

Co-Creation in der Öffentlichen Verwaltung

Nutzung und
Vernetzung von (Geo-)
Informationen in der
digitalen Welt

FUJITSU

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Digital Transformation Public Sector
14. Juni 2018





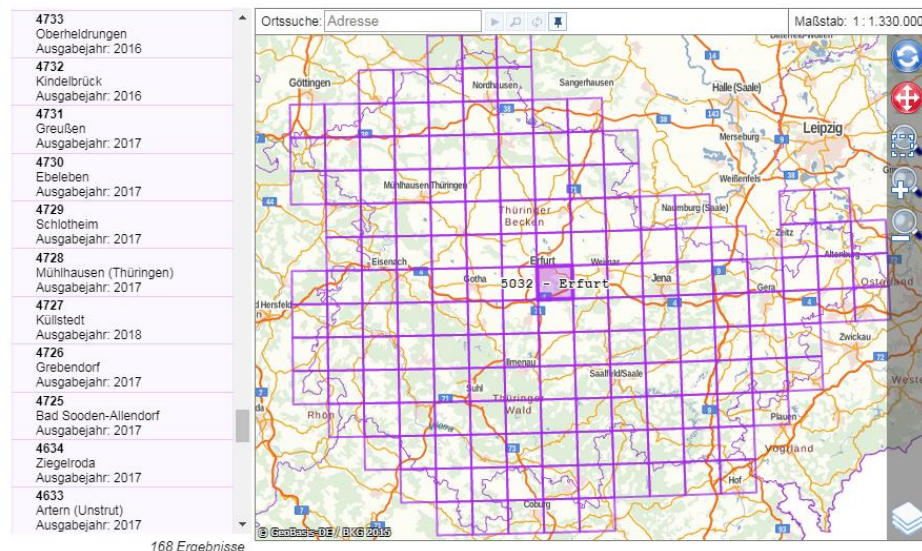
„Offene Geodaten eine Erfolgsgeschichte!“

1. Die Nutzung von Geoinformationen als Planungs- und Entscheidungsgrundlage für sicheres und effizientes Handeln in Politik, Wirtschaft und Verwaltung vorantreiben

