



## **Press Conference**

**Tuesday 9 June 3.30pm - 4.00pm Stand 1D550 Hall A**

As a part of UITP programme on the 9th of June, 3.30 pm, hospitality area, **Roberto Cerruti, IT dept Director**, will have a speech on the Actv S.p.A. experience about one year use of imob , the new full contact less electronic ticketing system of Venice.

The speech will explore the motivation that led Actv S.p.A., the Local Transport Authority, to face a project of this importance.

It will point out that everything must be in harmony with the software development needed to support a technological challenge like that and coherent with IT architecture: passing through Avl-m System (Automatic Vehicle Localisation and Monitoring of Shipping and Buses Fleet) and Business Intelligence DWH System.

It will underline the importance of managing properly the huge pile of new data, avoiding missing an excellent opportunity to rebuild internal processes.

The speech will analyse in summary the path followed by Actv S.p.A. from the idea, through the kickoff, to one year use of imob, exploring technical solutions, critical issues and heading for today's hypothesis to face the future.

Actv S.p.A.