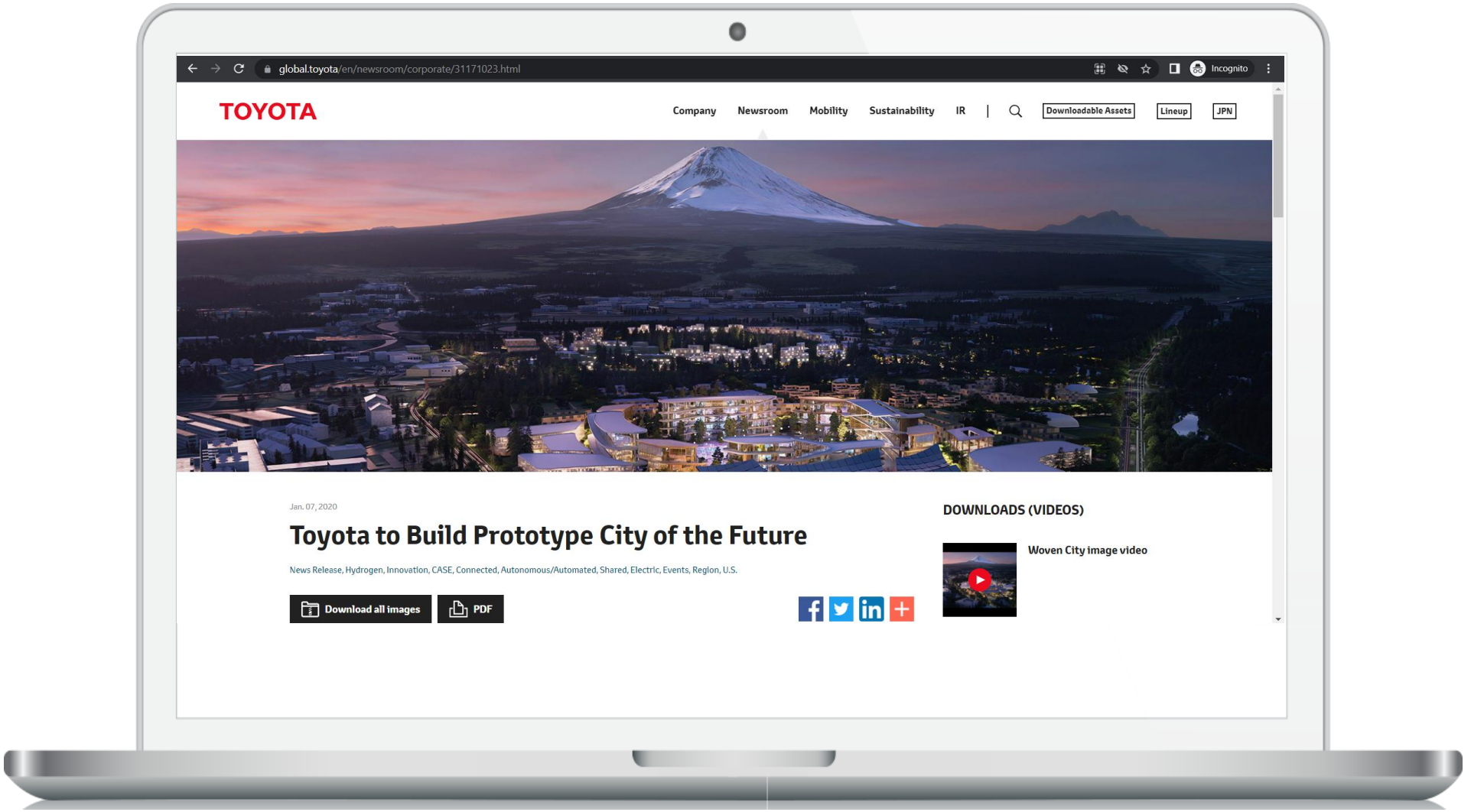
Dansk turisme som international frontrunner på data

Thomas Norton Kierkgaard,
Director Innovation & Technology, NTT DATA Business Solutions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Jan. 07, 2020
Toyota to Build Prototype City of the Future
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Woven City image video

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Use cases fra Las Vegas

"We're at that point where cities that learn, understand and invest in technology will be the cities of the future. Las Vegas is well on its way with our NTT partnership backing us."