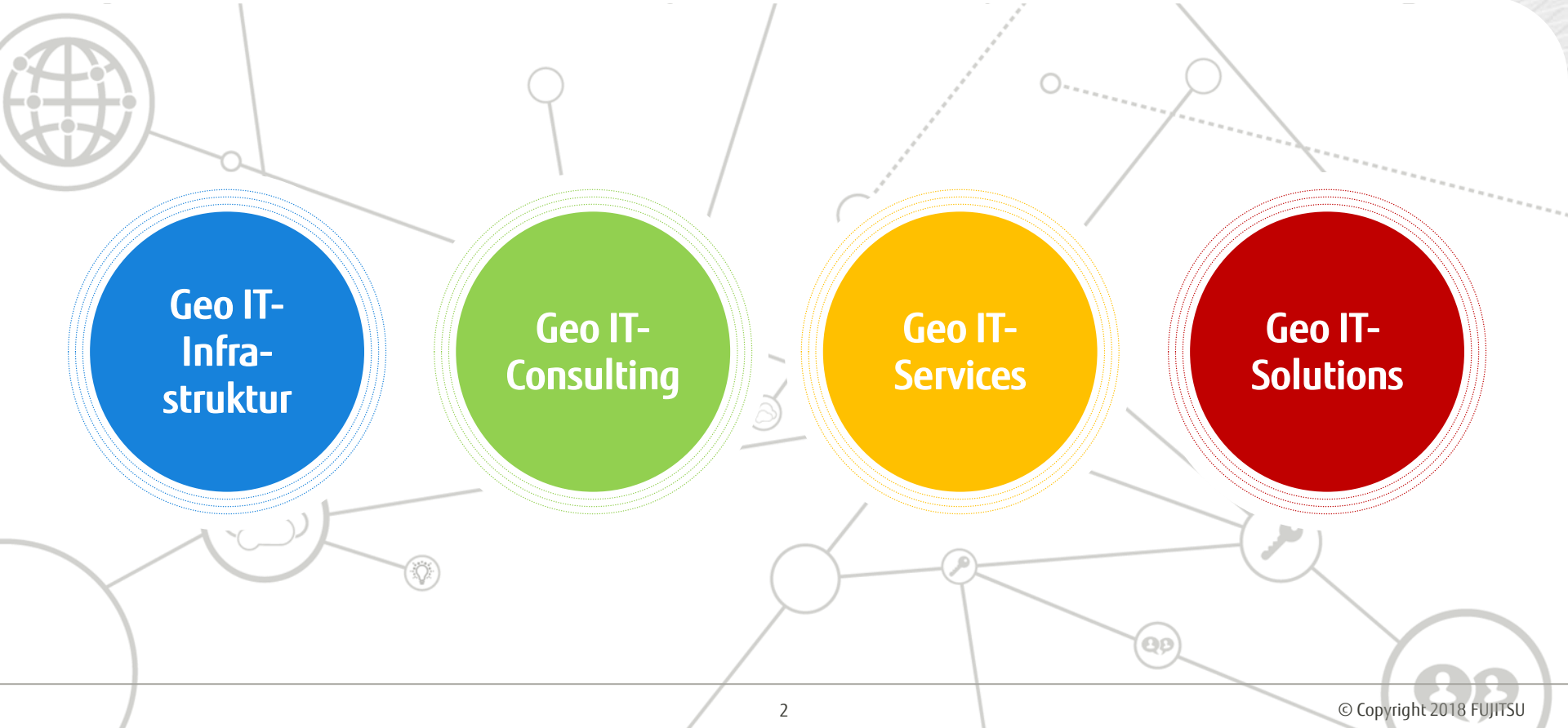
2. Den Markt für Geoinformationsprodukte erschließen

