

Mobility Transformation@Rail Strategy (Australia)

Faced with an obsolete analogue rail communication network, V/Line, one of Australia's largest railway operators hired Orange to design a new "Connected Train" strategy.

> Business Issue:

- Obsolete train communications system
- Increasing risks for Health & Safety
- Management focus on product instead of value
- Passenger demand for communication services
- Unclear business model & deployment strategy

> Solution:

- Present global best practices "Connected Train"
- Identify value chain "Connected Train"
- Build "above" and "below" rail Service Roadmap
- Technical & Financial evaluations of alternative rail communication solutions
- Recommendations on deployment scenarios

> Business Benefits:

- New "Connected Train" strategy has translated vision of CEO into evaluation of various technology options, providing 'hands-on' recommendations for rail-operator to allow for internal budget-decision before roll-out.



"As a global consulting & solution integration player, Orange proven consultancy approach and strong IP & mobility transformation expertise has positioned them as a trusted advisor"

Rob Barnett, CEO V/Line

