

# Pulse2013

Optimizing the World's Infrastructure



# The LARGEST Operating Tram Network in the World

- 250 kilometres of double track
- 1750 tram stops
- 487 trams
- 29 routes
- 2000+ staff
- 31,500 weekly services
- 185 million passenger trips annually



**Historic**  
(1939)

**Modern**  
(2009)





**Iconic!**



# Yarra Trams & KDR (Keolis Downer Rail): A Dynamic Partnership



**Downer**

Downer group is one of Australasia's largest diversified engineering and infrastructure companies.

→ 49% share in KDR



**Keolis**

Keolis is one of Europe's leading public transport operators, established in 12 countries on three continents.

→ 51% share in KDR

# KDR Yarra Trams: An Industry Leader

Winner of 2012 National  
Infrastructure Award for  
**“Operator and Service  
Provider Excellence”**

Winner of 2010 & 2011  
Australian Financial Review  
BOSS Magazine Award for  
**“Most Respected Public  
Transport Organization  
in Australia”**

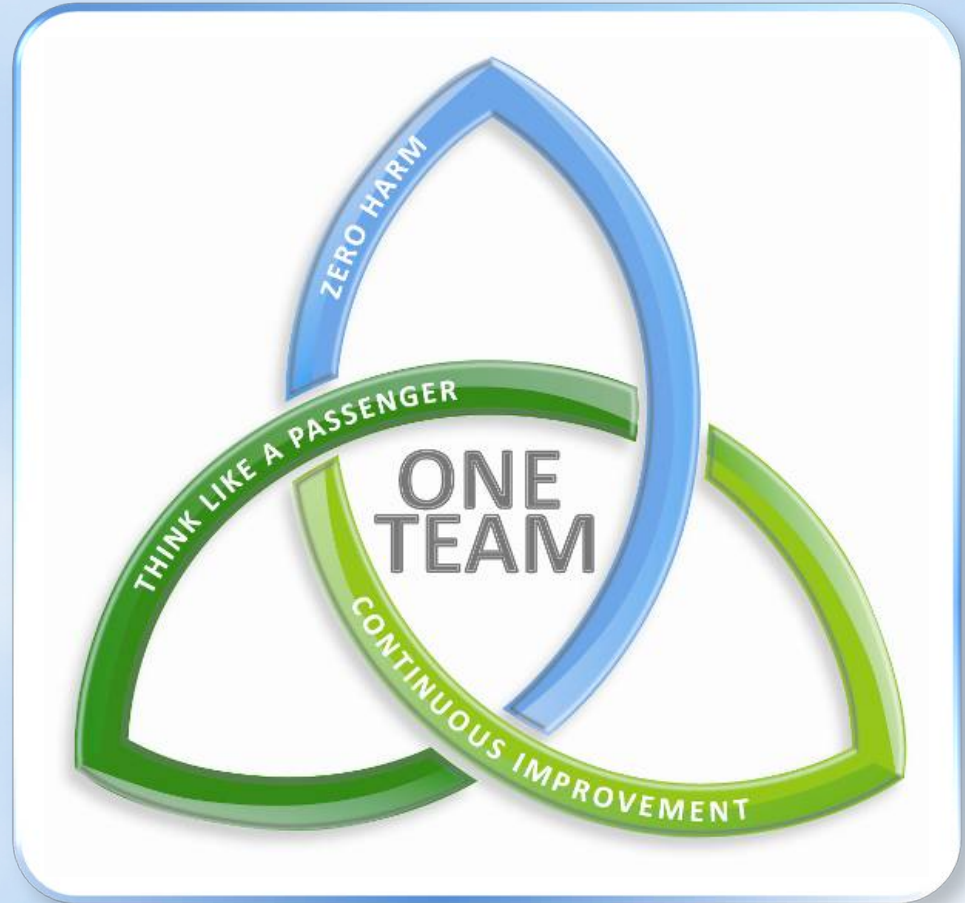


# Keolis Wins Contract for Bus System on the Vegas Strip



# KDR Core Values

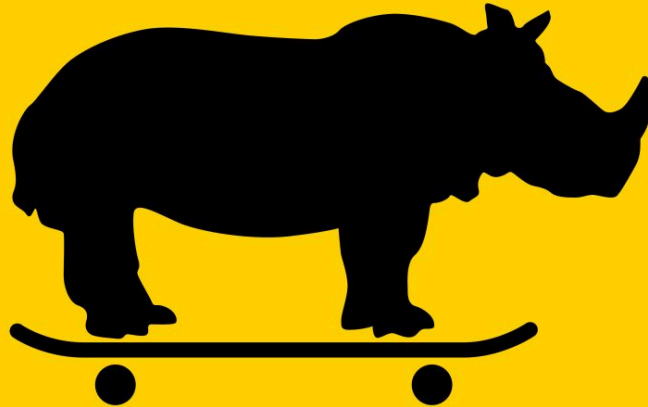
**ICT is a  
Key Enabler !**





facebook®

**BEWARE**



**f** [facebook.com/bewaretherhino](https://facebook.com/bewaretherhino)

# The IT Business Partnership



**IT Enables  
the Business!**



**A Typical  
Melbourne Day?**









**5 Minutes  
Later...**



A yellow tram, number 5111, is stuck in deep floodwaters on a city street. The tram has a 'Bumblebee' theme with cartoon characters and the text 'GET ON BOARD' and 'BUMBLEBEE 5'. A green speech bubble with the word 'Help' is positioned above the tram. In the background, there are buildings, a 'NO ENTRY' sign, and a 'NEW APARTMENTS' sign. A white speech bubble with blue text is in the bottom right corner.

**Help**

**Driver  
Calls FOC**



varra trams



**FOC  
Receives Call**







**FOC Create  
Service Request**

**SR**







FOC Create  
Work Order

WO



FOC  
Disruption  
Notification

DNS



