



Mobility of the future – Digitalisation at DB

Dialogforum VDB, InnoTrans 2016
Kay Euler

21.09.2016



**„WE are facing the
biggest CHANGE since
the rail reform.“**

„WIR stehen vor dem größten Umbruch seit der Bahnreform.
DB Welt, Dezember 2014

A high-angle, close-up shot of a baseball field's infield, showing the reddish-brown dirt and white chalk lines. The bases are visible, with the number '3' painted on the dirt near second base. The text is overlaid on the left side of the image.

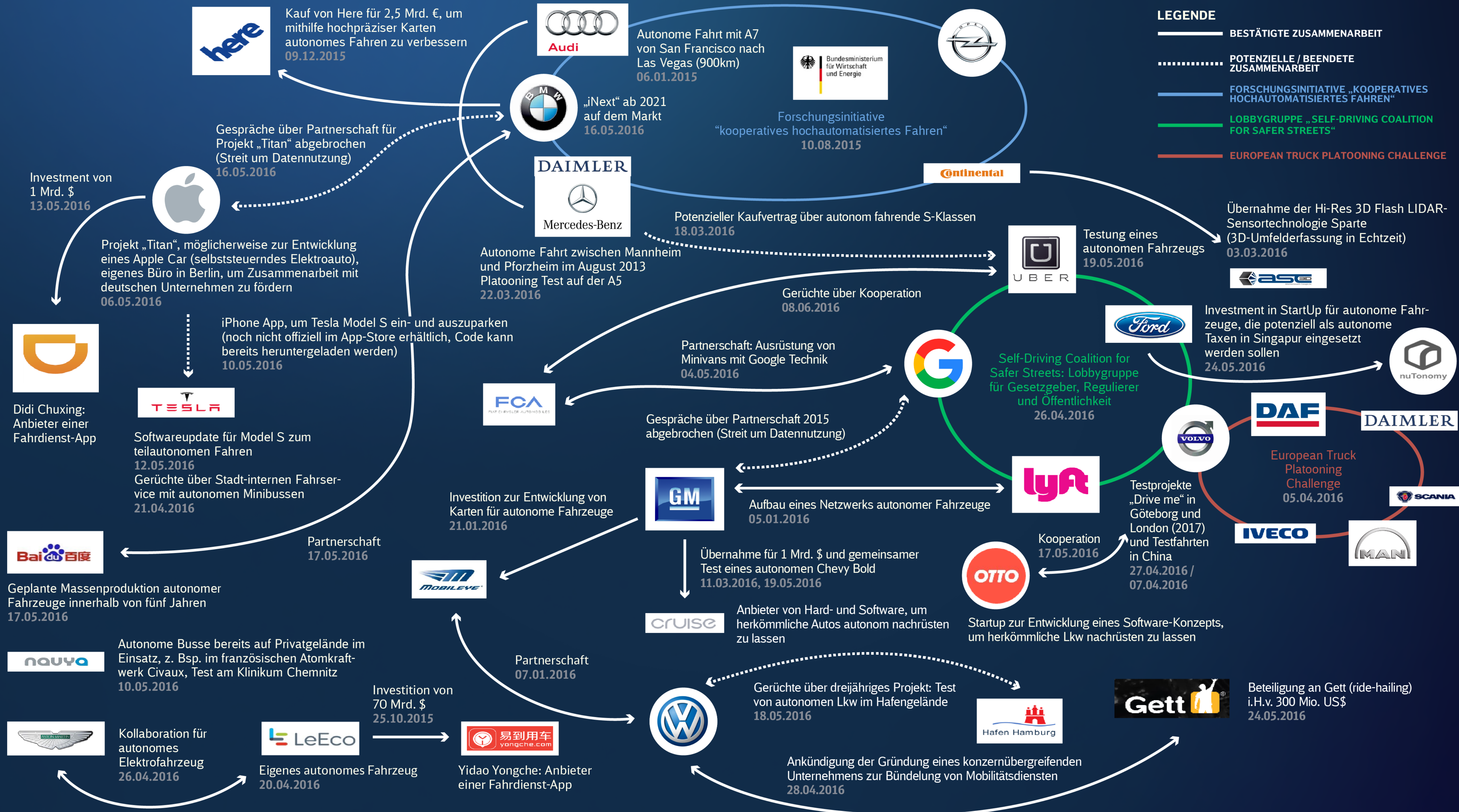
**We want to be the driver,
not the driven.**

**„Disrupt yourself
or be disrupted“**

Chairman Cisco John Chambers



**Even market leaders
need to change.**



The intensity of the global activities around autonomous driving increases significantly.



