

Accelerated and competitive delivery

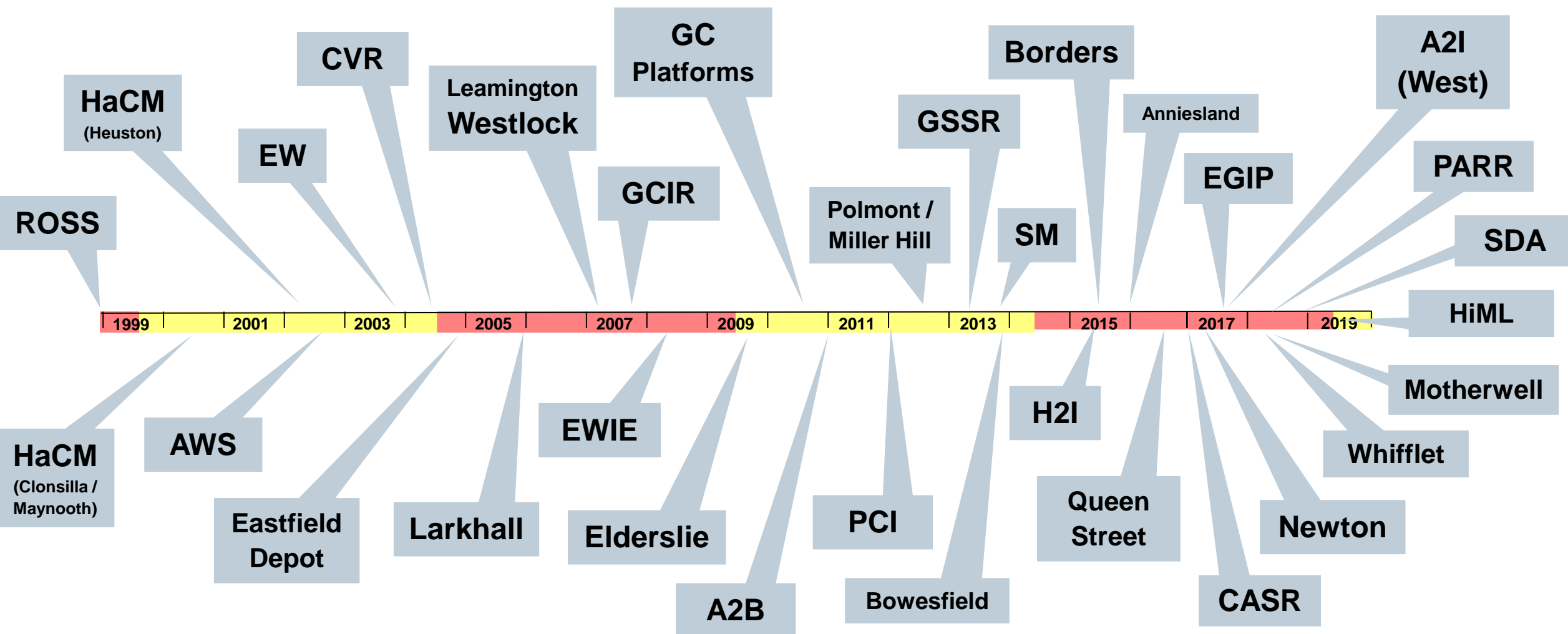
Campbell Braid, Project Director,
Glasgow
Siemens Mobility

Introduction to Siemens Mobility in the UK



Rolling Stock	Rail Automation	Intelligent Traffic Systems	Rail Electrification	Service

