

# InformNorden

Smarter together

Helsinki 11 – 13 September 2013

Programme



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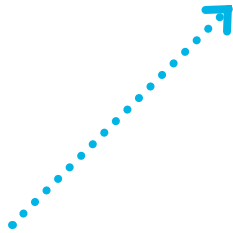
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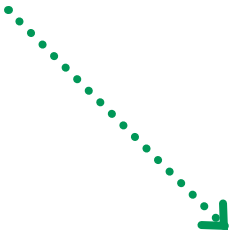
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# Welcome to Helsinki!

This year InformNorden, the open community for people in the Nordic countries, i.e. Denmark, Iceland, Norway, Sweden and Finland, holds its 15th annual international conference. The success of InformNorden is very much based on the interesting and compact annual conferences where the latest developments in public transport IT solutions are shared in a friendly atmosphere.

This year the conference was named “Smarter Together”. The programme consists of five different sessions which address public transport information service issues from different angles. The idea is that every person giv-

ing a presentation in this conference would tell a story – a story that has a beginning, a storyline and an end with conclusions. The presentations should tell what has been done, not only what is planned to be done. In short: in the InformNorden community we share experiences – both good and not so good – and innovations.

A new feature in our conference is an opportunity to send live comments on the ongoing presentations shown on a screen in the lecture hall. We hope that this flavouring will make our panel discussions even more interesting. Also, it might activate more people in the audience to comment on the presentations.

The InformNorden conference provides its participants with a good overview of the latest technology as well as a look into some important and innovative on-going projects in the Nordic countries.

On behalf of the Steering Committee of InformNorden and of Helsinki Region Transport, it is my pleasure to welcome you to Helsinki. I wish you enjoy these inspiring three days with InformNorden.

**Kerkko Vanhanen**

Head of Information Systems Group  
Helsinki Region Transport

# Venues and Events

## Visiting Finland

Helsinki is the capital and largest city of Finland. It is in the southern part of the country, on the shore of the Gulf of Finland by the Baltic Sea. The population of the city of Helsinki has recently passed the 600,000 mark; the Helsinki region has over 1.2 million inhabitants. Helsinki is Finland's administrative center and the center of the Finnish cultural life and business activity. There is a large and varied array of museums, galleries and performance venues in the city. Helsinki is a pocket-sized metropol and most of the hotels, shopping and entertainment venues are within a walking distance. Getting around the city is easy: a simple and affordable way to see Helsinki's sights is to hop on the tram 2 or 3. You can get off the tram at any stop, or you can do the whole loop in about one hour.

### Welcome reception

Restaurant Loiste:  
Kaarre  
(The Sokos building,  
10th floor)

Kaivokatu 1  
00100 Helsinki

### Main venue

Finlandia Hall:  
Helsinki Hall  
  
Mannerheimintie 13 e  
00100 Helsinki

### Gala dinner

Restaurant  
Kalastajatorppa:  
The Round Hall

Kalastajatorpantie 1  
00330 Helsinki



## Short history of Finlandia Hall

Alvar Aalto was commissioned by the city of Helsinki to design a concert and congress building, the first constructed part of a great central city plan, which Aalto first presented in 1961. The principal set of blueprints for the concert hall are dated May 10th 1967. None of the other buildings in the grand scheme were ever completed.

The design for Finlandia Hall shows some interesting features: asymmetry, acoustical wall structures and the contrast between the marble balconies and cobalt blue walls in the concert hall interior.

Finlandia Hall was completed in 1971 and the first concert took place on 2 December 1971. The congress wing was being designed even before the completion of the main wing and was completed in 1975. It was opened just in time for the Conference on Security and Cooperation in Europe (later to be renamed OSCE), during which the heads of state from 32 countries visited Helsinki. The Helsinki Final Act was signed at Finlandia Hall.