Customer

Processes

**Business-
models**



**Our vision is the
mobility platform 4.0**

**Our vision is the
mobility platform 4.0**



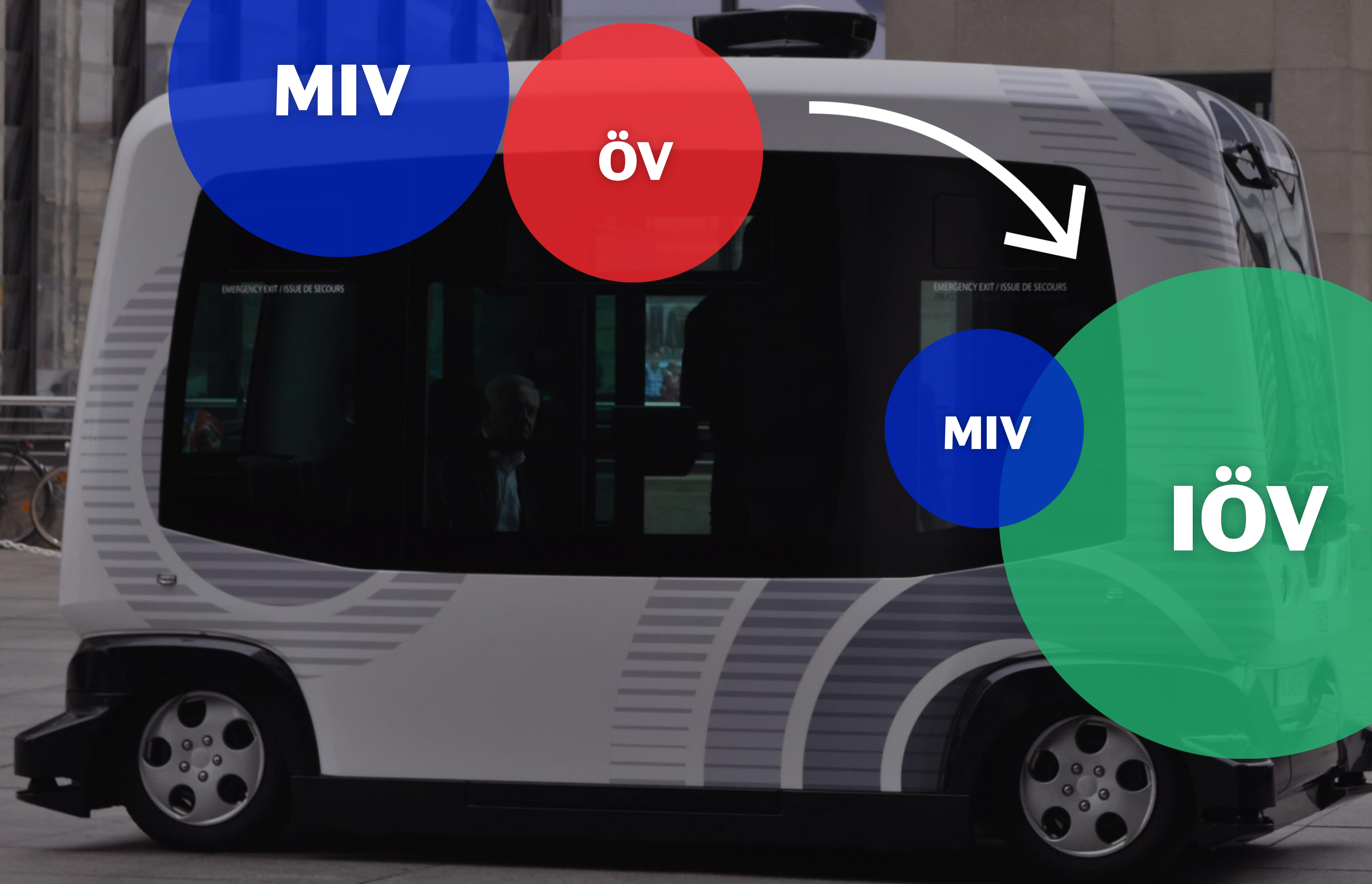
MIV

öv

MIV

Iöv

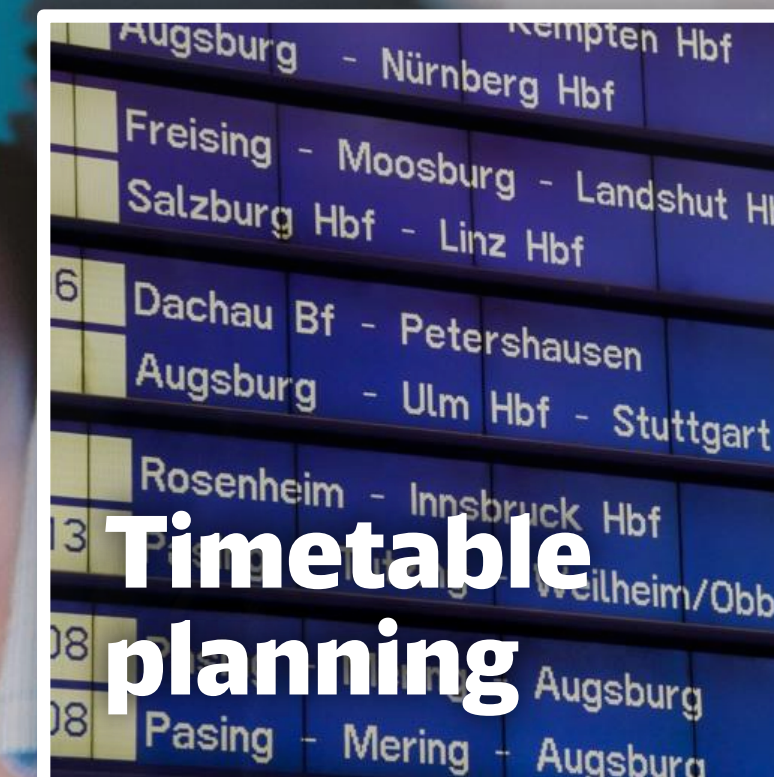
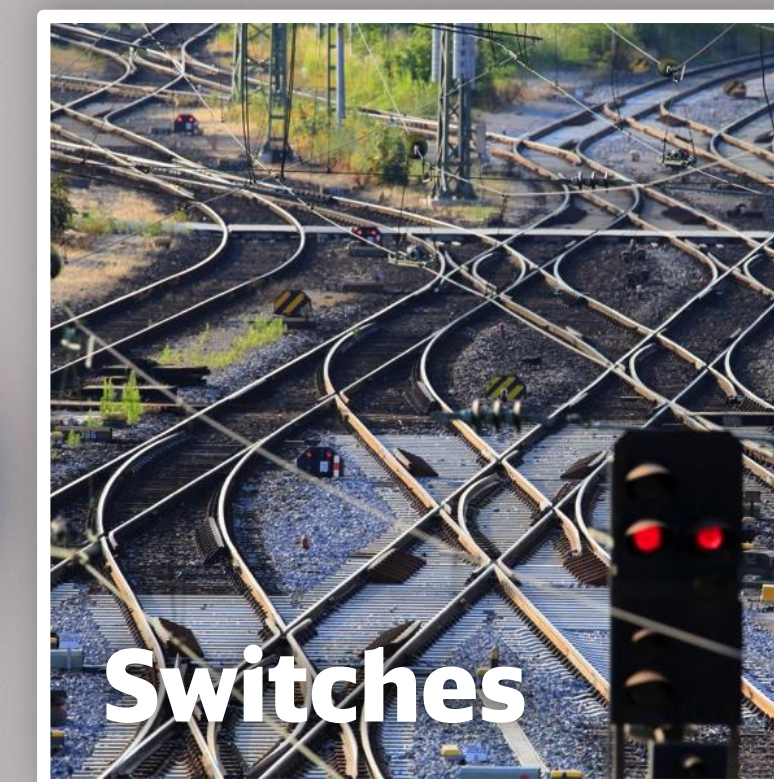
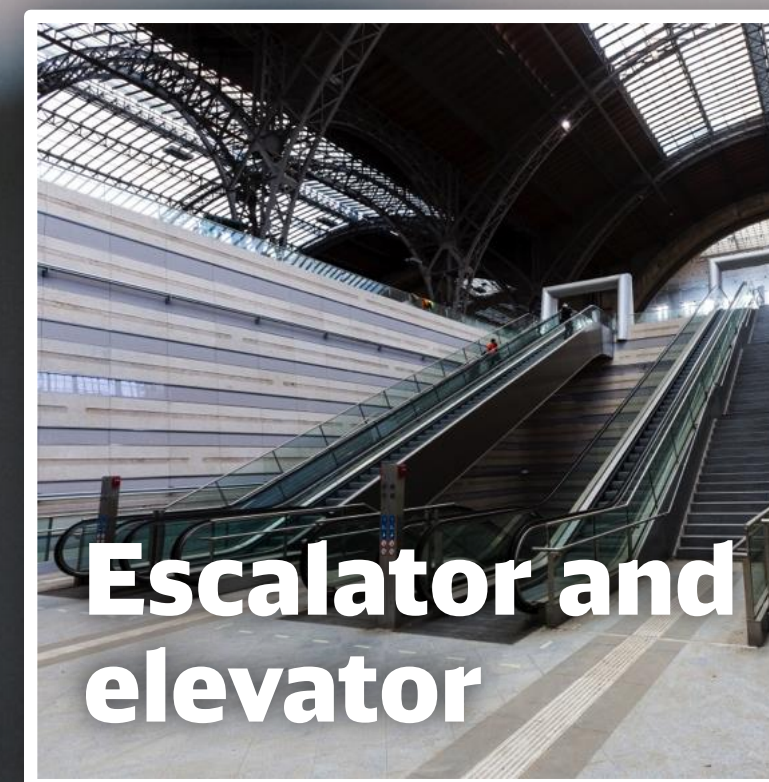
öv



A person in a dark suit and light blue shirt is holding a large, glowing blue gear in their right hand. The gear is illuminated from within, casting a warm, orange glow. Surrounding the hand and the gear are numerous other gears of various sizes, some in shades of blue and others in a lighter, translucent blue. The background is a soft, out-of-focus grey, suggesting an indoor setting. The overall composition conveys a sense of precision, technology, and forward-thinking.

**We are digitalizing our
processes to increase
the quality for our
customers**

We are digitalizing our processes to increase the quality for our customers





Digitalisation offers big opportunities, that we have to take quickly and together.