# Disruption Notified – I Look for Alternatives

The screenshot shows a mobile application interface for Yarra Trams. At the top, the status bar displays 'voda AU', signal strength, Wi-Fi, 8:21 AM, Bluetooth, and 100% battery. The app header features the 'yarra trams' logo and a 'PT' icon with a right-pointing arrow. Below the header, the current location is 'Shoobra Rd' with a tram icon, and the direction is 'Glenhuntly Rd - towards City'. A notification bar indicates 'Tracker Stop ID 1047' and 'Stop 47'. The main content is a table of alternative routes, each marked with a yellow warning triangle. The table has three columns: 'Route', 'To', and 'Minutes'. The first two routes show a 3-minute wait for route 67 to Melb Uni, while the third shows a 20-minute wait. The time '8:21:11 AM' is displayed at the bottom of the app interface, and the 'tram TRACKET' logo is in the bottom right corner.

Route	To	Minutes
67	Melb Uni	3
67	Melb Uni	3
67	Melb Uni	20

# Disruption Notified – I Look for Alternatives

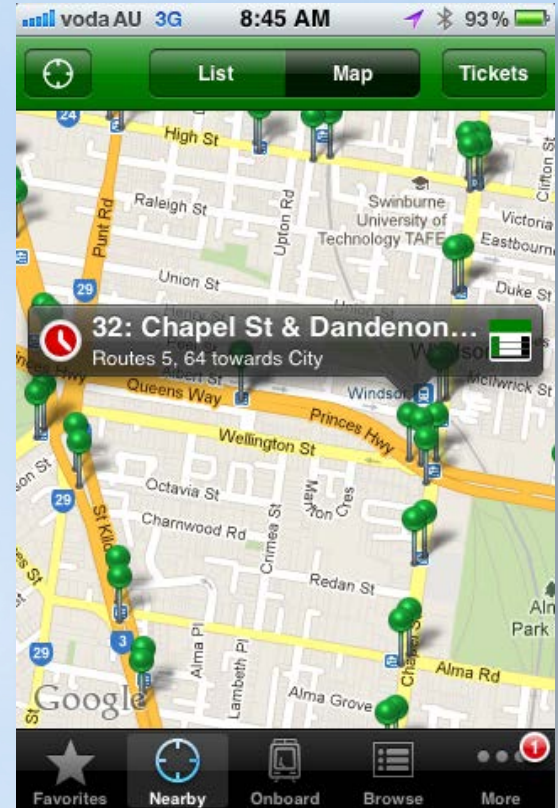




# Disruption Notified – I Look for Alternatives



# Disruption Notified – I Look for Alternatives







**Deploy  
Field Crew**

# Tram Recovered





**Service Restored – Get Onboard & Check Arrival**

# Service Restored – Get Onboard & Check Arrival

The screenshot shows a mobile application interface for Yarra Trams. At the top, the status bar displays 'voda AU 3G', signal strength, time '8:49 AM', location services, and battery level '92%'. The app header features the 'yarra trams' logo and a 'PT' icon with a right-pointing arrow. Below the header, the station name 'Elsternwick Station' is displayed in large white text on a green background, with the route 'Glenhuntly Rd - towards City' underneath. A circular icon of a tram is positioned to the right of the station name. Below this, a white bar shows 'Tracker Stop ID 1044' and 'Stop 44'. The main content area is a table with three columns: 'Route', 'To', and 'Minutes'. The first row shows route '67' to 'Melb Uni' with a 3-minute wait, accompanied by a tram icon. The second row shows route '67' to 'Melb Uni' with a 10-minute wait, also with a tram icon. The third row shows route '67' to 'Melb Uni' with a 22-minute wait, with a tram icon. At the bottom of the app, a black bar shows the time '8:49:06 AM' and a green dot on the left. The 'tram TRACKER' logo is visible in the bottom right corner.

