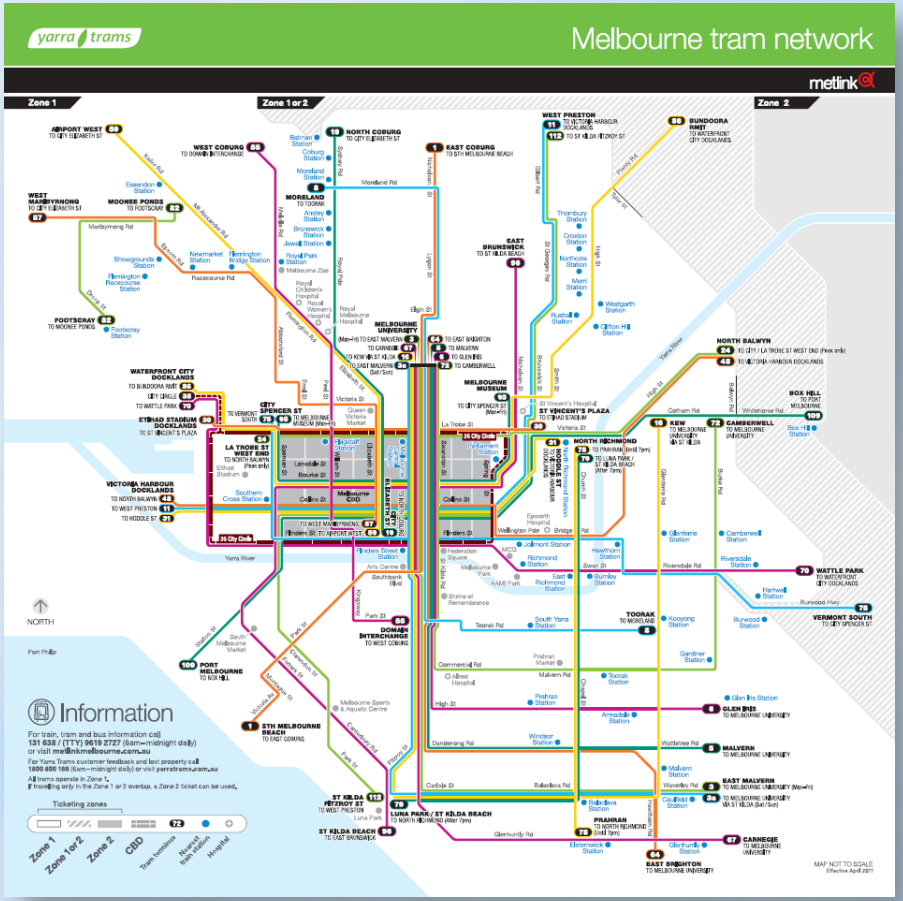
Pulse2013

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)
30
Docklands
845
96
VIA CITY
Modern
(2009)

Iconic!

tripadvisor®

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

Downer

Keolis

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

➔ **49% share in KDR**

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"

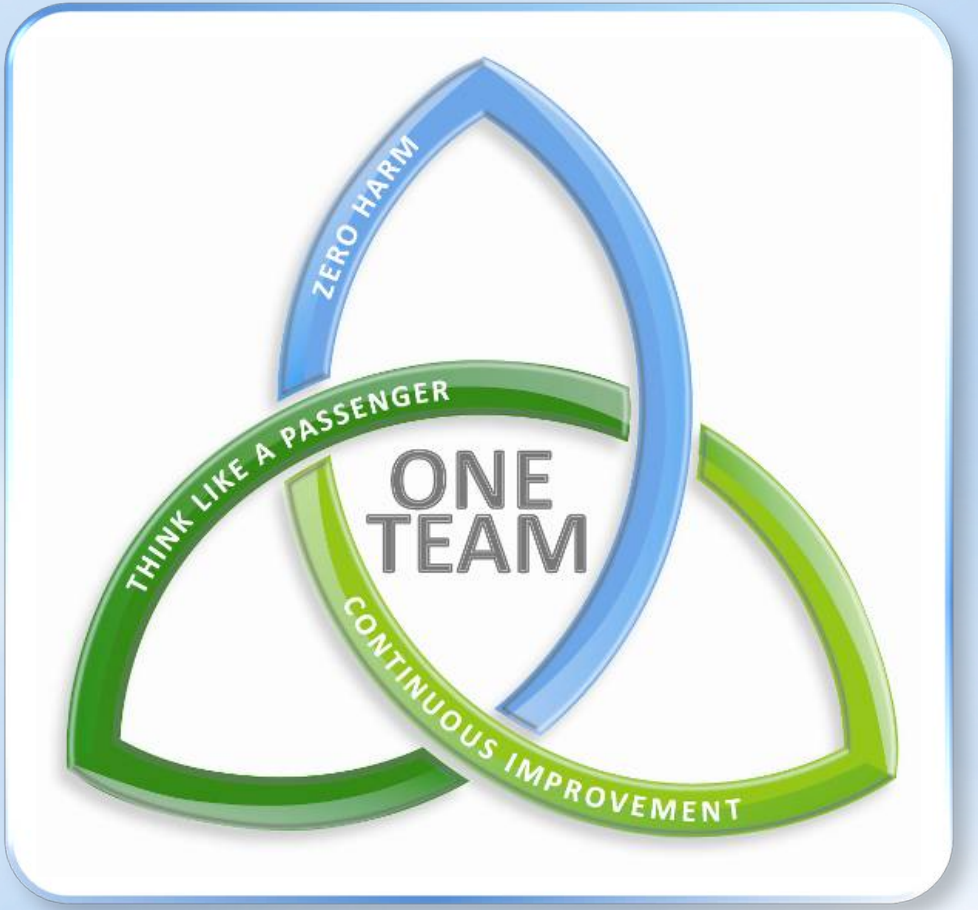
Winner of 2010 & 2011 Australian Financial Review BOSS Magazine Award for

