alone systems & 8+ user interfaces and sets of training.

How can this provide a single source of truth?

How do we consolidate?

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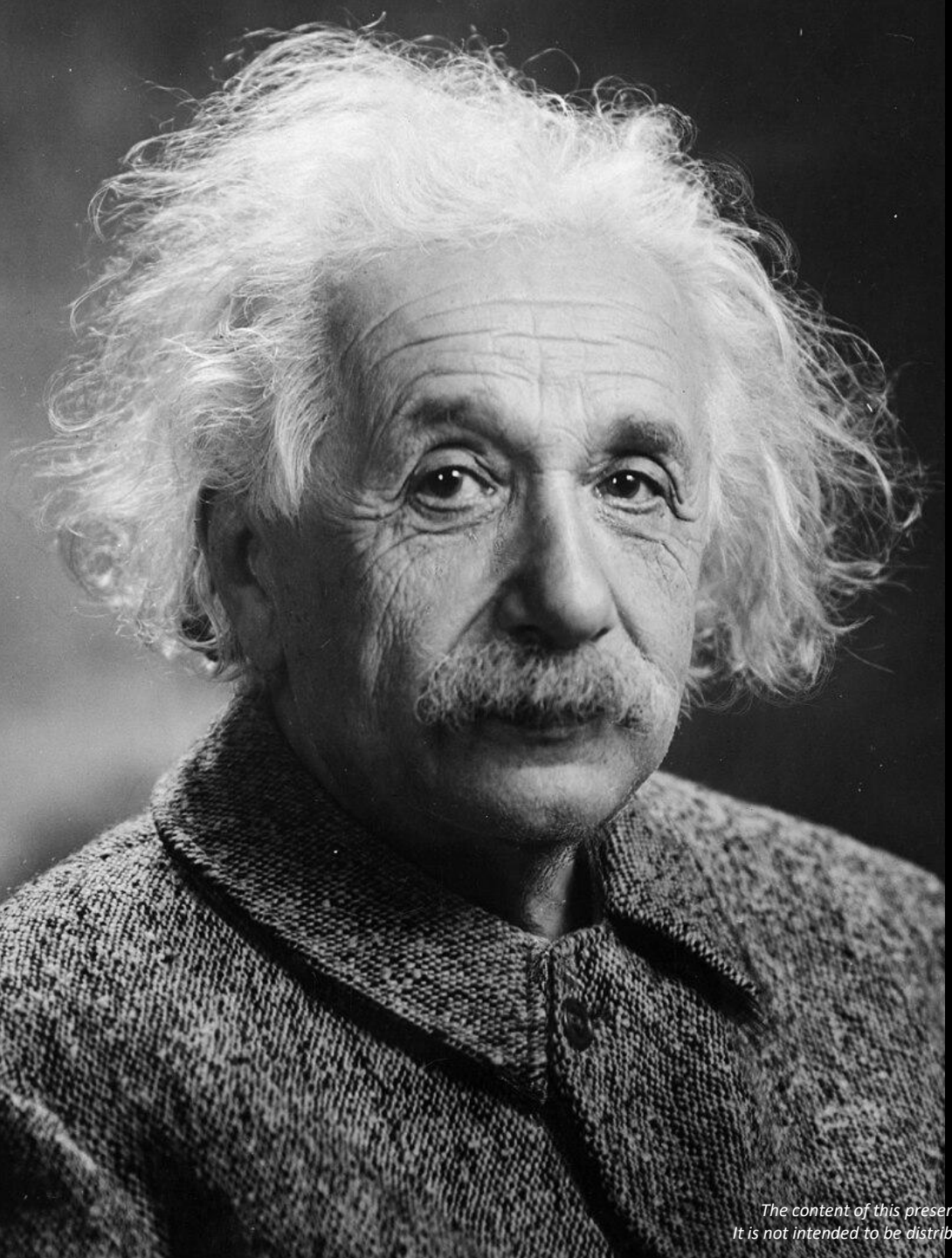

Albert Einstein said

“The definition of insanity is doing the same thing over and over again and expecting different results.”

Hence, we all need to
think differently.

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‘Non-negotiable’ integration between operators and Network Rail to ‘rip out duplication’ and ‘simplify the management of track and train’.

Drive up operational performance; fostering innovation, including partnering with ‘world leading innovators, particularly around AI’ to ‘create a better passenger experience and greater efficiency’.

Transport Secretary Heidi Alexander

Speaking to staff from the government’s in-house operator DfT Operator Ltd in Manchester on 20th January 2025.

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“

Don’t bring me another system, bring me a new system that replaces 10 of my existing systems.

Network Rail Scotland

19th November 2024

Network Rail, Unlocking Innovation

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Art of the possible

People

Information Systems

Process

Technology

Art of the ~~possible~~ available

FROM KeTech

People

Information Systems

Process

Technology

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FROM KeTech

People

Customer Experience
Deliver joined-up journey information across stations, platform and trains - via any device, anywhere, anytime.

System User Experience
Via a secure single user interface, with a common rules-engine and AI-based guidance - via any device, anywhere, anytime.

