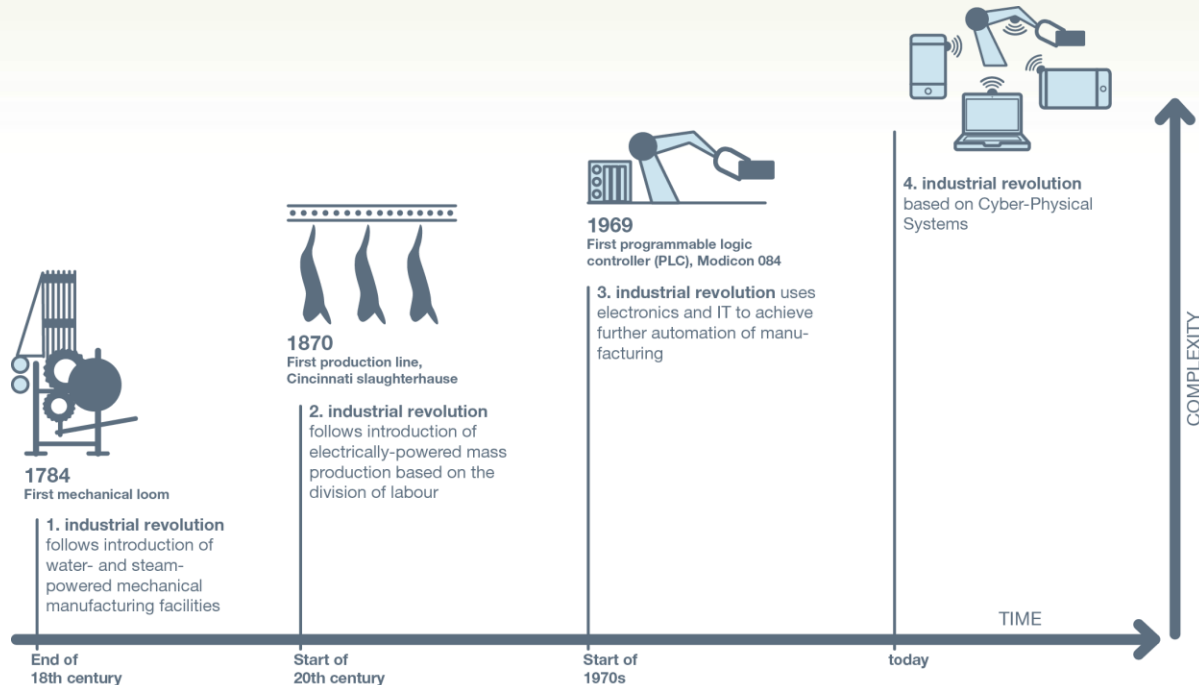


# The effect of digitalization on communal services

Dr. Andreas Opelt

Managing Director Sales, Saubermacher Dienstleistungs AG

# On the edge of a revolution!



# First disruptions of the change

## FINANCE



## TAXI



## TELCO



WhatsApp



## MEDIA

NETFLIX



## HOTELS

Booking.com



## TRADE

amazon

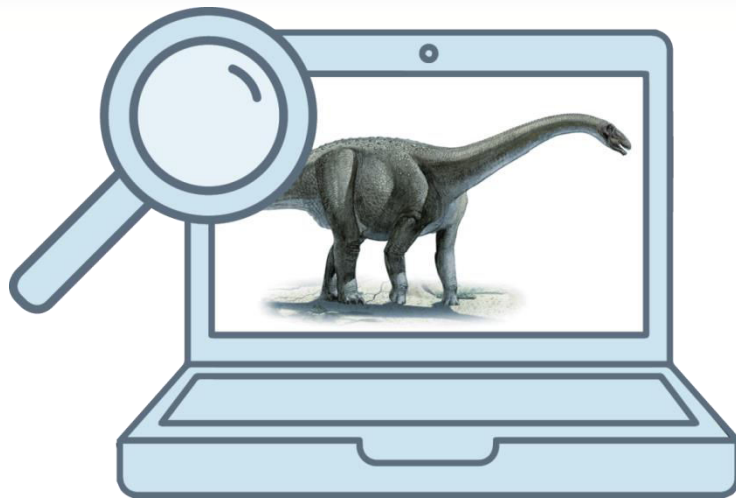


## Also very relevant for the public sector

By digitizing processes and making organizational changes, governments can enhance services, save money, and improve citizens' quality of life.