"Most Respected Public Transport Organization in Australia"

Keolis Wins Contract for Bus System on the Vegas Strip

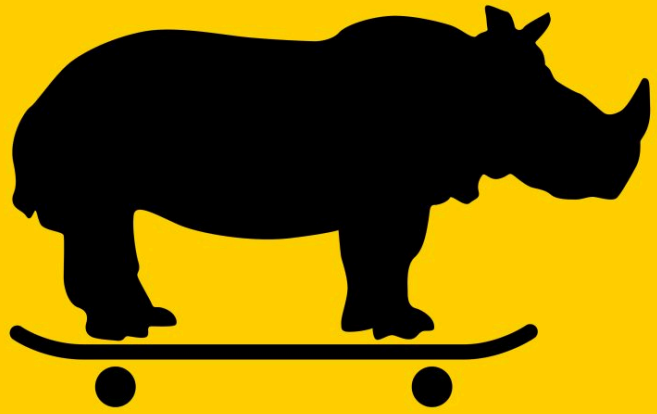
KDR Core Values

ICT is a Key Enabler !



facebook

BEWARE



facebook.com/bewaretherhino

The IT Business Partnership

IT Enables the Business!

A Typical Melbourne Day?

5111
GET ON BOARD
BUMBLEBEE 5
96
NO ENTRY
5 Minutes Later…

Help
5111
GET ON BOARD
BUMBLEBEE 5
NO ENTRY
KEEP RIGHT
Driver
Calls FOC

yarra trams
FOC
Receives Call

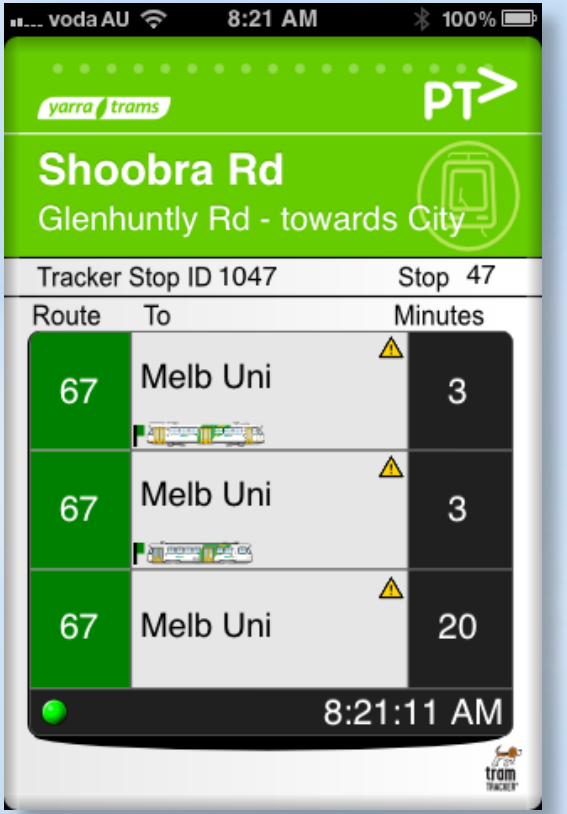
