Impact

- Understanding of the dynamics behind the current status of ITS implementation
- New business models facilitate decision-making and identify incentives
- Contribution to supporting the development of more efficient policies in C-ITS

Key Indicators

- Key performance indicators and barriers for ITS analysed; holistic intelligence process finalised
- Value network analysis (VNA) implemented, fundamental economics of new business models formalised
- Network platform operative, training and policy recommendation report completed
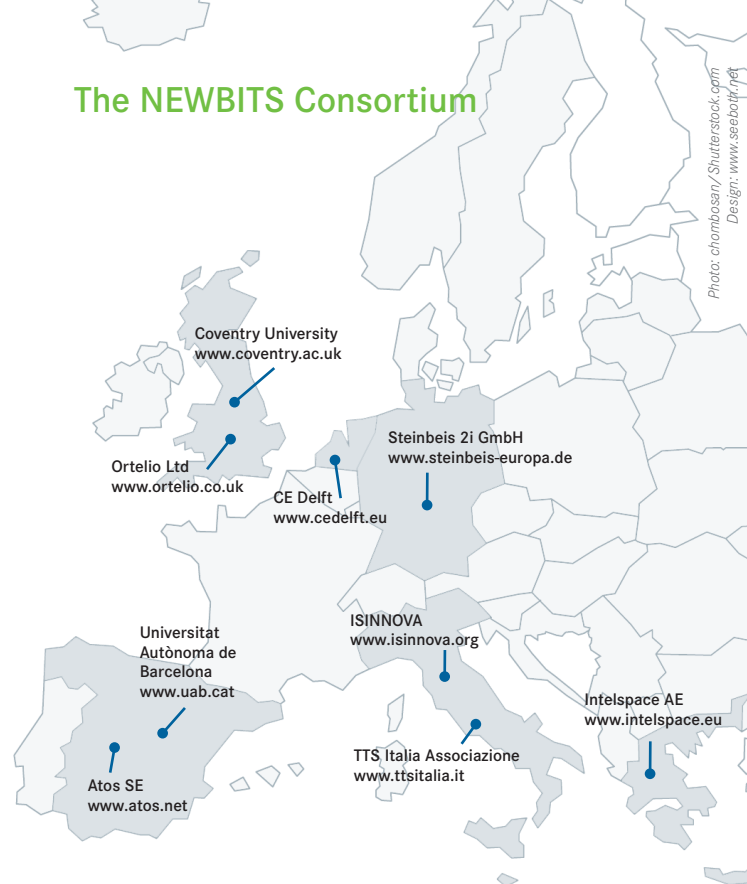
Stakeholder Advisory Board

The NEWBITS consortium is complemented by the Stakeholder Advisory Board (SAB), consisting of representatives from industry and research in C-ITS. SAB members will provide specific operational input and support the NEWBITS network.

Members of the SAB are:

- Illumineight (Sweden): www.illumineight.se
- Aslogic SL (Spain): www.aslogic.es
- ITS UK (United Kingdom): www.its-uk.org.uk
- Swarco Mizar S.p.A. (Italy): www.swarco.com
- Transport and Telecommunication Institute (Latvia): www.tsi.lv
- Hitachi (United Kingdom): www.hitachi.eu/en-gb
- University of Borås (Sweden): www.hb.se
- Vojvodina ICT Cluster (Serbia): www.vojvodinaictcluster.org
- Dutch Institute for Advance Logistics (Netherlands): www.dinalog.nl
- Rail Safety and Standards Board (United Kingdom): www.rssb.co.uk

The NEWBITS Consortium

Coventry University
www.coventry.ac.uk

Ortelio Ltd
www.ortelio.co.uk

CE Delft
www.cedelft.eu

Steinbeis 2i GmbH
www.steinbeis-europa.de

Universitat Autònoma de Barcelona
www.uab.cat

ISINNOVA
www.isinnova.org

Intelspace AE
www.intelspace.eu

TTS Italia Associazione
www.ttsitalia.it

Atos SE
www.atos.net

Find more at:
http://newbits-project.eu

Project coordinator:
Xavier Leal
x.leal@ortelio.co.uk

Follow us:

NEWBITS Project
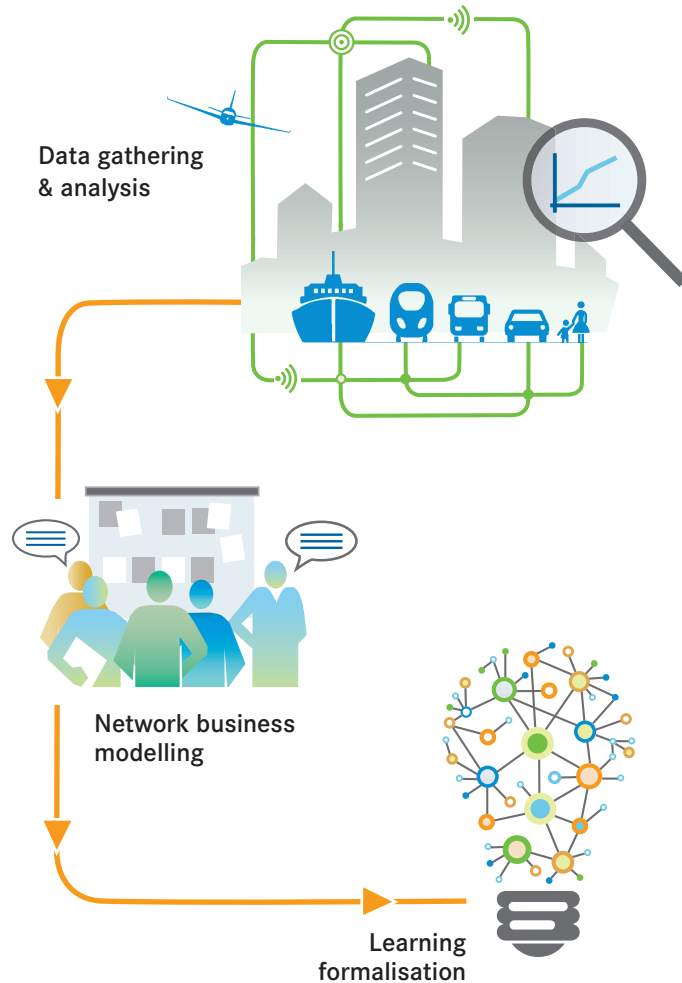
NEWBITS @NEWBITS_CITS

NEWBITS

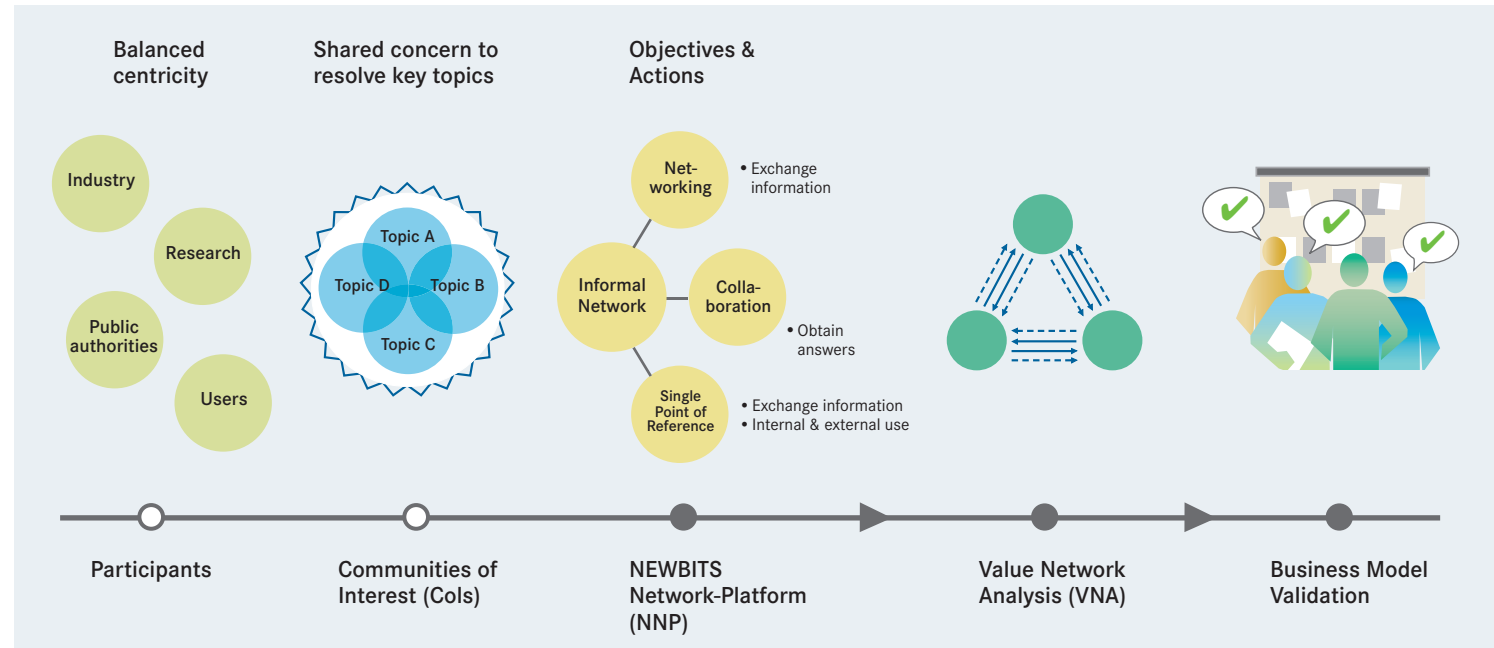# NEW Business Models for Intelligent Transport Systems

Scope

The NEWBITS project aims to improve the understanding of the conditions affecting Cooperative-Intelligent Transport Systems (C-ITS) innovation deployment using an improved value network-based framework that:

- Minimises failures inherent to C-ITS innovation diffusion
- Evolves current business models
- Identifies effective incentives to accelerate C-ITS deployment

Data gathering & analysis

Network business modelling

Learning formalisation

Approach

Balanced centricity

Industry

Research

Public authorities

Users

Shared concern to resolve key topics

Topic A

Topic D   Topic B

Topic C

Objectives & Actions

Net-working

• Exchange information

Informal Network

Colla-boration

• Obtain answers

Single Point of Reference

• Exchange information
• Internal & external use

Participants

Communities of Interest (CoIs)

NEWBITS Network-Platform (NNP)

Value Network Analysis (VNA)

Business Model Validation

Specific Objectives

1. Apply a business ecosystem concept for C-ITS

2. Implement a network-based business modelling method for C-ITS

3. Improve the understanding of C-ITS enablers and barriers implementing a holistic intelligence process

4. Validate new business models, translate and capitalise results

NEWBITS will

- Configure **Communities of Interest (CoI)** to foster a fully integrated network approach to the business modelling

- Adjust the value network analysis aiming at describing WHERE value lies in a network and HOW it is created

- Develop a web-based **network platform** to support the project approach

- Map the C-ITS ecosystem

- Identify C-ITS enablers and barriers and investigate existing KPIs

- Gather intelligence of C-ITS products, initiatives, markets, demands, stakeholders, and innovation diffusion

- Generalise results towards C-ITS business cases, develop training programmes and deliver policy recommendations