*- **Michael Sherwood**, Chief Innovation Officer for the City of Las Vegas*

Crowd Monitoring & Predictions

Tælle og forudsige besøgende/folkemængder, notifikationer når folkemængder overskrider grænsværdier eller afviger fra forudsigelser

Traffic Intelligence & Identification

Tælle og forudsige antal biler, opfang hvis biler kører i forkert retning (inkl. flow), identificér biler

Audio Notification & Alerts

Kommunikation af lydbeskeder på udvalgte lokationer, identifikation af skudsalver, panikråb og knust glas

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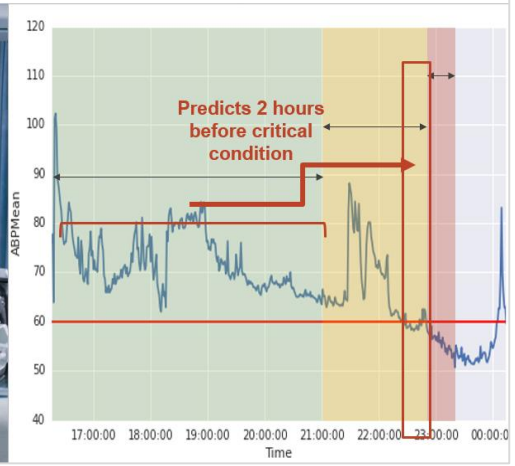
NTT is Accelerating Smart

Virgen del Rocio Hospital Spain

Development of an AI model that predicts whether the patient will lapse into a critical condition within 2 hours



Revolutionizing the viewer experience of the Tour de France

delivered to cycling fans, professional teams, social media, and traditional press around the world:

- **Live GoPro** broadcasts from riders in the race
- Race data in the form of new **television graphics**
- A **live-tracking website** to track rider speed, distance between riders, and position within the peloton
- New race data shared on **social media channels**

Public Transport Victoria

PUBLIC TRANSPORT VICTORIA

Smart transit for the future

Business need

The State of Victoria needed a partner to help operate myki, one of the largest public mass transit smartcard, mobile enabled, projects in the world.

Myki encompasses more than 24,000 devices located on trains, trams, and buses, distributed across the State of Victoria metropolitan and regional areas.

Public Transport Victoria (PTV) wanted to respond to citizen demands and create a mobile transit solution.

Solution

- End-to-end supply chain and operational management of >15 million myki smartcard
- Introduced Mobile myki
- Financial services –collection from 800+ entities and settling for a range of receivers
- 24x7 helpdesk, training, reporting, audit and compliance and data management
- End-to-end management of 24,000+ pieces of equipment across the state
- System management –data center, DR site and all development environments

Outcomes

- Support 5M smart card holders representing 400M trips per year
- Launched mobile myki using Google wallet
- Successful delivery of the myki solution for over a decade.
- Reduced costs, increased revenue, and better planning due to data analysis
- Flexible open standards-based solution allows PTV to select the best devices and vendors and easily replace them if new technologies or vendors become available.

"As our long-term partner, NTT DATA has helped us evolve to meet the challenges of Victoria's growing population and rising demand for public transport . Whether it's saving time by adding money on-the-go or avoiding queues at ticketing machines, Mobile myki is an innovation that will make traveling on public transport in Victoria easier for thousands of passengers every day."- ***Jeroen Weimar,*** *CEO of PTV.*

Wearable Tech for Better Health

Invented by a physician and neurosurgeon working for NTT Basic Research Labs, the hitoe® fabric is redefining wearable technology. NTT DATA and Chip Ganassi Racing have tested the shirt on the track to improve driver performance.

III. Intelligent Platform Success Story: Romo island

NTT DATA participated in the Destination:Digital project at Romo that collected large amounts of data with the aim of providing insight into where efforts can be made to increase productivity, improve the service and quality of the tourists' experience, and not least secure and sustainable development of the destination.

Rømø is a Danish island in the Wadden Sea. Rømø is part of Tønder Municipality. The island had 650 inhabitants as of 1 January 2011 and covers an area of 129 km².

https://www.romo-tonder.dk/en/

Build a solution which meets the requirements for an eco-system of eco-systems as process house for future sustainable public places & infrastructure, means:
- many stakeholders with contracting targets, as shop owners, hotels, municipalities, industry, tourists, residents
- eco-system of eco-systems (hybrid process house) to connect different sensors, gateways, platforms, analytical tools to a comprehensive E2E solution being the platform for stakeholders
- building an ethical and not-intrusive landscape which is GDPR compliant and secures privacy of data
- integrating different hardware and software partners
- many talks with stakeholders necessary who are not used to work in IT projects to determine demand
- architecture design and modeling of data model, especially for camera based analytics