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## Wednesday 11th September

19:00 **WELCOME RECEPTION**  
Restaurant Loiste / Kaarre

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## Thursday 12th September

8:00 Registration

8:45 Opening of the Conference and Exhibition – Kerkko Vanhanen  
Opening words by the moderator – Magnus Arnström

### 1. ➔ Infotainment and Advertisement

9:15 **1A Digital Out of home media**  
How to leverage commercial driving forces in order to expand traffic information infrastructure as well as customer benefits.  
Speaker: **Carina Holm** – Marketing Strategist Transport Administration Stockholm County Council, Sweden

9:35 **1B JCDecaux in cooperation with public transport authorities and operators**  
Cooperation with a PT authorities and operators. One media, many infotainment flows, experiences so far. How to settle different processes and IT systems to full fill local requirements.  
N.N, Director, JCDecaux Europe, Finland / France

9:55 **1C Movia modell – Operators invest on buses**  
Infotainment Showing correspondances in Infotainment solutions. A presentation of the Roskilde project, where the PTA, PTO and the municipality worked together to show corresponding public transport in the buses. Business models.  
Speaker: Marie Oster, Movia, Denmark

10:15 **1D Riding pleasure**  
How to use modern technologies like infotainment and mobile internet to make public transport fun and easy to use. Karlstad – a city with over 60% increase of travel since 2005 – aims to double public transport before 2020.  
Speaker: Robert Sahlberg, Business Development Manager Karlstadsbuss, Sweden

10:35 **Panel discussion**

10:50 Coffe break

### 2. ➔ Mobile Ticketing

11:15 **2A 9 months with app-based smartphone ticketing in a nationwide framework**  
RuterBillett, app-based ticketing in a nationwide framework. The app-success! Just 5 months after the launch, Ruter is selling 30 % of the single tickets through the app. What are the key elements for this success?  
Speaker: Hanne Nettum Breivik, Project Manager, Ruter As, Norway

11:35 **2B www.1415.dk – The mobile ticketing universe**  
Greater Copenhagen – 2 Apps (one way tickets and season passes) – past, present and near future. Including reflections on coexisting with a Travel Card.  
Speaker: Stephen Stonall Henningsen, Movia, Denmark

11:55 **2C Ticket inspecting – how HSL dramatically improved the ticket inspecting results**  
HSL has renewed the ticketing inspectors device. The efficiency is now much higher. Presentation includes a short review of the Nordic statistics.  
Speaker: Jaakko Heinilä, Head of Ticket Inspecting Unit, HSL, Finland

**12:15** **2D Security issues in NFC mobile ticketing**  
Where is NFC coming into the picture? What technology decisions need to be made? Who collects the transactions fees Experiences and decisions made so far  
Speaker: Mads-Peter Möller, Oberthur Technologies, Denmark

**12:35** **Panel Discussion**

**12:50** **Lunch**

### **3. → Operators and IT**

**14:00** **3A Future cooperation between PTA and PTO**  
What knowledge, competences and IT-solutions, does the PTO already have today, and how can that add value to the PTA? Which areas could benefit from cooperation, instead of focusing on the compliance of a contract? This speech gives a PTO perspective on the future.  
Speaker: Anders Lukowski, Arriva A/S, Denmark

**14:20** **3B Continuous improvement in customer satisfaction through mobility**  
Systems that have been developed by the operator in order to fulfill the contract between the PTA and PTO. Mobile solutions for keeping contact with the personnel: Cleaning and Graffiti Reporting, Quality Measurements, Deviation reports, Customer Surveys, Improved communication.  
Speaker: Nicklas Burman, Manager IT, MTR-Stockholm, Sweden

**14:40** **3C We can't live without them - The use of IT-systems in Public Transport Operation**  
Nobina will share it's key findings from the past decade of IT-development from the operator's perspective, and propose solutions for meeting the future challenges of getting a higher efficiency but at the same time offer a better service for more passengers.  
Speaker: Peter Björnlund, Director Strategic Systems, Nobina AB, Sweden

**15:00** **Panel discussion**

**15:15** **BONUS PRESENTATION: The Helsinki 300-series Tram - From scratch to success?**  
This bonus presentation leads us to a journey to machinery industry. Helsinki City Transport (HKL) is buying new low floor trams. To full fill the special requirements in Helsinki, the main technical concept of the new tram is developed and planned by HKL itself. The chief planner Ollipekka Heikkilä tells us how important it is to take care of Life Cycle Costs in such an interesting project. And what all does that mean when speaking about the it-solutions in the new tram.  
Speaker: Ollipekka Heikkilä, Development Manager, Helsinki City Transport Tram Unit, Finland

**15:55** **Refreshments And Exhibition**  
(closes at 17:00)

**18:30** **Leave for the Gala Dinner**  
Leave for the Gala Dinner from the Mikonkatu Tram stop (Mikonkatu 15, in front of restaurant Public Corner).