yarra trams
GREATER MELBOURNE

FOC Create
Service Request
SR

FOC Create
Work Order
WO

FOC
Disruption
Notification
DNS

Disruption Notified – I Look for Alternatives



Disruption Notified – I Look for Alternatives

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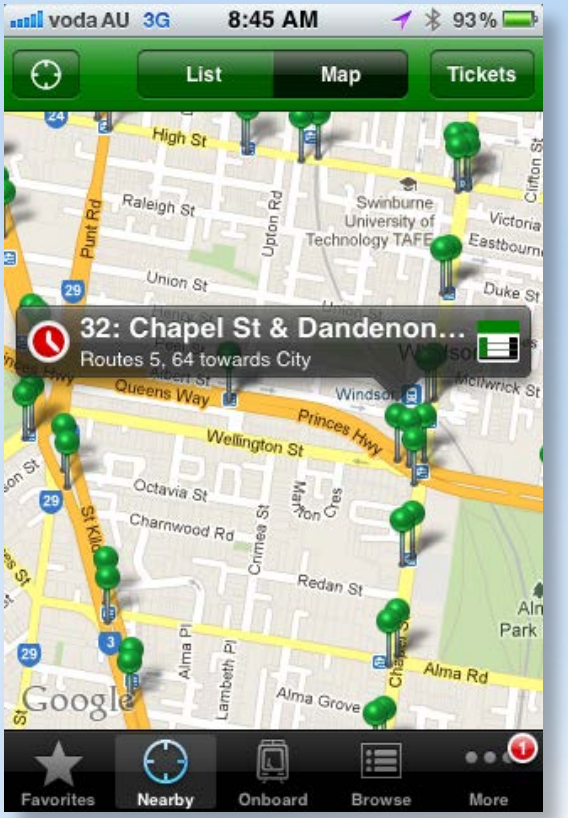
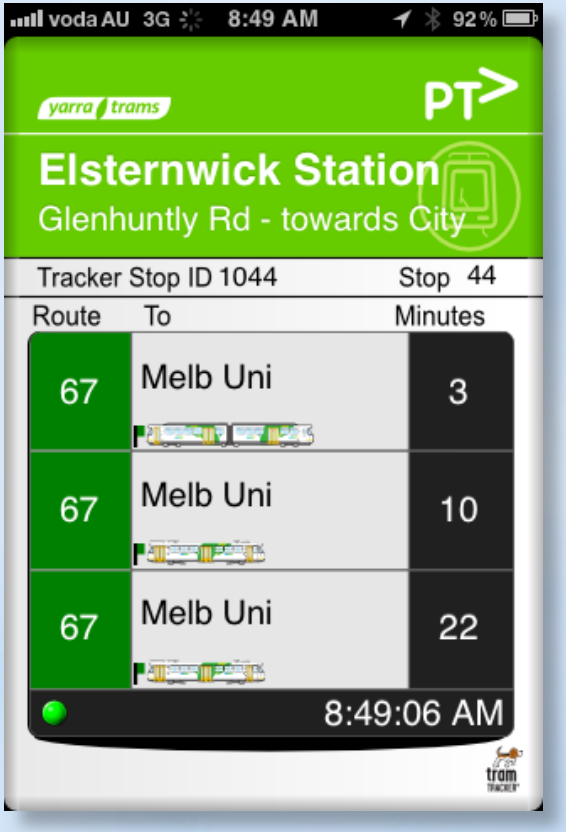


Deploy
Field Crew

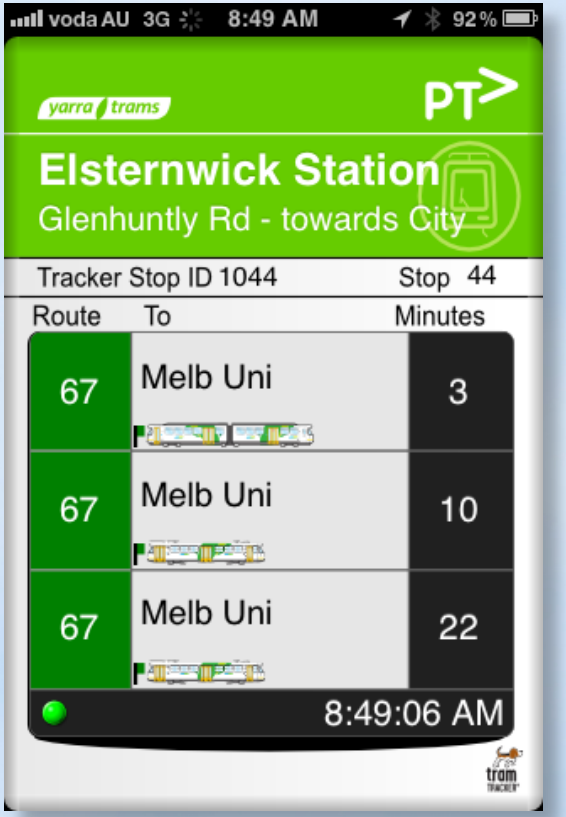
Tram Recovered
GET ON BOARD
BUMBLEBEE 4
ON ROUTE 96
FROM BRUNSWICK
TO ST KILDA
BUZZING ALONG ROUTE 96
Bumblebee
4