What We Have Delivered



Competitive and accelerated delivery for Team Scotland

Early Involvement Right First Time

SIEMENS
Ingenuity for life



SMART Project Delivery

S – Scope **Stability** from the outset

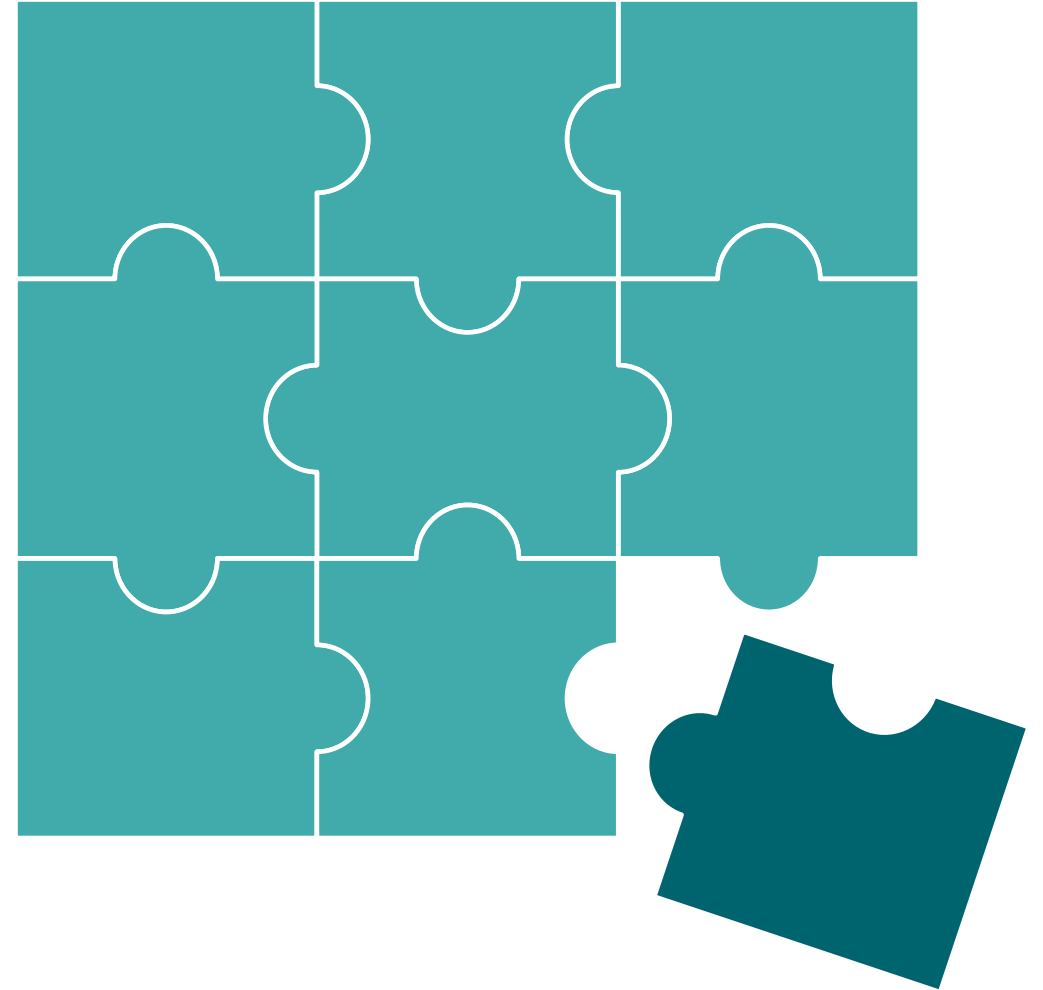
M – **Measure** progress

A – **Achievable** outputs

R – **Responsible** for your delivery

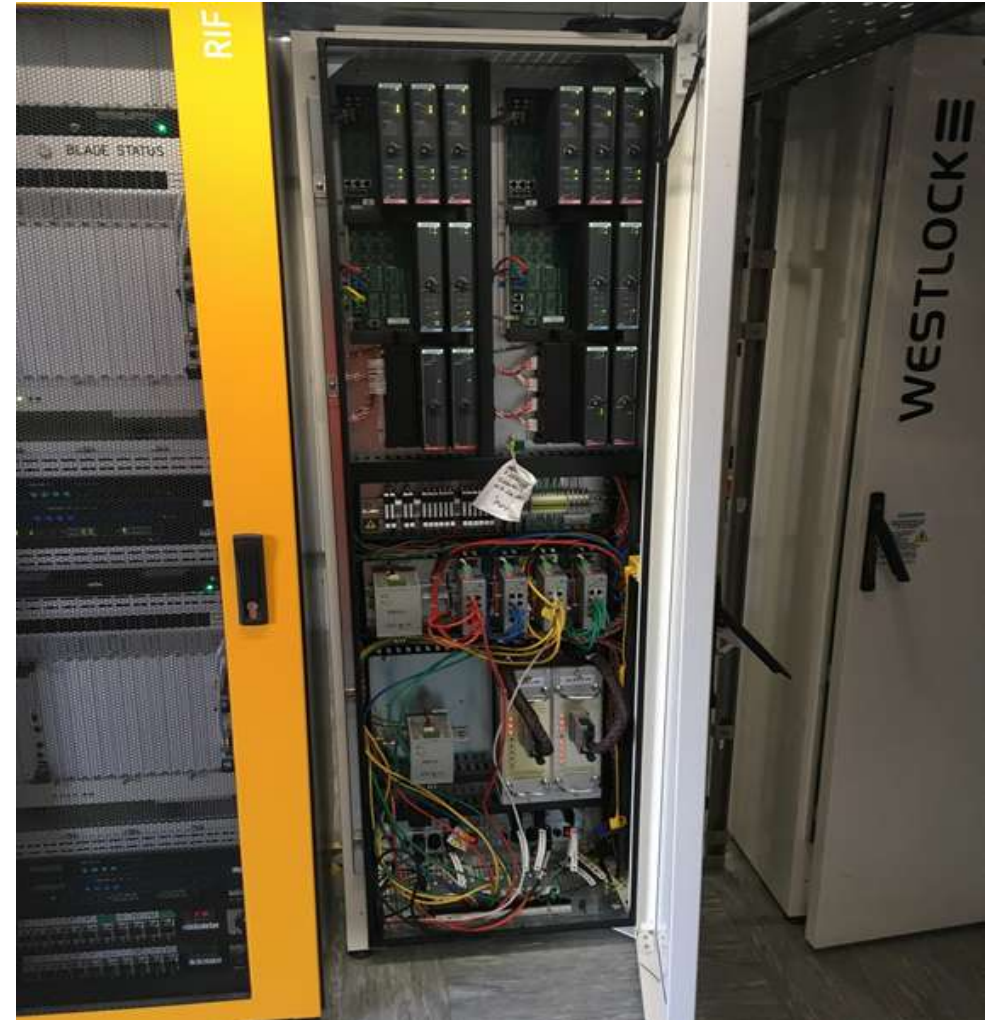
T – On **Time** Delivery

Case Study - SANOS South (part of SDA Electrification)



Early involvement

- Create the optimum solution from the outset
- Deploy technology early to add value
- SANOS South (part of SDA Electrification)



Drivers of competitive and accelerated delivery

Delivery and safety

Jobs and
skills



New technology
and innovation



Economic and
socio-economic



Local
economies



Passenger
experience



**We want to be proud to leave the world a better place
than we found it when completing our projects.**

Jobs & skills: A local workforce



- **Recruit and train local people** – it makes it personal.
- **Glasgow** – local people achieving collaborative success on projects in Scotland
- **STEM and apprenticeship programmes** – investing in the future
 - **17 STEM** ambassadors
 - **22 Apprentices** and **6 Graduates**
 - Internships for **disadvantaged** young people.
- **40% of our CP5 spend** in Scotland is with **SMEs**.