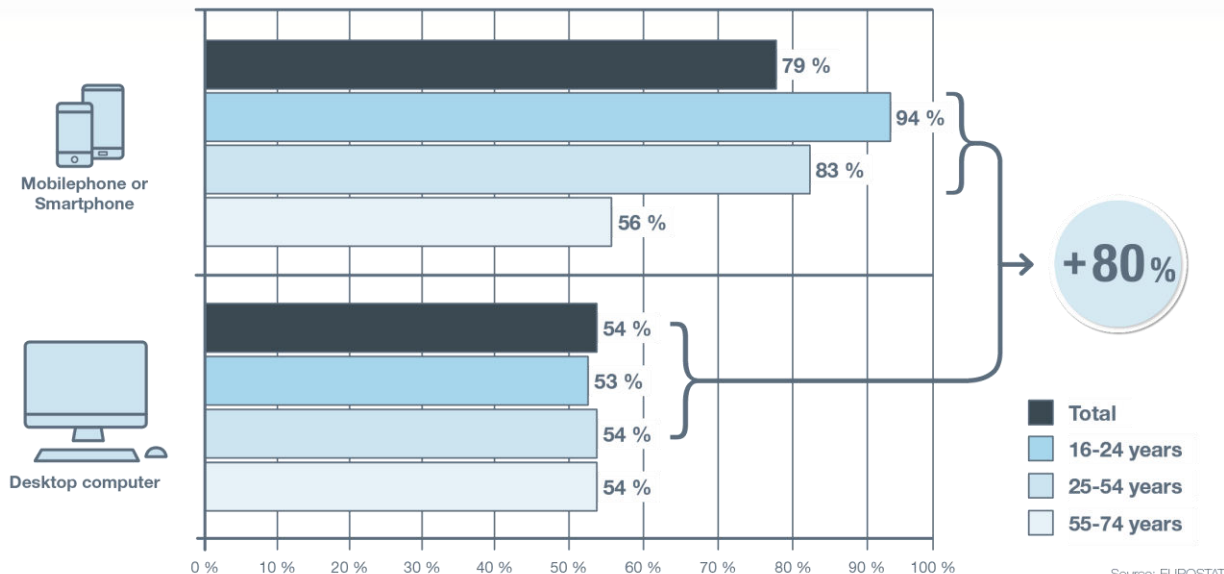


# Websites... are not disruption...



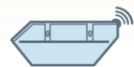
# Digitalisation is mobile...

Main devices used in the EU to surf the internet, by age groups, 2016  
(as % of internet users over the last three months)