Future-ready Experience
Invest in capabilities that continuously evolve to meet the changing needs of customers and users - for a ‘single source of the truth’.

People

Information Systems

Process

Technology

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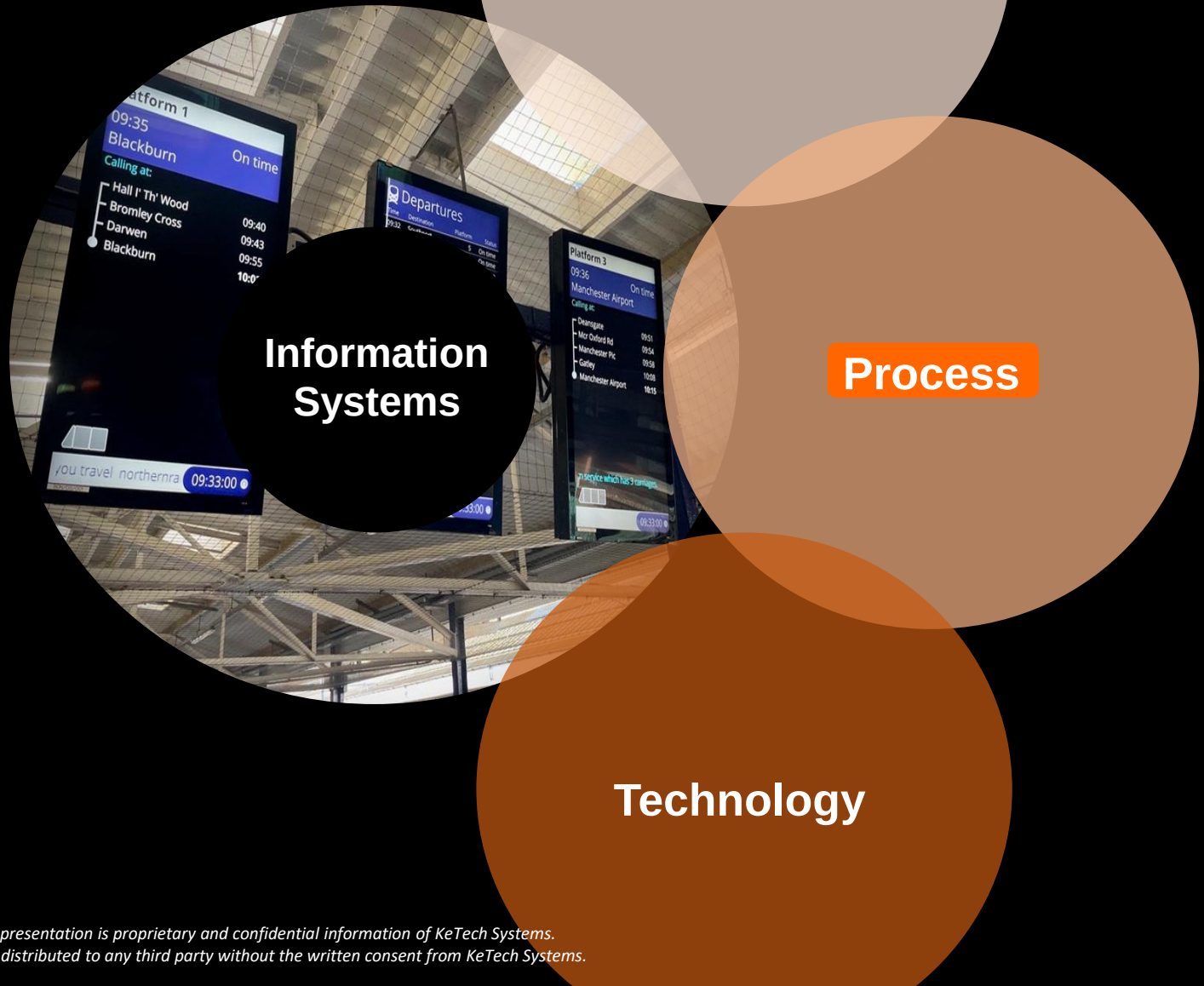
Process

Procurement
Shift away from the traditional procurement process consider the bigger picture, embrace innovation and compare '…as a service' models.

Consolidation
Avoid duplication, simplify and automate on day 1 designed with system operators and passengers for better ROI and passenger experience.

Future-ready
Invest in systems that constantly evolve (albeit controlled), ensuring processes support changing needs, and be ready for all the data.



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FROM KeTech

Technology

Architecture
Single, scalable and modular, with open integration to other systems and data - across stations, platform and trains.

Resilient and Sustainable
Secure, cloud-based, smart rules-engine (AI-based) that's adaptable as an Intelligent Transport System (ITS).

Future-ready
Continuously evolving through software subscription and updates, combined with an agnostic approach to commodity hardware.

People

Information Systems

Process

Technology

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In summary

Think differently

Buy differently

Operate differently

The vision might change tomorrow,
are you ready to adapt?

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Thanks for listening

You’re the experts in rail services,
we’re experts in rail technology.
Let’s collaborate.