

Control
Room

Automated
Fare
Collection

Passenger
Information
System

Smart
Mobility

Customer
Relationship
Management



Smart Mobility

Smart Mobility is a platform that enables innovative services: Smart Mobility means information, communication, security and sustainability, a new mobility part of an urban ecosystem that's increasingly oriented towards the Smart City. The passenger is the centre of new digital services both on board and on the ground integrated in a single customer experience: travel planner for the intermodal planning of the journey in a door to door

perspective, information on arrivals and departures, connections and travel trends, but also weather forecast and infotainment not forgetting advertisements.

Moova enables innovative services to enable multimodal mobility ecosystems through the integration and interoperability of the various subjects, the enabling of mobility as a service (MaaS) solutions, the monitoring and reporting of mobility service status and

performance indicators. Smart Mobility means security through automated access control at the station (capable of validating tickets also issued by different operators) and TVCC, the video surveillance platform for monitoring and diagnosing ground systems but also on board the train coaches.

Smart Mobility means also sustainability, thanks to the smart management of the station's equipment which is

monitored to verify correct operations or detect faults. With SEM, the Energy Management Platform, consumption is measured and rationalized, supporting a continuous improvement process.

Smart mobility target is increasing customer's satisfaction and loyalty also thanks to multiple channels CRM platform and processes optimisation in order to increase operational efficiency through advanced reporting.