Unikt ved dansk turisme

Et fælles mål, og aktørerne forstår dette

Gratis og tilgængelig data

NTT DATA

Fra Rømø ⇨ Veskysten:Digital

Rømø

Etik, teknologi og datafangst i det offentlige

Vestkysten

Anvendelse & skalering

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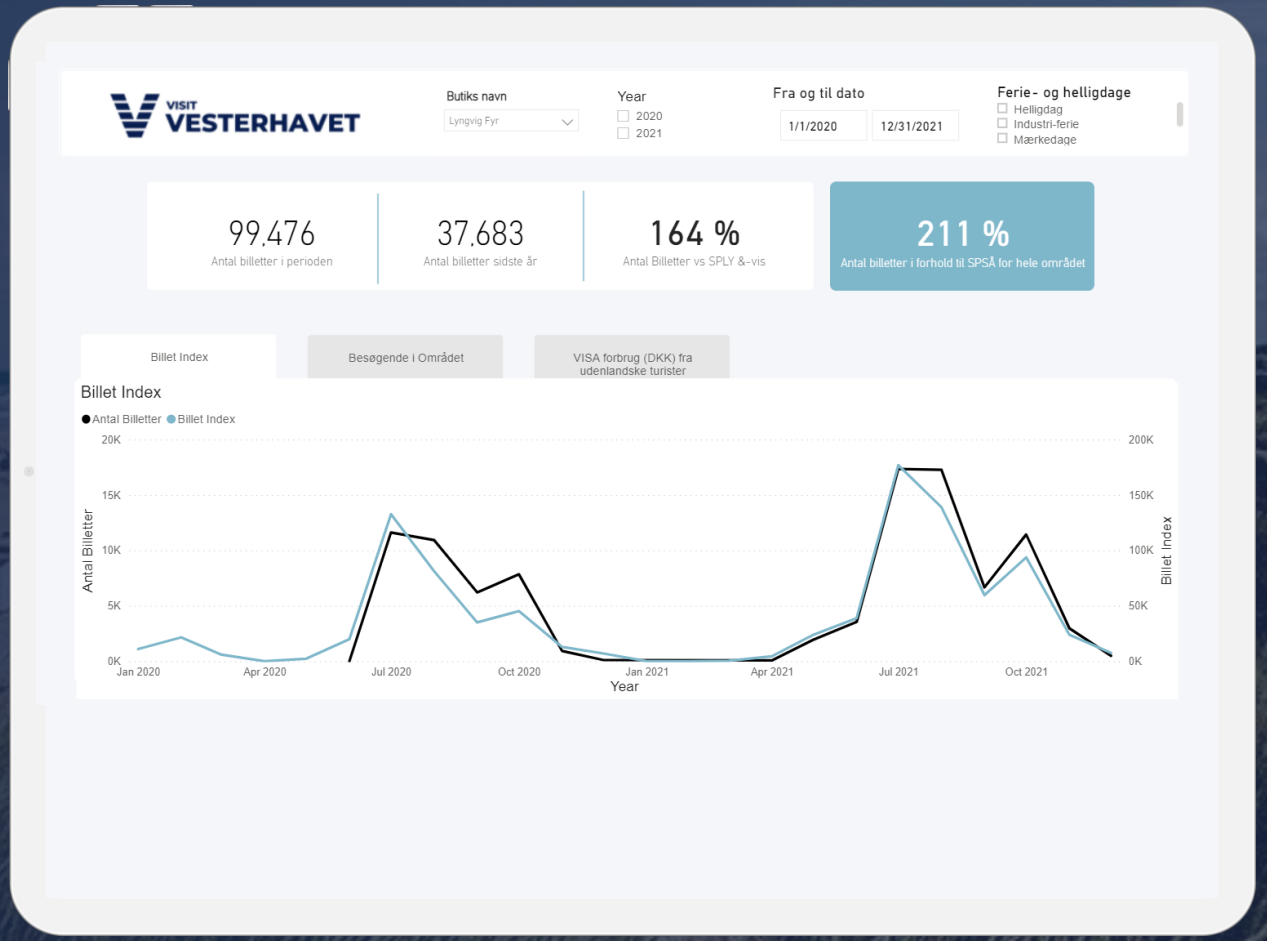
Vestkysten:Digital

- Indsigt i dag, der giver handling i morgen
- Værdi for aktører
- Drift



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Vestkysten:Digital - Datakatalog