**19:00** **Gala Dinner**  
Restaurant Kalastajatorppa

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## **Friday 13th September**

### **4. → Demand Responsive Public Transport And IT**

**9:00** **4A KutsuPlus - new transport mode, new level of service**  
Kutsuplus, a demand oriented pilot service at the moment, complements HSL's public transport services. All reservation, payment, routing and guidance services are automated.  
Speaker: Kari Rissanen, Program Director, HSL, Finland

- 9:20 **4B FlexDanmark - nationwide cooperation**  
The true story of how to improve performance and achieve cost reduction through shared operation and development.  
Speaker: Kim Snebjerg Jensen, CEO FlexDanmark, Denmark
- 9:40 **4C Route planning in real time**  
How to plan routes and headways in real time to get the utmost service and efficiency. What role can this way of planning play in the public transport of the future?  
Speaker: Hans Andersson, IT Award winner 2013, MD Planit, Sweden
- 10:00 **Panel discussion**
- 10:15 **COFFEE BREAK**

## 5. → Data Warehouse Systems and Business Intelligence

- 10:45 **5A Masterdata management and BI**  
Thoughts and findings regarding implementing MDM and BI in Movia.  
Speaker: Tom Welcher, Datawarehouse specialist, Movia, Denmark
- 11:05 **5B Datawarehouse - Get the best out of business intelligence**  
Building a new data warehouse. To ensure that business decisions are based on facts, not intuition, Ruter As wants to collect all its data on PT in the Oslo-area in a new data warehouse. How can we ensure a successful implementation?  
Speaker: Robert Fjelltn Bøe, Controller at Ruter As, Norway
- 11:25 **5C Without a view, not a clue**  
Traffic running as planned? Business plans for PTA and PTOs need quick and common statistics for fast actions.  
Speaker: Anna Archer, Affärsutvecklare/Business developer, Skånetrafiken, Sweden

- 11:45 **5D Better decisions with user experience**  
UX-driven service development: How Ruter has become more customer oriented in developing new services related to customer information and ticket machines. Increased attention paid to the “outside-in” customer perspective helps to shift the focus away from what we think the customer wants to what the customer actually wants.  
Speaker: Wenche Pedersen, Market consultant, Ruter As, Norway
- 12:05 **Panel Discussion**
- 12:20 **Welcome to InformNorden and NLTM joint conference in Oslo 11 - 13 June 2014. - Jarl Eliassen**
- 12:25 **Closing words by the moderator - Magnus Arnström**
- 12:30 **LUNCH**

# Registration

Please register for the 15th InformNorden International Conference in Helsinki by going to the conference website [www.informnorden.org](http://www.informnorden.org) for online registration.

## Registration Fee

Early Bird fee Before 10 July  
680 EUR / person  
Standard fee 11 July – 15 August  
730 EUR / person  
Late fee from 16 August  
850 EUR / person

## Registration fee includes:

- Admission to the conference
- Participation at all presentations and exhibitions
- Coffee breaks and lunches
- Reception at the Restaurant Kaarre on 11th September
- Banquet and official dinner at Restaurant Kalastajatorppa, the Round Hall on 12th September
- Travel card covering public transport in the cities of Helsinki, Espoo and Vantaa during the conference.

## Hotel Accommodation

Four star hotels in the City of Helsinki have been reserved for the conference participants. Rooms will be allocated on a first come – first served basis. Telephone requests cannot be accepted. Please note that we reserve rights to book another hotel if the desired one is booked out. Rooms can be guaranteed until 9th August.

