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Moving to the FUTURE

After more than 30 years of providing software solutions for transportation management, PTV Group is expert in the movement of people and goods, and is constantly developing new technology to solve today's mobility problems.

Images courtesy of PTV Group

In 1982, a small start-up company out of a university launched a computerised trip planning system—the first in the world. The system helped plan road networks for the German city of Mannheim, based on data it had about current road usage and traffic. The two creators of the program, Hans Hubschneider and Michael Sahling, knew that with growing city populations and more people moving around these cities daily, there needed to be a way to monitor and manage the movement of traffic.

This small start-up would become the PTV Group, a company whose motto is 'The Mind of Movement'. PTV provides solutions for the movement of people and goods—planning and optimising this travel that is so essential to everyday life. PTV does this through software, data, consulting, and research, working with innovative technology.

According to CEO Vincent Kobesen, PTV Group is unique in

its offering because it operates in multiple markets, looking at transport and logistics. "PTV Group combines two markets. We plan and optimise the movement of people and goods worldwide. That's our vision. We combine two worlds: the traffic world, where people are travelling, and the logistics world, where goods are moving between locations."

Founded in Germany, PTV now provides solutions in more than 100 countries, and since bringing on Vincent four years ago, is going even further to develop its global business. Before joining PTV Group as CEO in 2011, Vincent had worked in logistics and consulting for over 25 years. After graduating from a degree in business administration, Vincent began his career at another start-up—a consulting company specialising in logistics. It was in this role that he helped set up PTV Netherlands, as well as over 500 other companies, advising on business practice and management.

"All these experiences—setting up businesses, doing consulting work and interim management—that's my background, with a strong focus on logistics. I became a member of PTV Group as a shareholder around 2000, in 2008 PTV asked me to join their board, and in 2011 I became CEO of the PTV Group."

After being a member of the board for three years, Vincent stepped into the CEO role. There are a number of challenges that he has faced as CEO. He realised when he started at PTV that the company had the technology but needed to develop other areas of the business. "What I had to do, when I became CEO of the PTV Group in 2011, is actually change that role of the technology.

"I said, 'It's not only about technology; it's about strong solutions and strong products. We have to bring products to the market and make them capable.' It's also important to have a strong sales component, and I emphasise >

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a lot on products and sales. And of course, focusing on the customers. They are always number one to us. Because customer satisfaction is our number one priority?”

Reinvigorating PTV meant not only looking outwards to its customers, but looking inwards to the company culture. Vincent decided to introduce a concept that he dubs the ‘Five Happys’, which he believes are key to any successful business. The Happys have driven Vincent’s approach to the internal and external culture at PTV, and are something he attributes to his success as CEO. “The first Happy should be the customers. A company can’t exist without happy customers.

“The second Happy is the environment—having a company, like PTV, with a purpose, and that’s to do something for the environment. The third Happy should be the employees. The people who work for PTV—our colleagues—they should be happy.

Then the fourth one is having a Happy management. When the employees are happy the management should be happy by reaching their goals. The fifth Happy is the stakeholder, the shareholder of the company, and they should be happy at the end as well. Because they put money in the company to make it grow, and when they are happy normally you can say we have a successful company.”

PTV has invested a lot in ensuring their employees are happy and invested in the company. Shortly after Vincent started heading up the PTV, he and his management team decided on a new set of goals and values to drive the company forward. They redesigned the PTV logo, and came up with a new maxim for the company—“The Mind of Movement”. Vincent then set about ensuring that every PTV employee understood and committed themselves to the company, creating a community instead of just a workplace.

“We summarised the core values of the company in a brand book, which the people could take home and read. And every brand book was signed by the employee and the employee committed themselves to the values. That was the most important thing I had to do, to be honest. I had to get all the people on board and not everybody stepped on the train. There were some people who left the company, and that always happens when you are changing culture, but the people I wanted to continue with stayed and they are very enthusiastic about the whole program.”

Vincent has worked hard to also create an environment that encourages his staff to be their best. As with many companies, PTV realises that creativity is key to developing new and innovative solutions that work, and that a person’s daily environment contributes to the success of this creative process. “Our people are excited to work on these products and it’s important to create an atmosphere to support that. It’s about encouraging creativity, flexibility, and speed so we invested in a modern office environment with open and flexible workspaces. We have a sports and health program for our employees so they can stay fit, which is very important because when you want to be creative it helps to be fit as well.”

In addition to having fun and flexible workspaces, PTV also offers a plethora of opportunities for training and development for staff. It has its own ‘PTV Academy’ that offers two streams of training: personal development and specialist development. Staff can choose a program to develop themselves personally, like learning a new language or management skill, or can get specialised training based on their area of expertise. PTV runs internal and external conferences, allowing staff to learn from each other. The academy also supports masters and doctorate programs, both for its own staff and potential new employees who are currently students.

“We know the university world and we know that the exchange of know-how is crucial. Universities are think tanks of creativity, and some of that creativity you can’t use, but some of it you can. PTV also supports universities in developing countries, in order to improve education and to educate the students in the field of mobility and logistics. We have special programs for placing our software at universities because the university students of today are the transportation planners of tomorrow, so it is to our mutual benefit.”