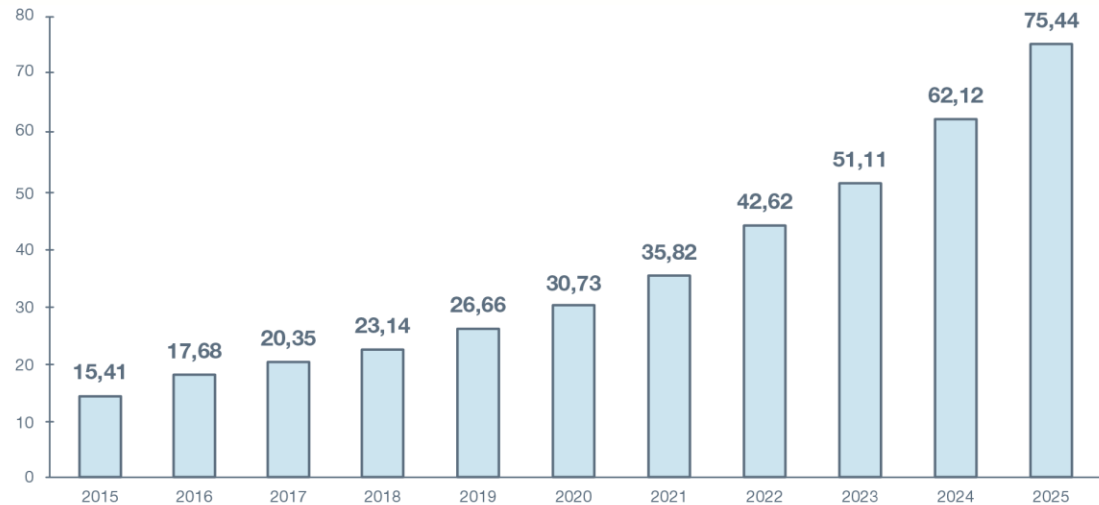


# ... and connected!

The IoT market will be massive



IoT installed base, global market, billions devices

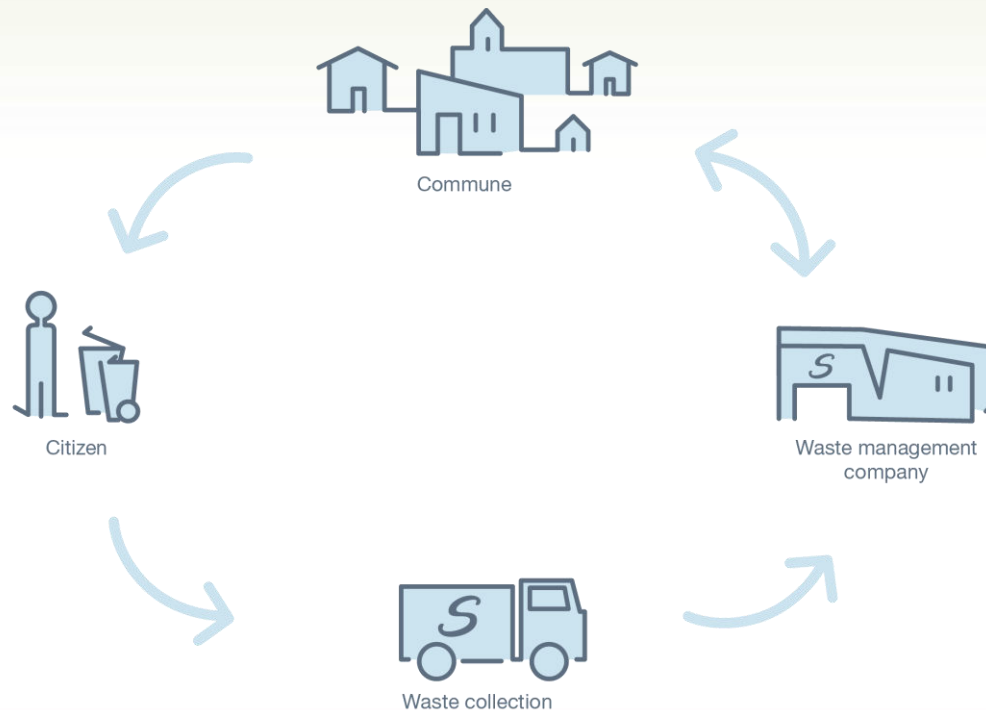