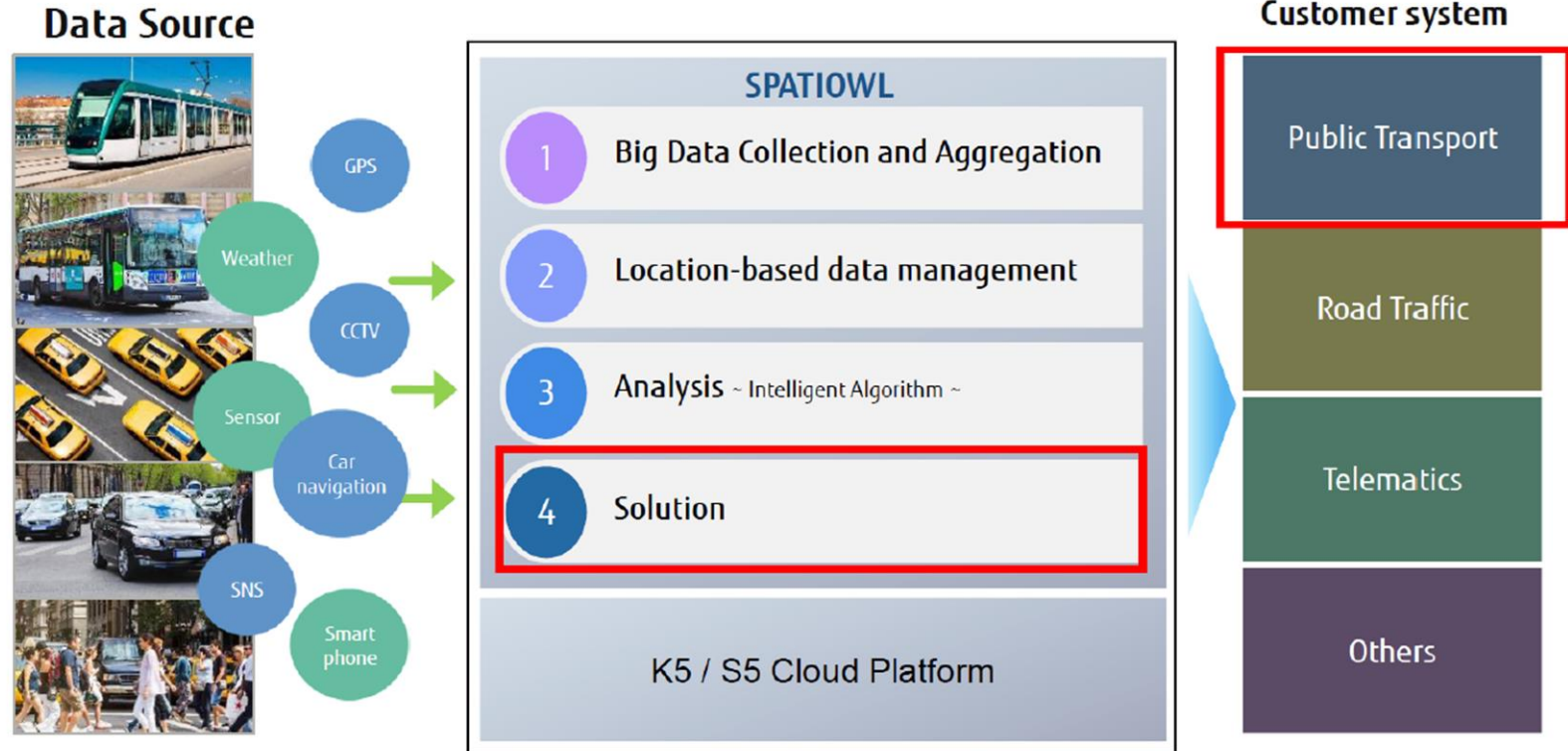
3. Den Markt für Dienstleistungen im Zusammenhang mit Geoinformationen (Geodienste) öffnen