All reservations are handled by L.R. International Ltd. Please do not contact the hotels directly. Possible changes and cancellations must be made by e-mail to [ulla.niskanen@lrint.com](mailto:ulla.niskanen@lrint.com). The hotel reserves the right to charge you for all nights reserved and guaranteed on this registration form, should you check out before departure date or in case of no-show.

Upon receipt of the payment, a confirmation will be issued and sent by email.

Rates are in EUR per night including breakfast, service charge and VAT (Single room / Double room).

Holiday Inn Helsinki City Centre  
Elielinaukio 5, 00100 Helsinki  
150 / 165 EUR / night

Radisson Blu Royal  
Runeberginkatu 2, 00100 Helsinki  
135 / 155 EUR / night

Crowne Plaza Helsinki  
Mannerheimintie 50, 00260 Helsinki  
125 / 140 EUR / night

Sokos Hotel Presidentti  
Pohjoinen Rautatiekatu 4,  
00100 Helsinki  
129 / 139 EUR / night

All hotel rooms have a private bath / shower, telephone, television and pay-TV. The hotels are all situated in the city centre of Helsinki, close to Finlandia Hall.

# How To Get to Helsinki

## By Air:

Helsinki-Vantaa Airport provides direct scheduled connections to over 90 international destinations Worldwide. Over 160 scheduled flights arrive to Helsinki every day. The most frequent flights are operated by Finnair, SAS and Norwegian.

## By Water:

Finland is easy to reach by sea from Sweden, Estonia and Germany throughout the year.

## By Rail:

There are three daily trains between Finland and Russia.

## By Bus:

From/to Helsinki-Vantaa Airport to City Centre by Helsinki Region Transport buses: Buses 615, 615T

- from the Airport Terminals
- from Helsinki Rautatientori platform 5 (next to the Railway station)
- cost 4,50 EUR

NOTE: complimentary with a multi-modal travel card provided to you at the airport Airpro Travel Service 24h in terminal T2 Service Floor (between terminals T1 and T2).

- estimated travel time 40 minutes.

## Finnair City Bus

There is a Finnair City Bus from Helsinki airport to Helsinki city Centre. Bus stops are situated in front of the Terminals. In the city centre the bus stops are in Elielinaukio (next to the Railway station). Estimated travel time is 35 minutes (cost 6,20 EUR).

## Taxi

The taxi journey from the airport to the centre of Helsinki takes nearly half an hour and costs approximately 35 EUR. There are taxi stations right outside the Arrivals Halls of Terminals.

## PUBLIC TRANSPORT IN THE INTERNET

HSL offers a number of mobile services that make traveling on public transport easier. Check <http://www.reittiopas.fi/en/> and <http://www.hsl.fi/EN/Pages/default.aspx>. The Journey Planner and Disruption info are easily accessible also via the mobile version in [m.hsl.fi](http://m.hsl.fi).