# So what's in for communal services?



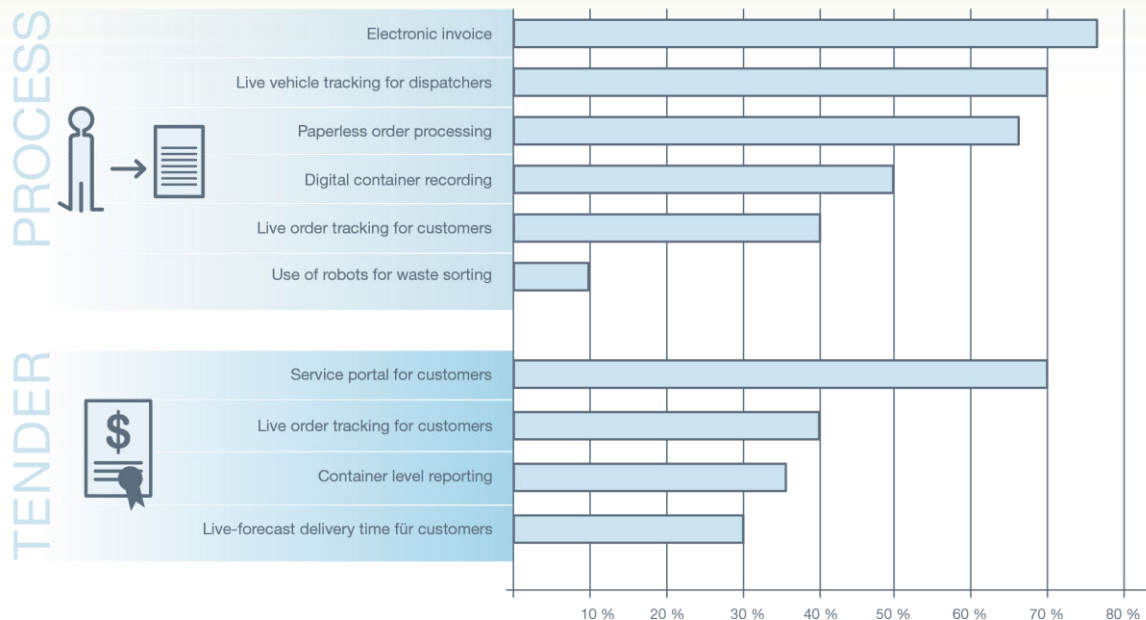


# Example waste management



# Digitalize the process

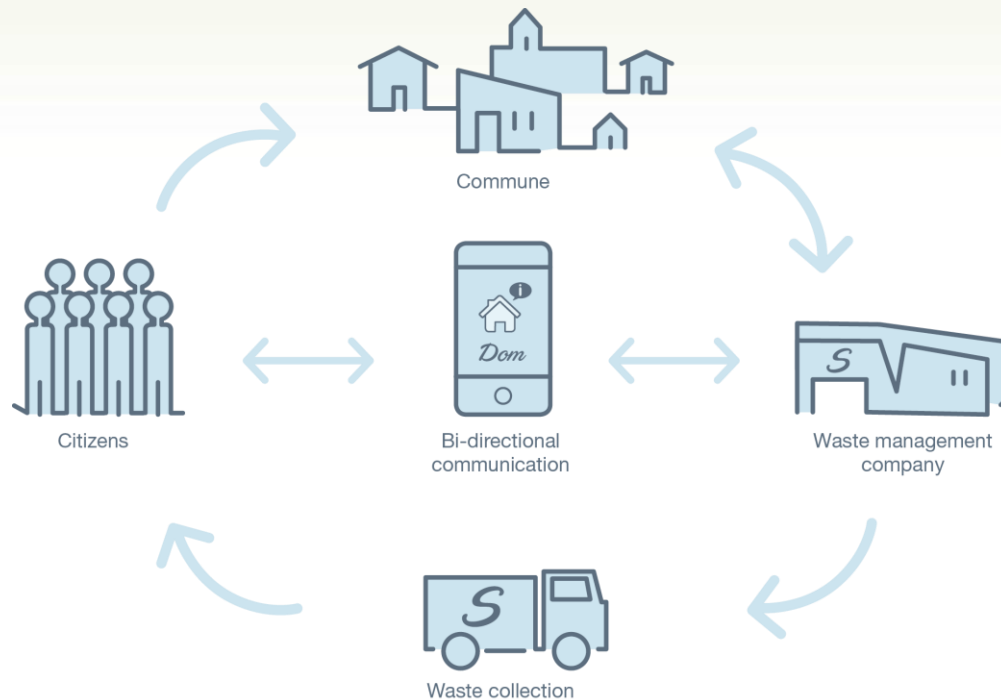
Digital solutions which are already used by disposal companies\*