[Start](#) > [Downloadbereiche](#) > [Download Offene Geodaten Thüringen](#) > [Download Topographische Karten](#)



Von der Geo IT-Infrastruktur hin zu Geo IT-Solutions

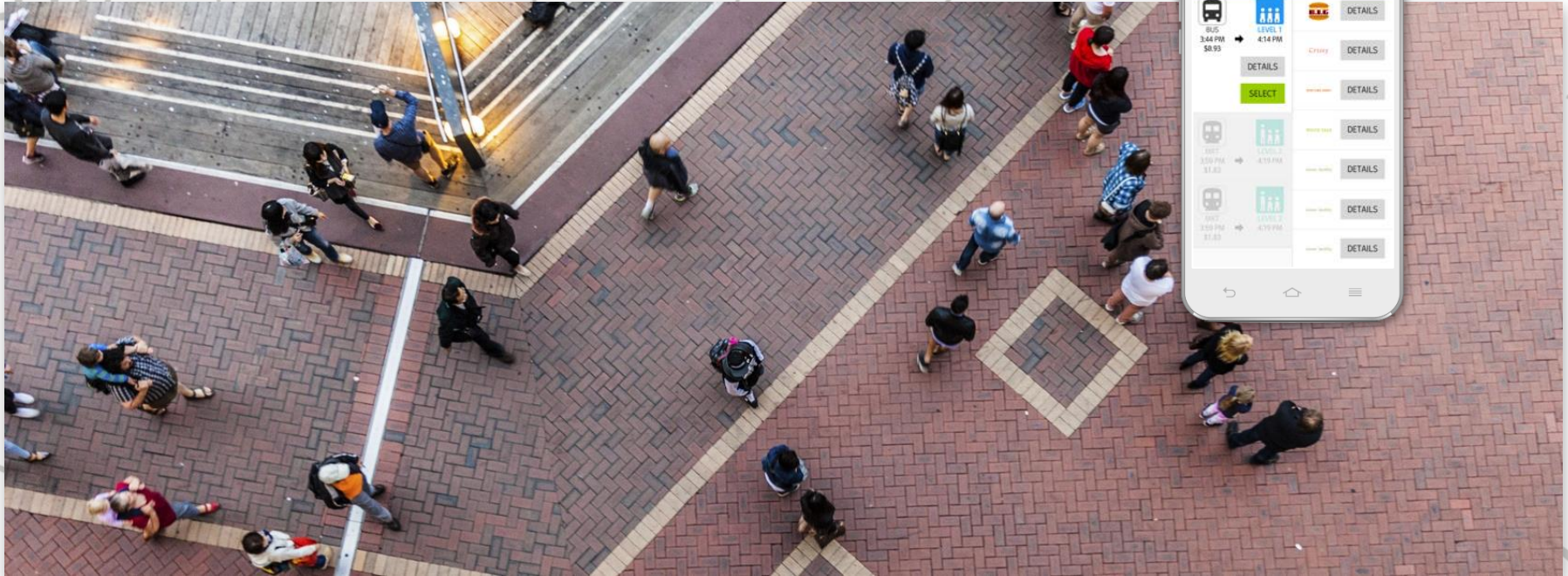




Optimierung Angebot und Nachfrage in Tokyo

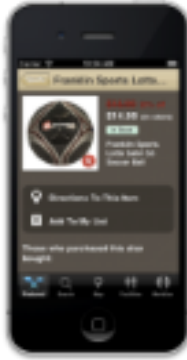
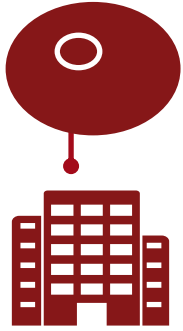


Besucherstromoptimierung in Singapur



Interagieren oder nur Beobachten?

Detect



- Passiv
- Sichtbarkeit (Wi-Fi, BLE, Video)
- Standort und Journey im Laden
- Filialoptimierung / Kostensenkung

Connect



- Aktiv / Standardisiert
- Einfaches Log-In, Händler App, FB, ...
- Zonen, Aktionen / Hinweise
- Kundenidentifikation, Umsatzsteigerung