Danmarks Statistik

- Baggrundsdata – demografi, bygninger og historiske overnatningsdata

Vejdirektoratet

- Trafiktællinger, hastigheder

DMI

- Vejr

Kalender

- DK/DE/NO/NL ferie
- Corona

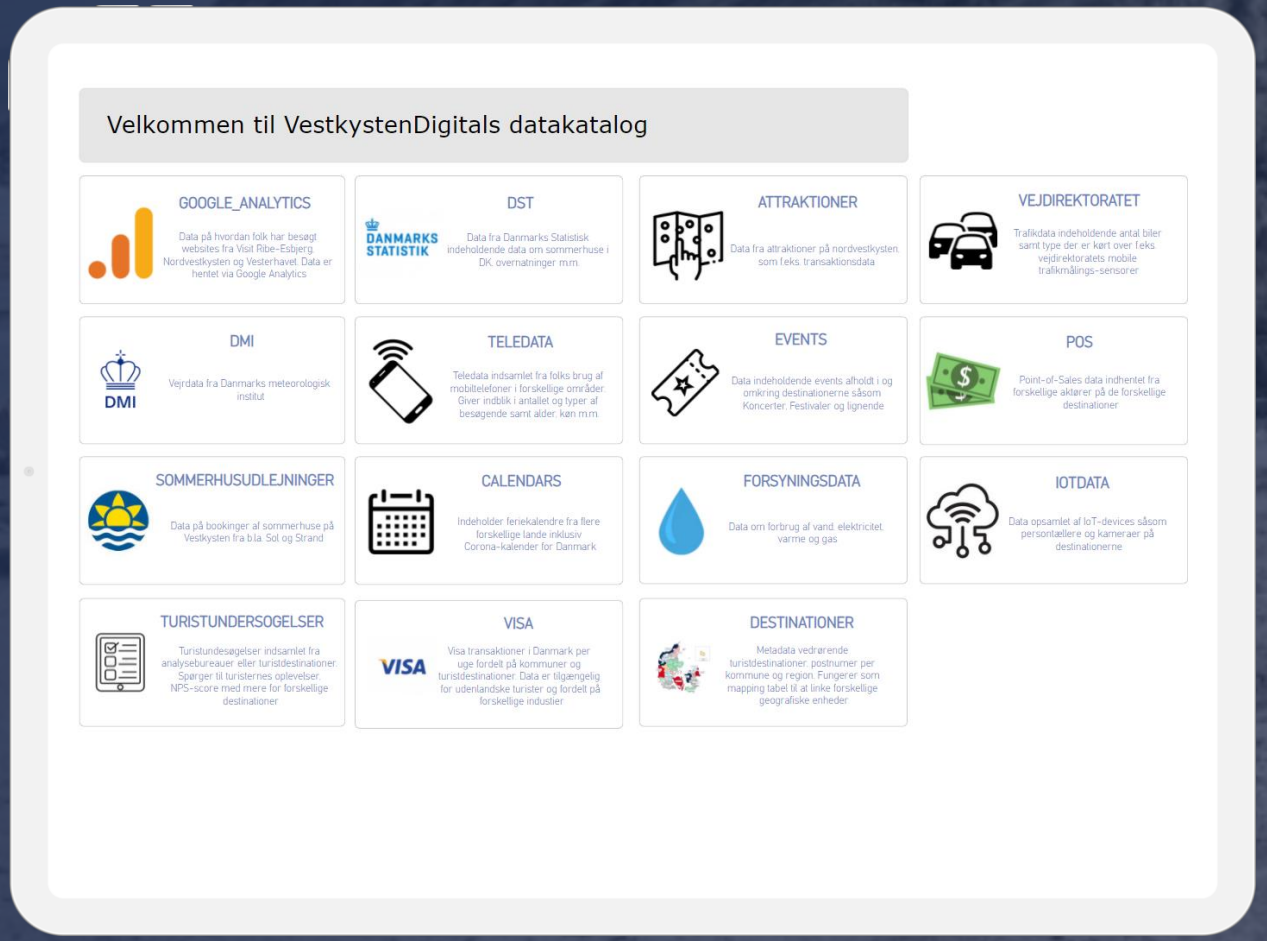
Destinationer

- Baggrundsdata – geografisk inddeling

Aktørdata

Google Analytics

Tele, Nets, Visa, begivenheder mv….



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Fremsyn

Indsigt i dag, der leder til handling i morgen

Showcasen på SmartCountry-løsning – Destination:Denmark

- En fælles dataplatform

Økosystem af leverandører

- Analyse / Data / Sensorer / Kommunikation / flere..

Usecase x →

- Bæredygtighed / Forudsigelse /
  Nudging / Kommunikationseffekt / Segmentering

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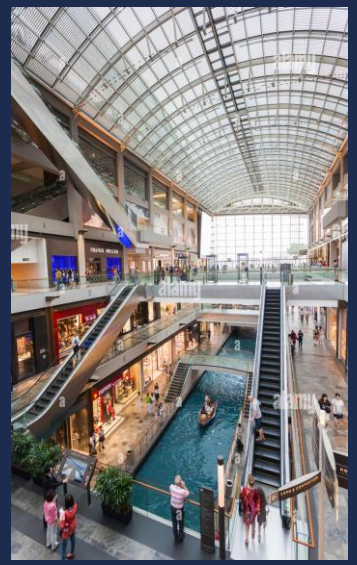

TOYOTA
WOVEN CITY

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Smart:Destination

The Digitization of sandy toes

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NTT DATA Business Solutions Nordics
Erhvervsbyvej 11
8700 Horsens