\*already in use or planned

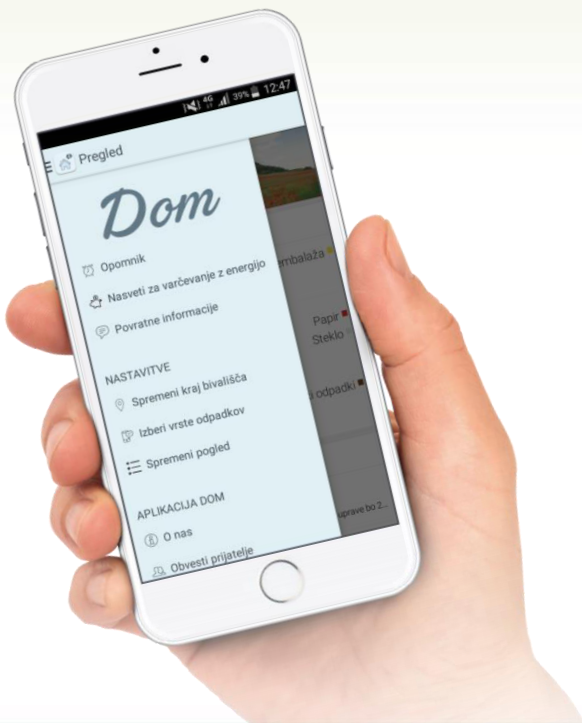
Source: NETWASTE Ideen für Entsorger 2017

# The missing link?



2017

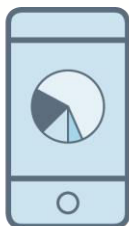
# Now it is possible



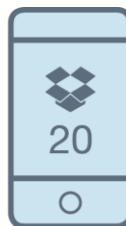
>80%

Penetration rate  
with Smart-  
phones

# But the channel has to be relevant enough!



How many Apps are installed on your smartphone?



**60 %**  
of the users have  
only **20 Apps**  
installed on their  
smartphone!



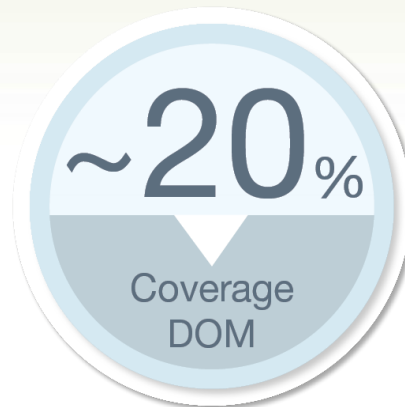
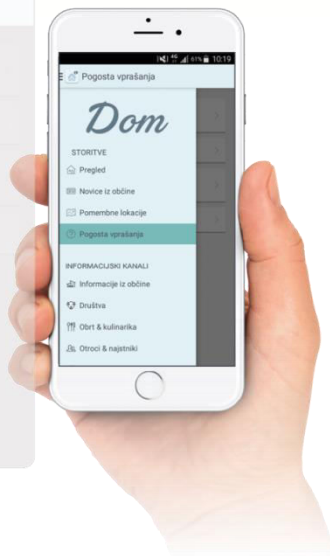
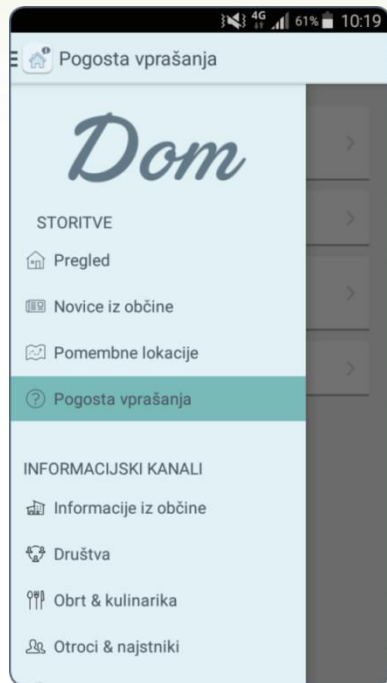
An App which  
**bundles all**  
**information** of a  
commune creates  
relevance!