PTV is not only investing in its potential future employees, but in future trends and changes in the industry. A change that Vincent is particularly aware of is the shift towards the shared economy, with younger generations becoming more environmentally and economically aware about the consequences of their transport. “What you see at the moment is the world is changing. People no longer want to own a car; they rent a car, or they hire one. So you see a lot of initiatives in cities where you can rent a car, or share a car with other people. And the same applies with bicycles and motorcycles. People now also tend to combine several transportation modes.”

Trends like these are important to PTV, because the company isn’t just selling a product—Vincent and his team want to improve the lives of everyday people and how they move around in their daily lives. PTV’s traffic solutions contribute towards the reduction of pollution as well as making trips faster. “By optimising the flow of people and goods worldwide, we save a lot of kilometres during the trips, and by saving kilometres you do something for the planet. It’s more sustainable. PTV also calculates the CO2 emissions associated with the customer’s trips. So we can assist in

“PTV shares our passion for location. To see how they have used HERE mapping content and services such as Real Time Traffic is both exciting and inspiring.” - Joachim Mack-Goertz, Senior Account Executive, HERE



calculating exactly the CO2 footprint of a company, for instance,” Vincent says.

PTV also wants to make the roads safer; it has a special interest in helping its customers utilise PTV solutions to improve road safety. “There’s more than a million casualties around the world in traffic every year and something has to be done—traffic has to become safer. Road safety is an important issue. Therefore, we develop software providing additional information on road safety.”

For the future, Vincent says it’s an exciting time for PTV and the industry. With technological advances, the company can have instant access to data about the movement of traffic, and instead of planning for tomorrow, it can plan for the next hour, or the next few minutes.

“We can collect data not only from mobile phones, but from road sensors and cameras. So we now can have real-time information on every movement of people and goods. People are travelling constantly and they want to know what the situation for traffic will

be in the next 15 minutes and what it means to their estimated time of arrival.

“People and their goods want to reach their destination. That’s the most important thing. It’s not about travelling, it’s not about being on the move. It’s actually about reaching the destinations safely, sustainably, and at the lowest possible cost. And we do that around the globe. Indeed, no other company anywhere else in the world has this experience; we are quite unique here.”

In the end, Vincent comes back to what seems to be one of PTV’s core motivators—helping to improve people’s daily lives through logistics and transportation solutions. “I was at the World Bank last week and was given a United Nations report that said that mobility and transportation are one of the main drivers of economic welfare, and I completely agree with that. The main driver of economic welfare is transportation and improved mobility. PTV is in the middle of that so a very exciting future lies ahead for us. It’s a bright future.” ●

Location, Location, LOCATION

Location is increasingly central to the way businesses make decisions.

A number of trends are converging to make location the key driver of innovation across industries. Today's leading businesses require seamless access to location, as it plays a vital role in a variety of their services and applications. Advances in connectivity, the Internet of Things, social networking, and mobile devices are driving demand for cloud-based location services. At the same time, the proliferation of affordable sensors is opening up new possibilities and new business models around location.

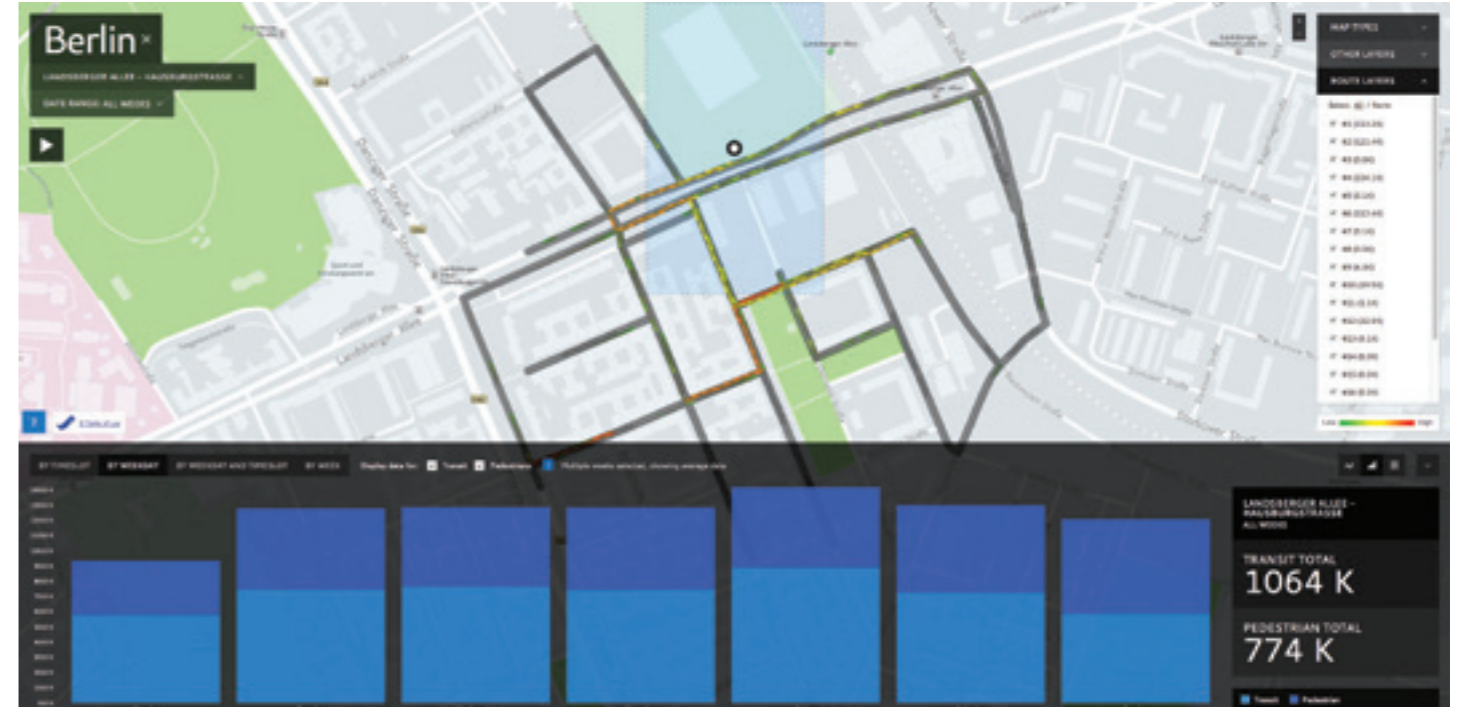
We are entering a world where everything can be mapped and represented in multiple dimensions. Not only can places be mapped with digital 3D abstractions, but the movement of people and objects can also be charted, providing a rich source of fresh data that brings the map to life.