Engage

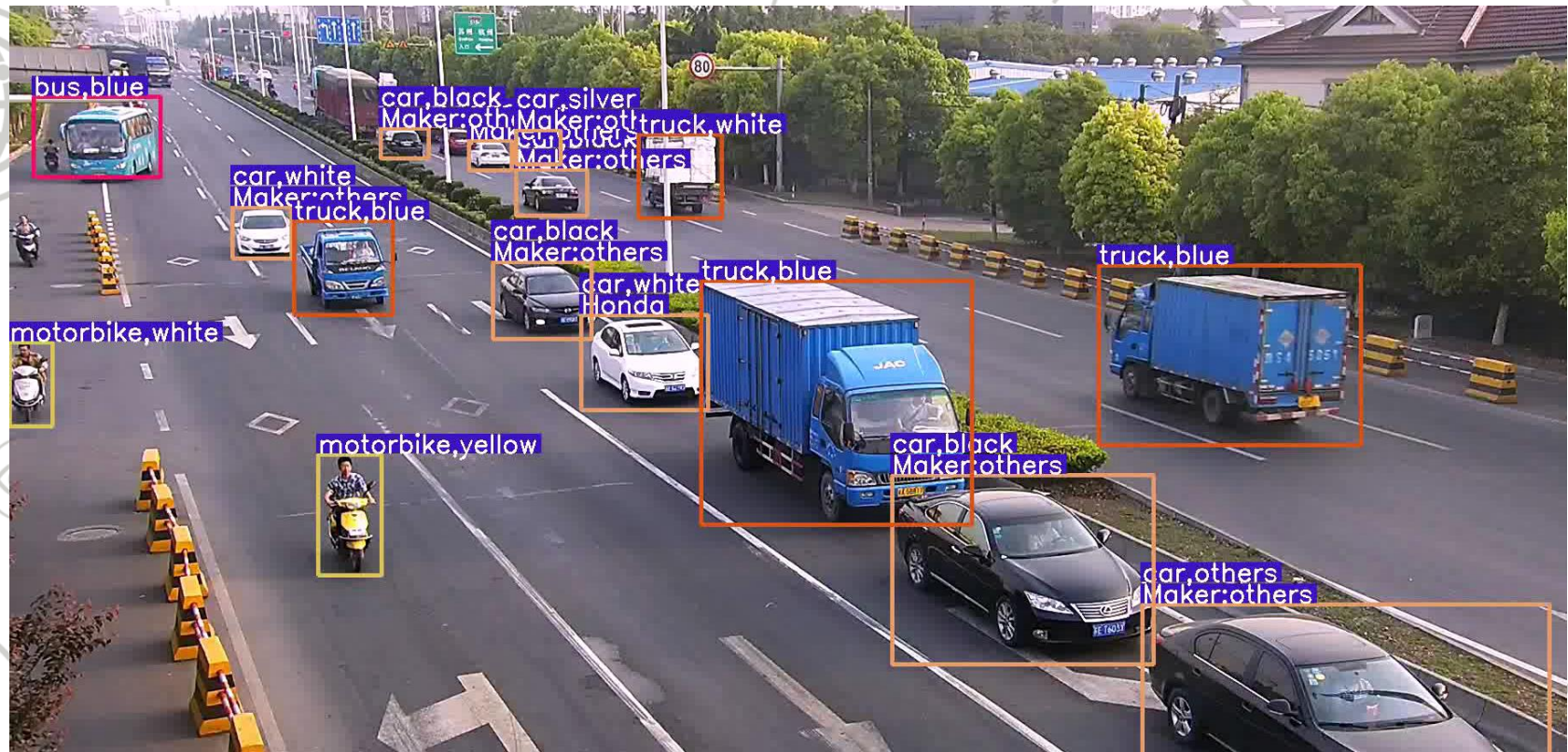


- Aktiv / Personalisiert
- No Channel (bidirektional, Loyalty)
- Kontextsensitiv (Sprache, Bots, AI)
- Regal, Einzelartikel
- Einkaufserlebnis, Kundenbindung

Besucheraufkommen erfassen



Fahrzeuge und Fahrzeugmodelle erkennen



Accident

- Train accident near South-bay Station
- Expect torrential rain, thunderstorm after 1 hour

Transportation

Security

Marketing

Pedestrian

Completed Area

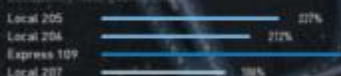


Congestion Transition



Railway

Occupancy Rate (North Line)



Passengers in Station



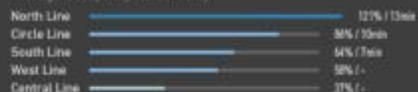
Recommendations

1. Add 1 extra train in North Line (05% Occupancy Rate reduction)
2. Add 2 extra trains in North Line (14% Occupancy Rate reduction)
3. Add 4 extra buses from West-park Stop to South-bay Station
4. Add 6 extra buses from West-park Stop to South-bay Station
5. Dispatch 50 taxis to North-bay Station (08% Occupancy Rate reduction)

Railway

Inbound/Outbound

Average Occupancy Rate / Delay



- EAST LINE:** Train accident near South-bay Station
- CITY LINE:** 15 minutes delay in North Line

Highway

Inbound/Outbound

Average Occupancy Rate / Delay



- 2-11 Line:** Train accident near South-bay Station
- 3-14 Line:** 15-mile-long back-up from River-side Tunnel