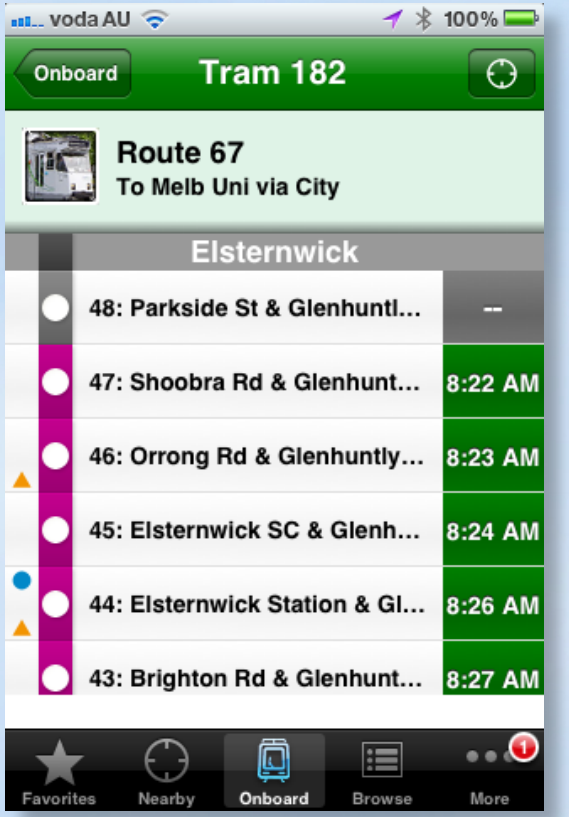
Service Restored – Get Onboard & Check Arrival