voda AU 3G 8:49 AM 92%

yarra trams PT

**Elsternwick Station**  
Glenhuntly Rd - towards City

Tracker Stop ID 1044 Stop 44

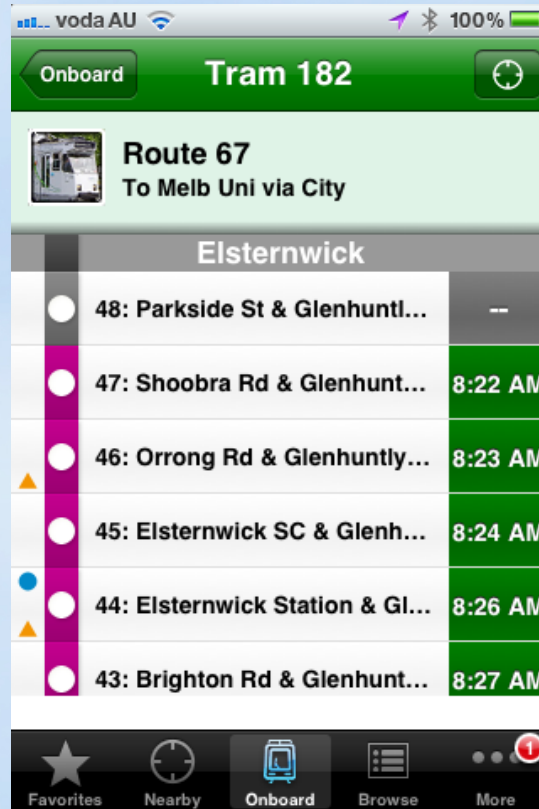
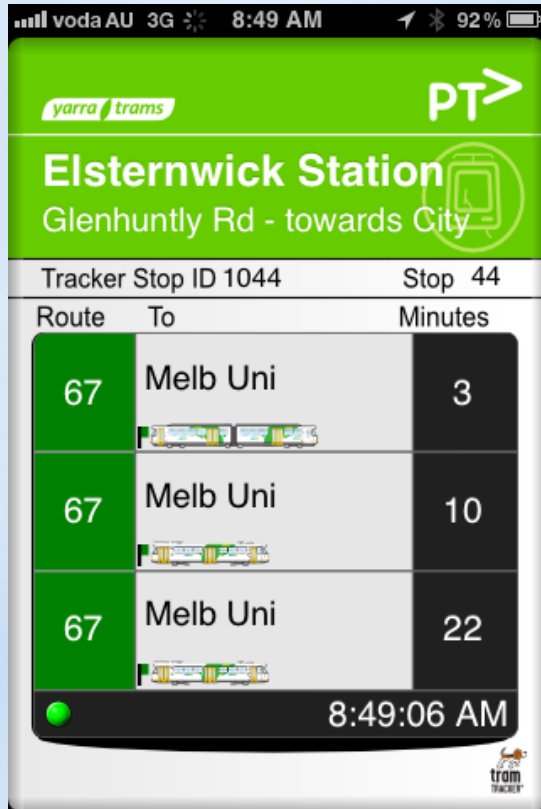
Route	To	Minutes
67	Melb Uni	3
67	Melb Uni	10
67	Melb Uni	22