# A communication channel for communal services



2017

# 100 times 0,2% is also 20%



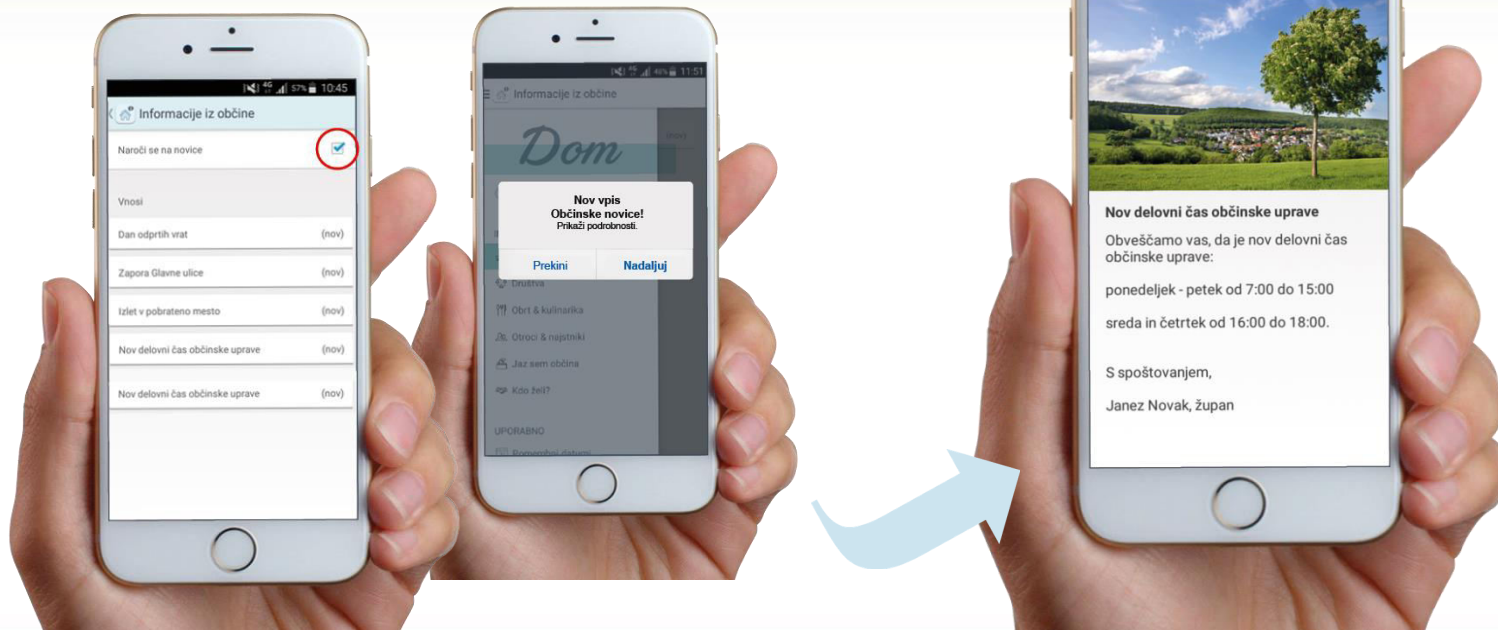
Pure  
Information-App