TAXI



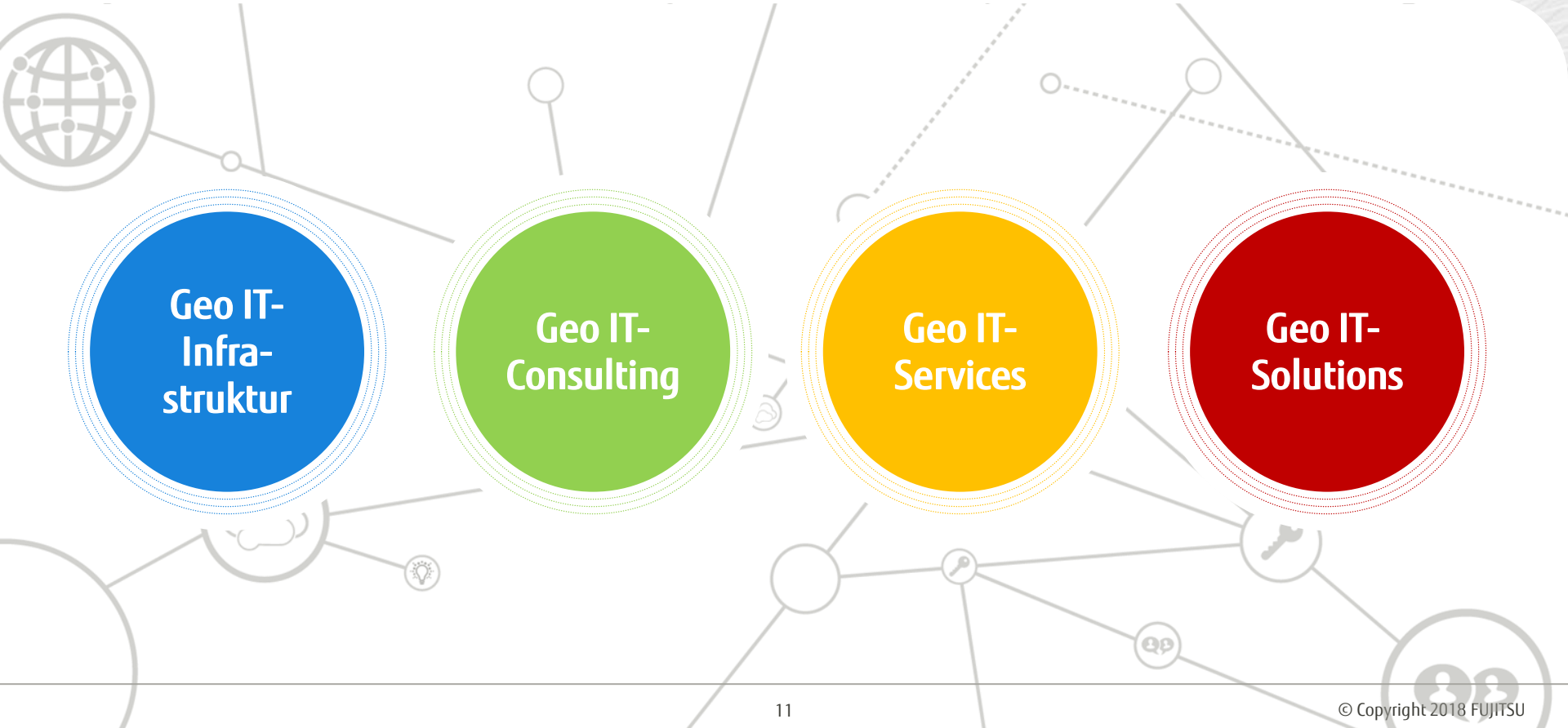
City Bus

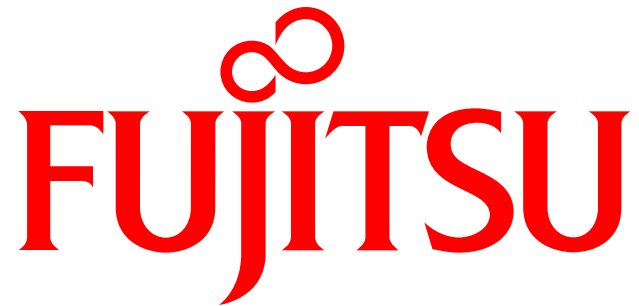
Average Occupancy Rate / Delay



- No. 333:** 45 minutes delay due to traffic accident
- No. 334:** 15 minutes delay due to traffic congestion

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