New Technology and Innovation

Allowing Technology to work for us



- Suite of technology products allows flexibility to meet customers needs.
- IP Networking enables off-site hanger testing of target hardware
- Less time on infrastructure – safer, reduce whole life costs, more efficient installation.
- Flexibility of delivery allows infrastructure to be brought into use when ready, as opposed to waiting for “big bang” commissioning.
- Equipment manufactured and tested in UK.
- Case Studies of this approach:
 - SANOS; A2I (West); HiML
- Mobile workforce for scalable issues relevant to meet the needs of passengers and freight operators in Scotland





- **Connecting communities** through infrastructure improvements
 - Longest new line built in UK for over a century
 - **Investing in rural communities** so they benefit from the investment in larger hubs
 - Increased mobility – 4 million journeys
- **Infrastructure spend is a catalyst** to bring other business investment



Local economies



- Partnering to nurture smaller companies and increase capability and speed of delivery in the area
 - 90% of our UK spending goes to local suppliers
- **UK R&D and manufacture for signalling** – all delivered from Chippenham where we employ 287 staff in the manufacturing facility
- **Spend in local area:** Using local hotels and businesses
- **Local passenger benefits**



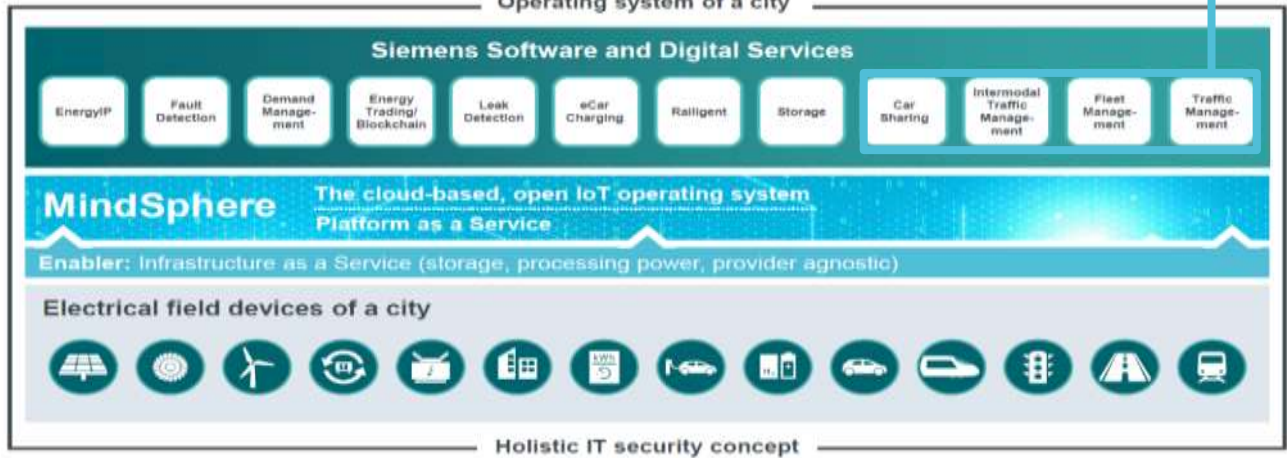
Enhanced passenger experience: Our future aspiration



Source for image: RTA Dubai | DIMP project is in execution phase



SiMobility + HaCon



All transportation of Dubai in one app

The new app unifies all transportation modes from different operators (currently 12 apps).



Enabling hands-free ticketing

Allows build ultimate passenger convenience with a smartphone-based ticketing solution.



Ideal basis for Mobility as a Service (MaaS)

The integrated mobility platform is a basis for new business models for mobility services.

Impact for the Dubai stakeholders

DIMP is a cornerstone of the Smart City strategy of Dubai. It fulfils RTA's vision of safe and smooth transport for all. The app provides a first-of-its-kind passenger experience for all travellers in Dubai.

Fit for the future

- Team Scotland needs to be much more joined up to deliver passenger and freight benefits
- The communities we serve are important to us – and we're local!
- Accelerated and competitive delivery
- A Railway fit for the future.