# Sample insight



Structured commune information

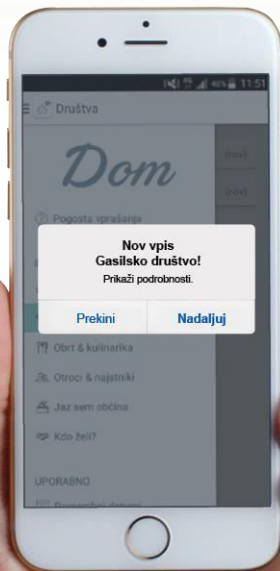




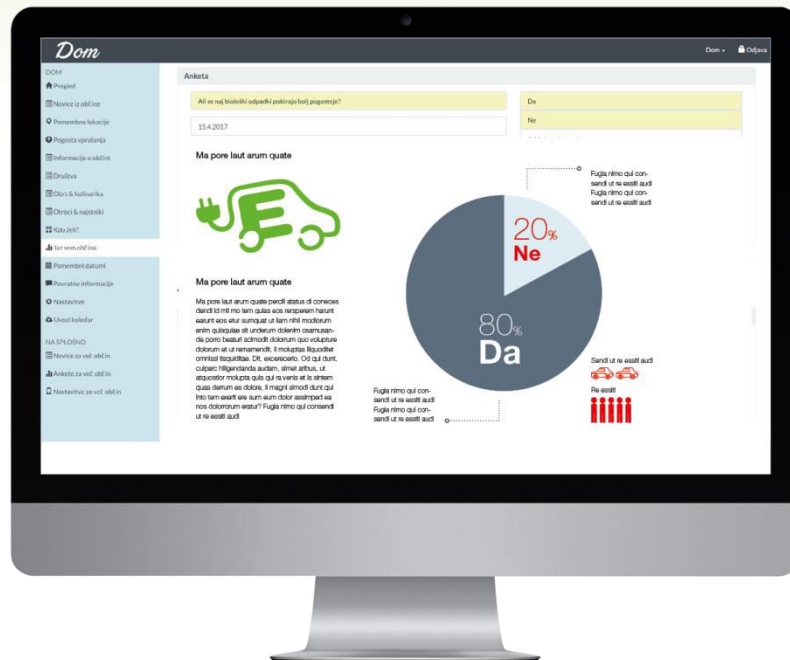
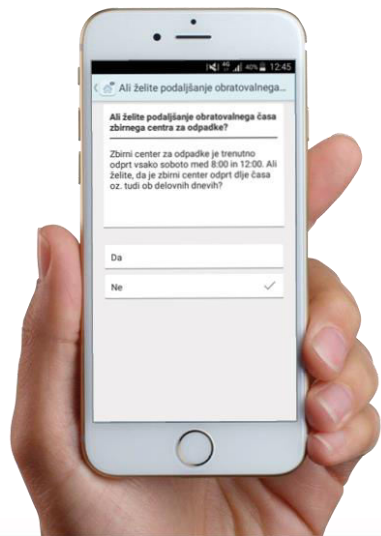
# Sample insight



