

Skoda Group

- **What we do**
 - Design, Build and Maintain Rolling Stock products:
 - Tramways, Metros and Trains.
- **What is our goal**
 - Skoda Group wants to serve the Passenger Transportation market with safe, green, innovative and competitive solutions.
- **What is the current situation**
 - Market is expecting solution that can provide CAPEX (Acquisition price) and OPEX (Life Cycle Cost) optimization, while providing high passenger satisfaction to maximize revenue. Skoda is looking for differentiators' vs competition in all these fields.
- **Design challenge**
 - Propose two innovations meeting Skoda's objectives in the field of Rolling Stock.
 - Benchmark other industries/business and find 'out of the box' ideas,
 - Innovations can come from all domains: products, processes, tools, commercial, ...
 - Generate and shortly describe several ideas. At least one innovation will be designed with the objective to have 'simple and fast' implementation; the other one will be designed to have massive impact.
 - Choose one particular innovation and process it in detail.
- **Deliverables**
 - For each innovation, provide:
 - Description, as visual as possible,
 - Differentiators from current industry standards and competition,
 - Impact (quantitative if possible) on CAPEX, OPEX, environment and passenger comfort.
- **Input data**
 - Some product data can be provided to allow better understanding of the solutions.
 - Some interviews with specialists (commercial, engineering) can be organized to have a better understanding of market and product dynamics.