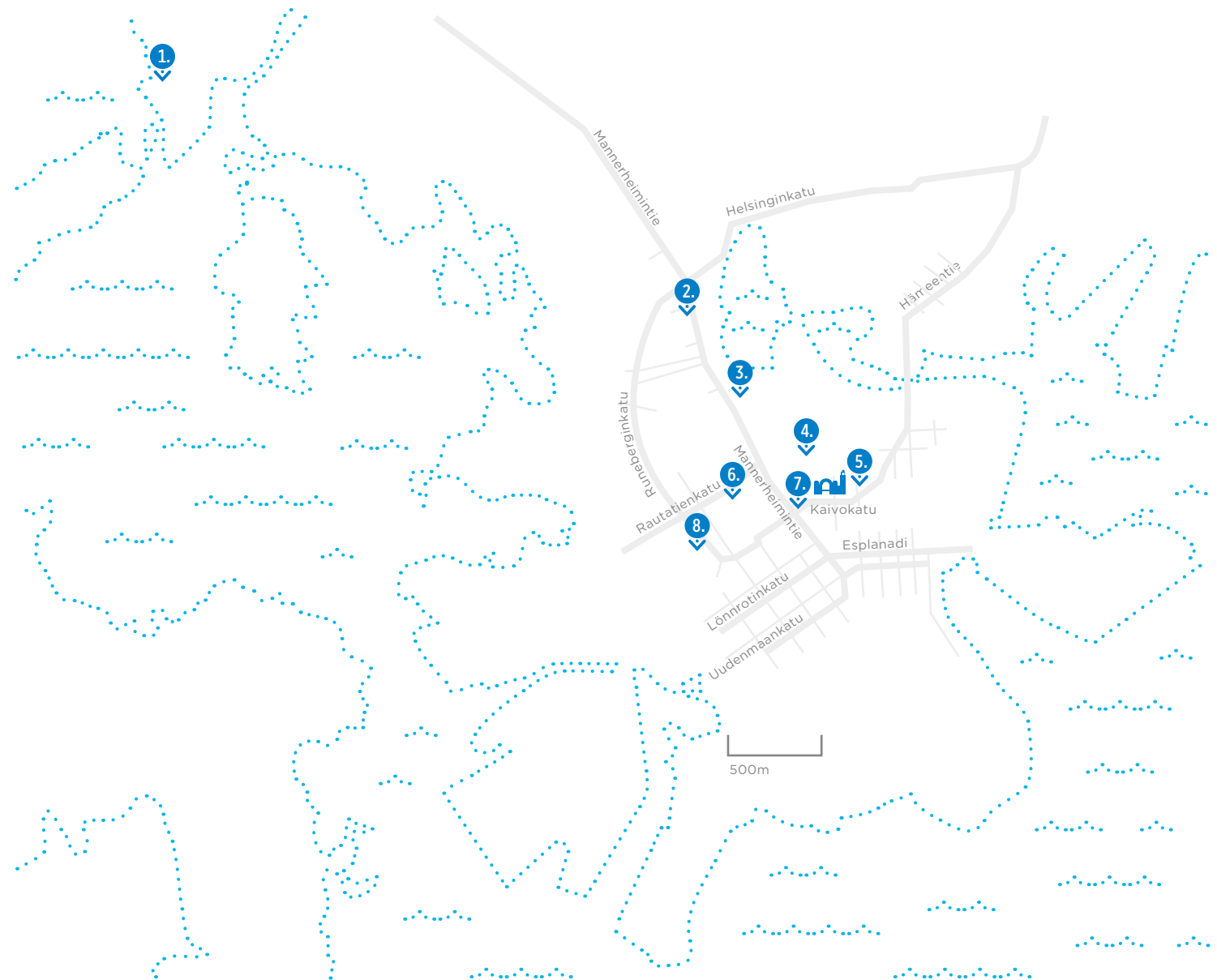


# Map of Helsinki

- 1 Gala Dinner  
Restaurant Kalastajatorppa  
The Round Hall  
Kalastajatorpantie 1
  - 2 Hotel Crowne Plaza Helsinki  
Mannerheimintie 50
  - 3 Main Venue  
Finlandia Hall, Helsinki Hall,  
Mannerheimintie 13 e  
Entry M4 / K4
  - 4 Hotel Holiday Inn  
Helsinki City Centre  
Elielinaukio 5
  - 5 Mikonkatu Tram Stop  
Leave for the Gala Dinner
  - 6 Hotel Sokos Hotel Presidentti  
Pohjoinen Rautatiekatu 4
  - 7 Welcome Reception:  
Restaurant Loiste – Kaarre  
Kaivokatu 1  
(The Sokos building, 10th floor)
  - 8 Hotel Radisson Blu Royal  
Runeberginkatu 2
-  Central Railway Station

Busses to the airport leave next to the  
Central Railway Station.

Please find the detailed map through this link:  
<http://goo.gl/8HooH>



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InformNorden in cooperation with

**AXENTIA**

**CONSAT**  
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**FÄLT**COM

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Traffic • Software • Service

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**PLAN**it  
SWEDEN AB

**Pilotfish**

**POLTECH**

**swarco**

**Trapeze**

**VIX**

InformNorden