For every association a channel

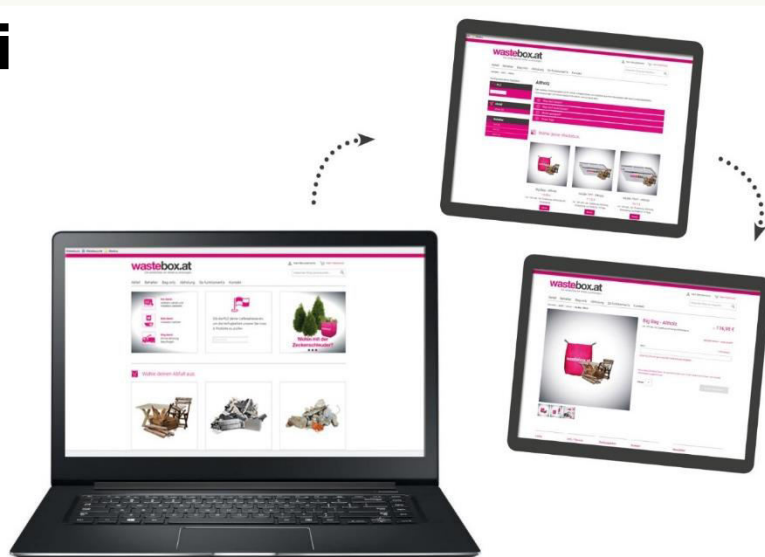


# We mean bi-directional!

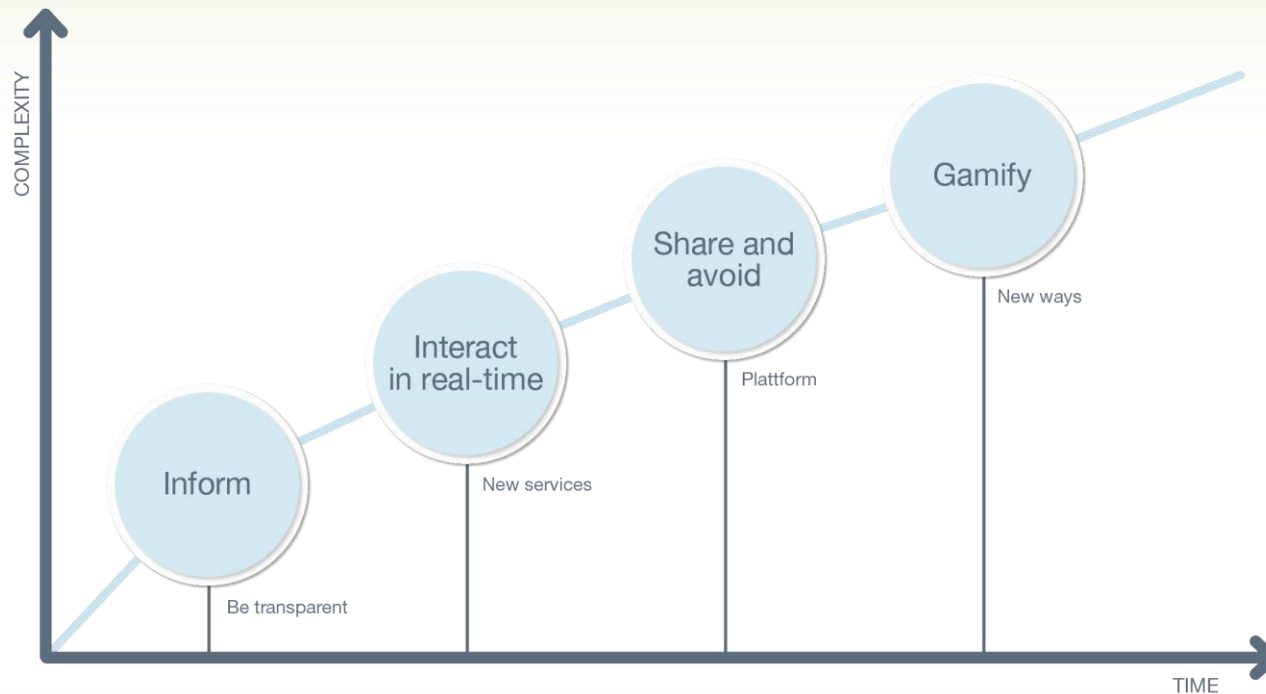


# Changing our way of interaction

**wastebox.si**  
coming soon...



# Chance for the future!



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**Thank you!**