Service Restored – Get Onboard & Check Arrival

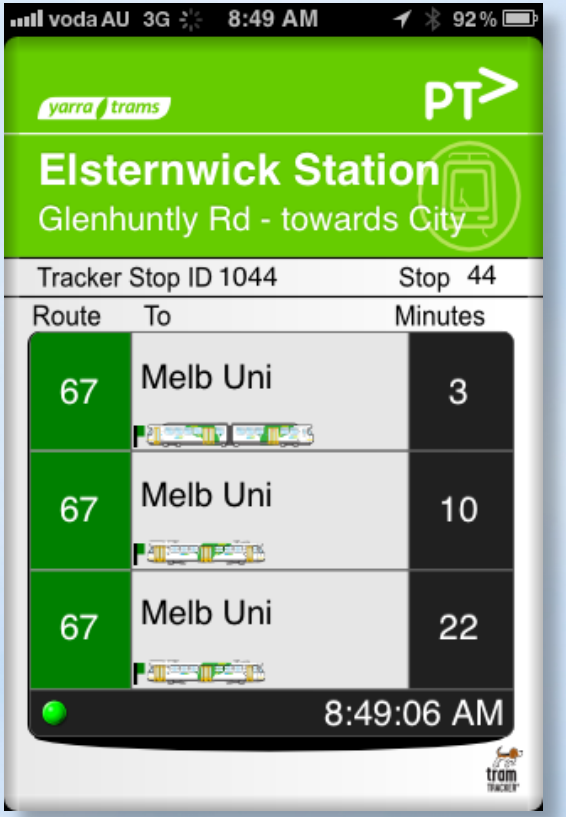


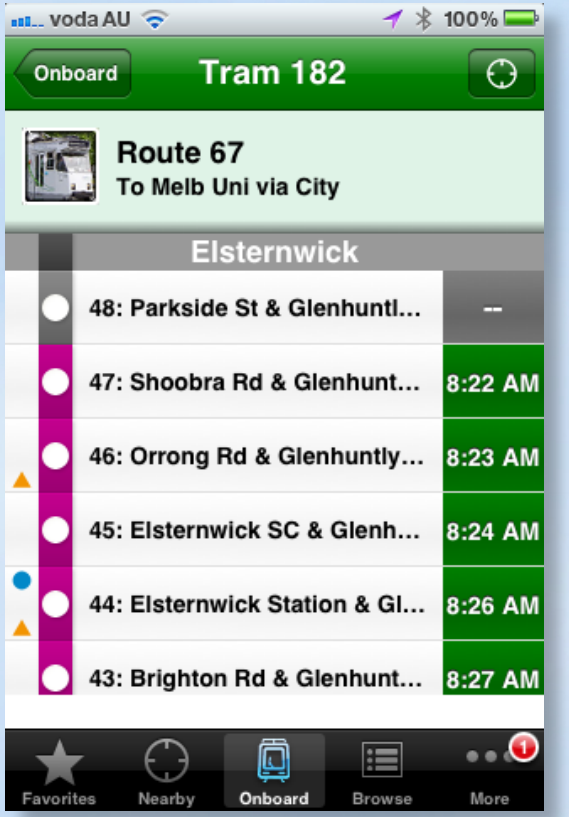
Service Restored – Get Onboard & Check Arrival

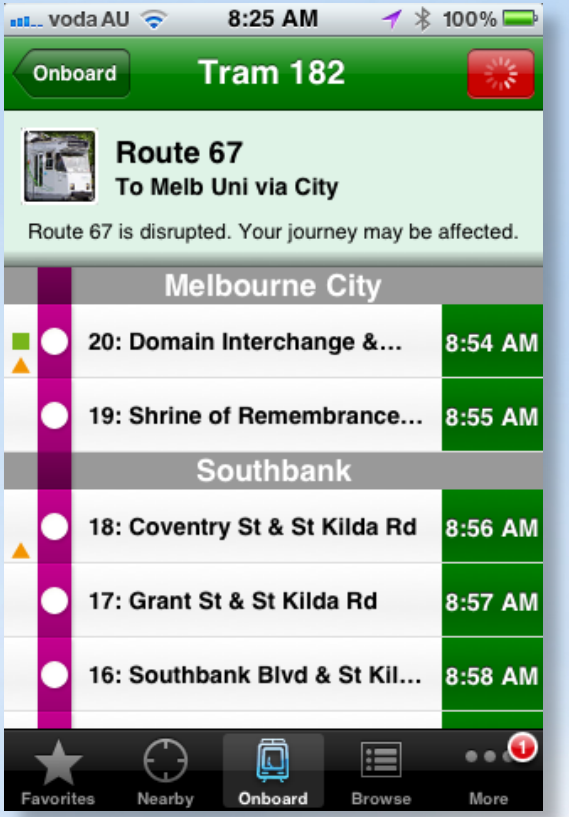




Service Restored – Get Onboard & Check Arrival







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

tram TRACKER®

yarra trams

twitter

Social

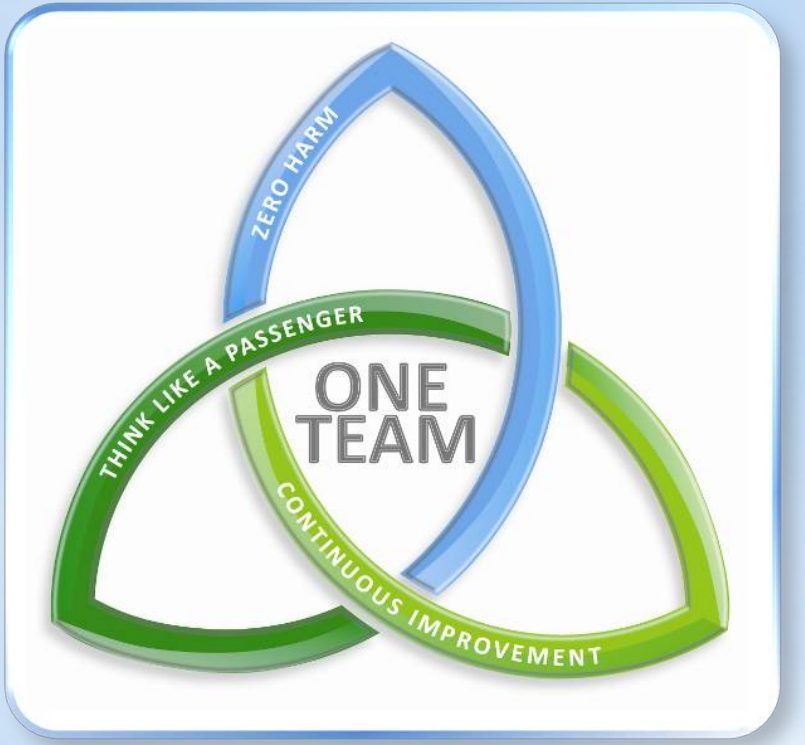
200+ Major Stops

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