8:49:06 AM

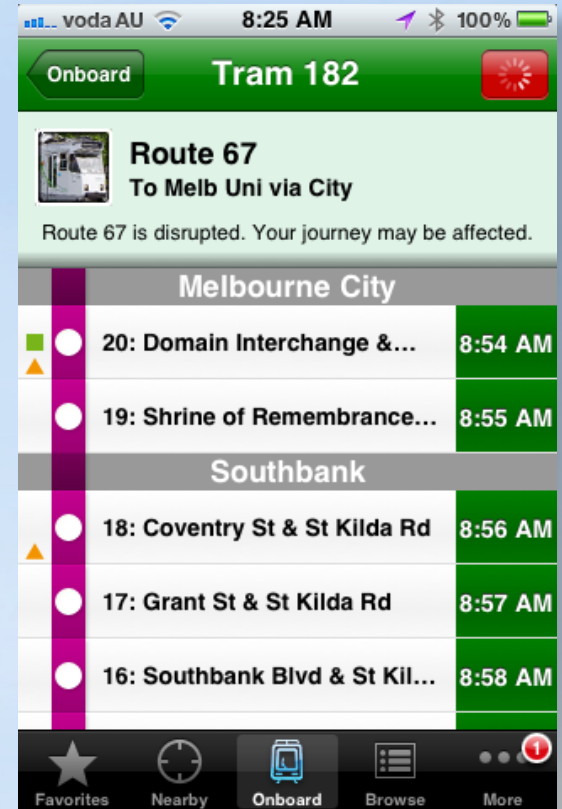
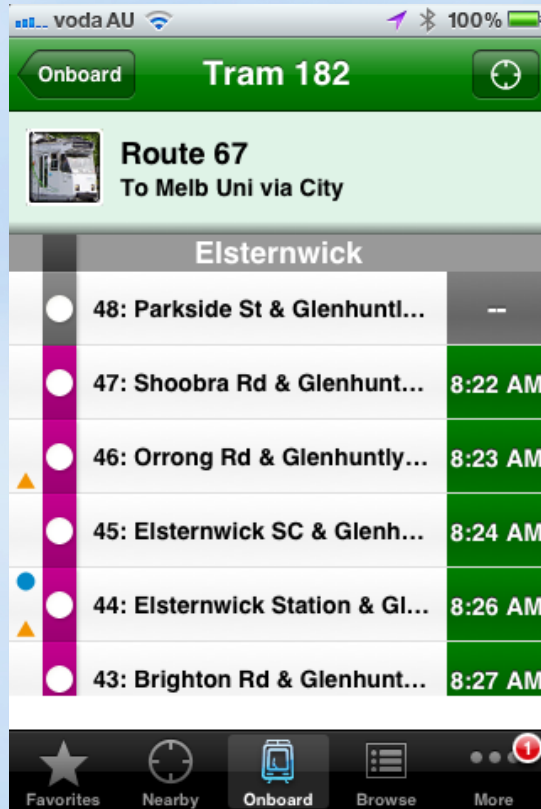
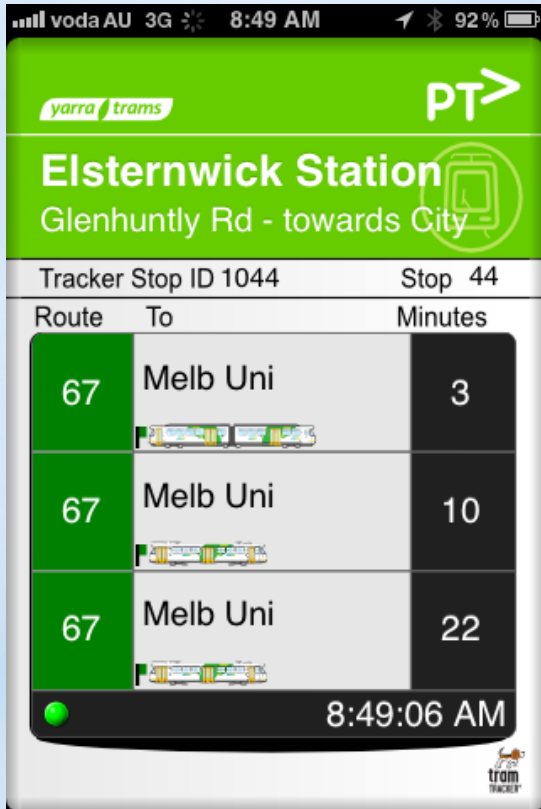
tram TRACKER



# Service Restored – Get Onboard & Check Arrival



# Service Restored – Get Onboard & Check Arrival





**Field Staff Complete  
Work Order**

**Time**



**Materials**



**Field Staff Complete  
Work Order**

**Failure Reporting**



**Follow-up  
Works**







**Another Uneventful  
Trip Using Public  
Transport**

facebook

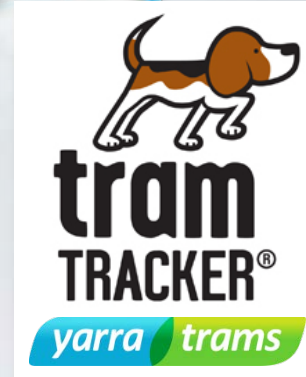
Real time analytics

Asset Management

Mobile

@yarratrams

Social



twitter



200+ Major Stops





**Future: “Smarter”  
Physical Infrastructure**



**50+ New “E” class  
1st delivery mid 2013**

# The Future of ICT at Yarra

- ✓ **Mobile**
- ✓ **Cloud/Virtualisation**
- ✓ **Analytics**
- ✓ **Reinventing Relationships  
(The Age of the Customer)**
- ✓ **Enterprise Asset Management**

**ICT is a Key Enabler !**







yarra trams

