

# IDC Government Insights: Worldwide Sustainable Transportation Hubs Strategies

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The *IDC Government Insights: Worldwide Sustainable Transportation Hubs Strategies* service empowers executives of public and private sector organizations that build, own, and operate airports, ports, and train, subway, and bus stations to make evidence-based decisions about the future of customer experience, revenue management, and net-zero, safe, and resilient operations. The service helps executives to understand how technology will enable them to increase the yield of real estate by working with the ecosystem of retailers and hospitality services renting space, manage the safe flow of passengers, offer multi-modal mobility last-mile connections, in particular micromobility and shared mobility options, and reduce energy consumption and GHG emissions.

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## Approach

The IDC Government Insights: Worldwide Sustainable Transportation Hubs Strategies will collect evidence through IDC global survey data, IDC analysts' in-depth interviews with transportation hubs IT executives, vendor briefings, and secondary research to deliver evidence-based insights that enable technology buyers to realize the value of technology innovation and enable tech suppliers to align their solution offering with buyers' needs and preferences.

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## Topics Addressed

Throughout the year, this service will address the following topics:

- Connected customer experience
  - Revenue innovation and management
  - Passenger and employee safety
  - Efficient and resilient operations
  - Sustainable buildings
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## Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. How will technology innovation trigger change in the future of transportation hub customer experience?
  2. How will technology innovation enable transportation hubs to save energy, increase employee productivity, and improve the agility of operations?
  3. How can technology suppliers reimagine their portfolio and go-to-market to be best positioned to deliver successful solutions in the next generation of transport hubs?
  4. How will transportation hubs work with transportation operators, AEC, retailers, and governments to enable an end-to-end convenient, affordable, accessible, safe, and environmentally sustainable experience?
  5. What are the organizational change, security, technical, legal, and project management challenges that need to be addressed to unleash the benefits of technology innovation for transportation hubs?
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## Who Should Subscribe

Transportation hub IT executives and sales, marketing, and solution leads of tech suppliers, such as:

Accenture plc, Amadeus IT Group SA, Amazon Web Services Inc., Axis AB, Bentley Systems Inc., Broadcom Inc., Cisco Systems Inc., Cubic Corporation, Dassault Systemes SE, Equinix Inc., Ericsson, Fujitsu Limited, Hangzhou Hikvision Digital Technology Co. Ltd., Huawei Technologies Co. Ltd., IBM, KONTRON S&T AG, Masabi Ltd., Microsoft Corporation, Milestones, NEC Corporation, Nokia Corporation, NVIDIA Corporation, Oracle Corporation, Sabre Corporation, SAP SE, Siemens AG, SITA N.V., Sqills, Tata Consultancy Services Limited, Thales Group SAS, and ZEDAS GmbH

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