

Role of Data & Al in Mobility Labor Market

Future labor market for the sustainable and liveable cities

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https://www.capge mini.com/wpcontent/uploads/20 17/10/report thedigital-talentgap final.pdf

Workforce Impact

and HR processes

- Augmentation & automation of jobs
- Digital talent is scarce
- New type of leadership is needed

- - demands

Automotive organization are behind in developing a digitally skilled workforce

Upskilling/reskilling on digital skills is a top priority for our comp Leadership actively promotes digital skills learning and develop We actively recruit and hire new talent with strong digital skills We have a formal program for digitally reskilling employees (e.g

automotive respondents, 85 automotive organizations.

Capgemini 🧔



https://www.capgemi ni.com/research/upski lling-your-people-forthe-age-of-themachine/

Capgemini 🍫

The Future of work: From remote to hybrid



https://www.capgem ini.com/research/the -future-of-work/

Data & Al impacts workforce, organization,

Organisational Impact

HR Impact

- Business processes and ways of
 - working are impacted
- Quickly changing technology
 - possibilities and customer

- Improve decision making and efficiency
- Opportunity to become the driver of the transformation

pany	38% automotive vs. 44% global
ment for our employees	32% automotive vs. 40% global
	31% automotive vs. 39% global
g. training, mentoring)	29% automotive vs. 38% global

Source: Capgemini Research Institute, Digital Mastery Survey; April–May 2018, N=1,338 respondents, 757 organizations; N=174

Mobility: Key Trends in 2021



Zero-emission transportation

Improving electric vehicle design and rolling out the proper infrastructure to support clean transportation of people and goods.



Commercial vehicle innovation

Doubling down on logistics and other commercial vehicle applications amid the pivot to the "convenience economy."



Return of the robotaxi

Renewed interest in solutions that can accelerate training and enhance safety in autonomous passenger vehicles.



Rethinking micromobility

CBINSIGHTS



New form factors such as improved balance and portability for personal electric vehicles.



Digital dealerships

Preparing for the future of car buying and ownership, which involves digitizing the purchase process and adopting new ownership and usage models.

Sustainability agenda requires new skills

Data Ecosystems, Data pipelines



Al-driven UX



Zero-emission transportation



Data & Al to develop Autonomous car

Autonomous Driving Automation Systems



Real-road vehicle data collection, and virtual data for test scenarios.

process, using AI and analytics tools.

Capgemini works with OEMs on verification & validation of

Including process design, test execution and reporting.

& DIGITAL CONTINUITY

Seamless connection all software tools, and implementation of proprietary validation process.

Strategy, design architecture and hybrid cloud solutions to quickly scale ADAS infrastructure.

Data Integration

Platform Architecture

Mobility-as-a-service splits into niches







Product Management (apps) Data Ecosystems

Fintech

IoT/5G/Edge

Planning, ops optimization, GIS **Business Model Innovation**

Commission on the business volume generated (B2B)

For each booking made through

Mobility operators business volume





Rethinking micromobility

Consumers' Digital Preferences: New Car

Information search I will only use online channels (apps/websites/ social media) to find information on cars I prefer AR/VR tools to compare models, colours, features, etc. in cars I will prefer more voice controls in vehicles and better infotainment features in vehicles Features I will prefer cars that offer health and wellness features I expect at-home services like vehicle Aftersales services pick-ups and drop-offs

I expect services like professional antibacterial disinfection, use of bio-degradable covers, home pickup and drop while servicing, etc.

Before COVID-19

Al-driven online marketing AR/VR Voice Assistants



Digital dealerships



April 2020 November 2020

Vehicle Delivery

Connected Vehicle Creates New Services

GLOBAL SURVEY RESULTS - USE CASE MATRIX, TOTAL ACROSS REGIONS



Product Management

Data Aggregators

IoT/5G/Edge

Planning, Route optimization, GIS



EV Charging



Commercial vehicle innovation

Smart Mobility Connect Framework by Capgemini





CONNECTED CUSTOMER

Cutting-edge technology to reimagine customer experiences

Customer Engagement Customer Service Customer Analytics Customer Experience Platform

- From ownership to mobility
- From product to service

CONNECTED SERVICES & PRODUCTS

New capabilities that extend business success

Connected Services Portfolio Digital Service Monetization Sales Channels Mobility Services

- From engineers to data owners
- From development cycles to rapidity



CONNECTED ECOSYSTEM

Strategic vision to create the business of the future

Digital Value Chain Collaboration Model Business Model

- From centralization to collaboration
- From automotive/railway/etc competition to technological & software competition

Talents' Digital Capabilities are at the core of Mobility



Mobility Customer Experience

- NLP, NLG for social networks
- Al-driven online marketing
- **Business Model Innovation**

Mobility Operations

Product Management (apps)

Fintech

IoT/5G/Edge

Planning, ops optimization, GIS

Vehicle Delivery

Desinfection and Contact Tracing

EV Charging

Planning, Route optimization. GIS

Mobility Data & Al

atforms	Data Stewardship
ggregators	Data-driven product innovation
cosystems	Data pipelines
AI Engineering	Data Integration

Mobility Data & Al Factory: key roles

Core Team		Product Team(s)		
A	Control Tower Benefit Tracking and Portfolio Management			
B	Demand Management Identify & Prioritise Use Cases against	Scrum Master Product IT Project		
С	Design Authority Designing data architecture for projects needs			
D	Data Transformation Managing data transfer into the lake	Data Data Engineer / UX/UI Scientist Front-end dev Designe		
E	Data Governance Managing data collection & risks before ingestion			
F	Operations & Support Anticipating and managing products operations mode	"Alpha-Team"		
G		Data Academy		

People Upskilling and Change Management

System Team(s)



Reskilling your Talent: only way to close the gap



Four days (4 hours)

Business oriented program that establishes the value of Data Interpreting the types of business problems that data science & AI can solve. Basics of DS/AI concepts, toolkits & platforms covered.

Four weeks (10 hrs. per week)

Builds solid foundation of various AI/ML techniques with implementation on cloud based platforms. The use-cases driven course enables the individual to identify, frame and develop solutions to key business problems AI can solve. Three Days (15 hours)

Enables the CXOs, business leads & functional heads to formulate & strategize AI, ML projects at scale from an enterprisewide transformation point of view, ensuring that key metrics for AI success are met.

FUNCTIONAL APPROACH

Expert

Four weeks (10 hrs. per week)

A progressive continuation of the Professional course, this level dives into the detailed concepts around DL strategies advanced AI models, its workings, and applications, followed by custom AI & ML model building on cloud-based platforms Azure ML Services, AWS Sage Maker & GCP.

Intelligent Process Automation (IPA)

Three Days (15 hours)

Enables the participants to understand impact of AI on automation, Promiment areas where AI works best, how to spot & plan for an opportunity that leverages AI and automation optimally

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Thank you!

Do you have any question?

Ask sergey.patsko@capgemini.com



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Capgem

Shifting

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