As the only pure-play location company with global reach in the market today, HERE is in a prime position to take advantage of these trends in location. HERE is building on our foundation as the leading map content company to become the leading location cloud company. Our ambition is to reinvent the map, making it the prime source of location intelligence for businesses across industries, capable of providing fresh, predictive and highly contextual answers for every question.

HERE helps companies and organisations understand and analyse their operations and assets using our location data and tools. With an advanced understanding of both their mobile and fixed assets, companies can gain new insights that help them boost productivity and efficiency. The result is a better top line and bottom line.

Consider the taxi application that had a customer satisfaction problem. It needed to provide taxi drivers with a reliable mapping application in emerging countries to prevent sending them on false routes. By integrating HERE Platform for Business into the booking app, complete with mapping features such as satellite view and street-level imagery, the company reduced wait time and delays, and ultimately boosted its requests for taxis.

Then there's the logistics company that needed to find a way around unstructured address systems in the Middle East. The company used HERE Platform for Business to track its fleet, and develop a website that gave its customers the ability to directly pinpoint their addresses on the map. Now dispatchers don't need to verify each address manually, and drivers don't have to waste time searching for delivery points.



HERE has been at the forefront of the mapping business for years.

In 1994, we delivered the first automotive grade map to BMW. Today, four out of five cars sold in Europe and North America with factory-fitted navigation carry our maps. Over the past decade, we have continued to invest in our automotive grade map and location services, taking them beyond just plain 'navigation'.

As more vehicles come with connectivity technologies built on board, it is our ambition to connect these vehicles to our location cloud. We offer vehicles a range of cloud-driven driving experiences. In the future, we also intend to leverage our location cloud to deliver high-definition maps and other services to power an entirely new class of driver experiences, starting with highly automated driving.

Our location services don't end with vehicles. Today, apps and services from HERE are available on the web at here.com and for mobile devices running Android, Windows Phone, Windows 8, Tizen, and Firefox (mobile web-based). Our mobile apps are designed to work seamlessly with here.com so that people can collect places they like

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and sync them between their app and here.com. Thus they can easily access them from anywhere and also share them easily with friends and family.

The unique hybrid capabilities of our location platform are a clear differentiator setting us apart from the competition, especially for government officials, executives and other frequent flyers. These allow our native apps to leverage offline data as much as possible and draw on complimentary online services when necessary for an optimal experience.

When you travel often, costly roaming charges and bad cellphone service can make an already hectic day unbearable. Avoid the headache by using HERE Maps on your smartphone. Simply download full city or country maps on your phone using minimal storage, and easily search, plan routes, and find your way around unfamiliar cities without an internet connection. There are no extra charges, and the maps work well regardless of how many bars of reception you have on your phone. •

For more information about HERE, visit us at here.com.

Success story of our partnership with PTV

PTV Group is a global leader in software and consulting services for traffic and transport, whose mission is to plan and optimise everything that moves people and goods worldwide. The company leads the industry in traffic simulation and logistics planning, and plays a key role for smart city projects around the world.

PTV is one of the biggest enterprise customers and partners for HERE globally. Their mission is akin to the smart asset management we do at HERE, which is why we have partnered with them since 2002. HERE content and services such as map display in real-time traffic help power PTV's broad portfolio of traffic and logistics software, from mobile asset management and route planning to transport planning and traffic simulation.

Our collaboration with PTV goes much deeper. We're also partners in events and marketing. HERE hits the road with PTV to support them at various industry and company events. We also co-sponsor videos, webinars, infographics, and other marketing materials.