

Digital D2D approach of JR East

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12/10/2021



JR EAST AT A GLANCE



Metropolitan



High Speed



Regional

Network: **7.401 km**

No. of Passengers: **17,8 Million/day**

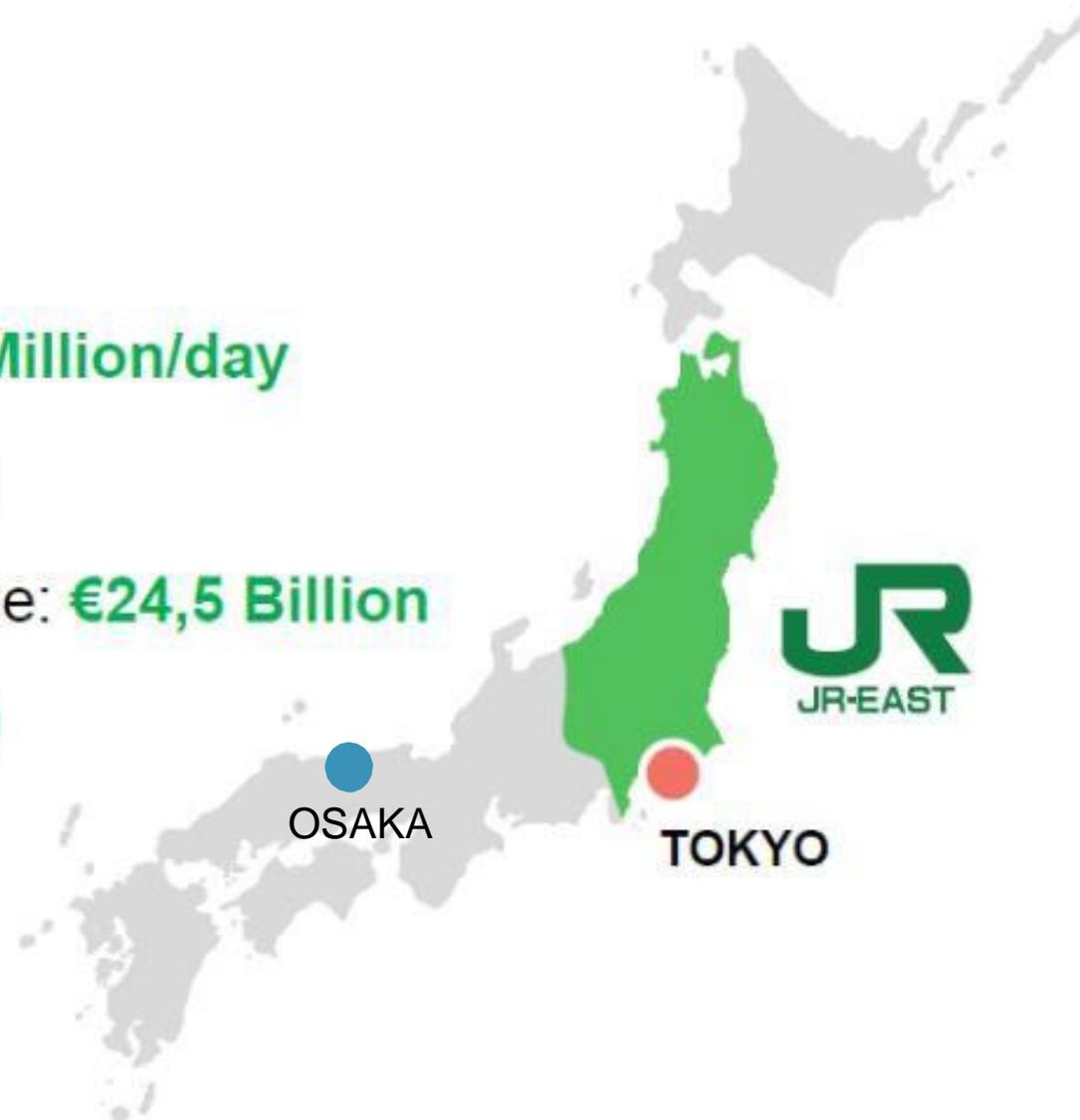
No. of Trains: **12.296/day**

Annual Operating Revenue: **€24,5 Billion**

No. of Employees: **56.100**

*Data as of March 2020

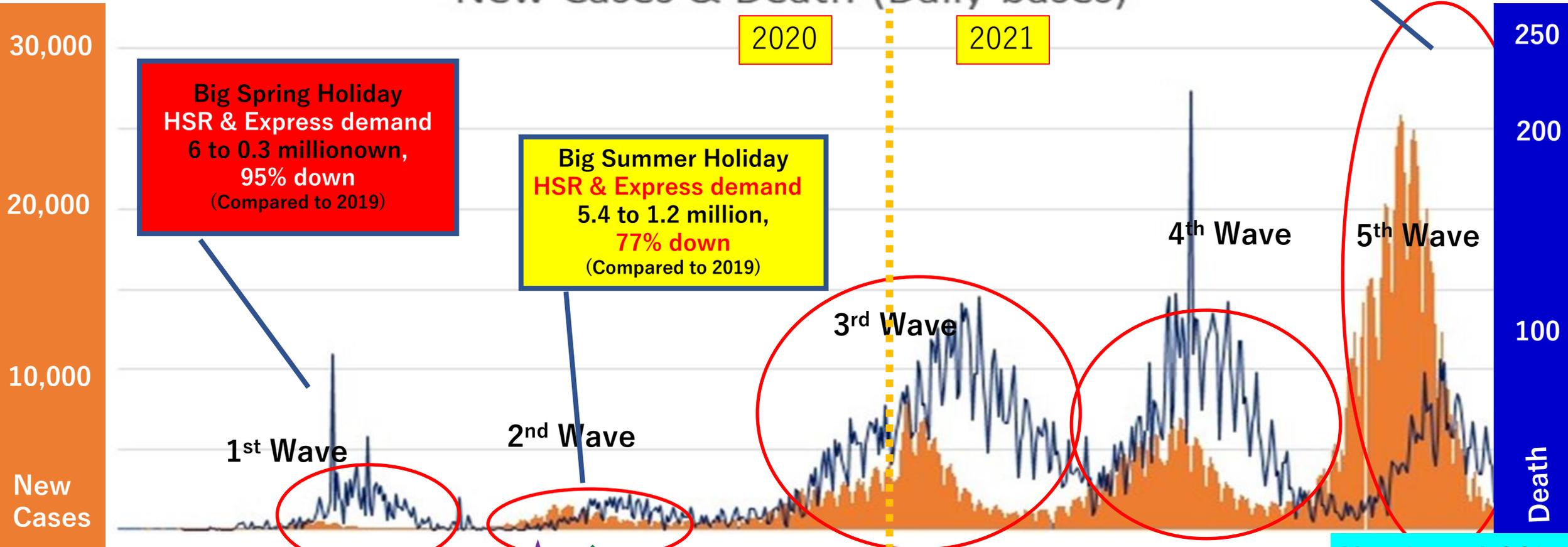
**Calculated by 1 € = 120 JPY



Situation in Japan & JR East

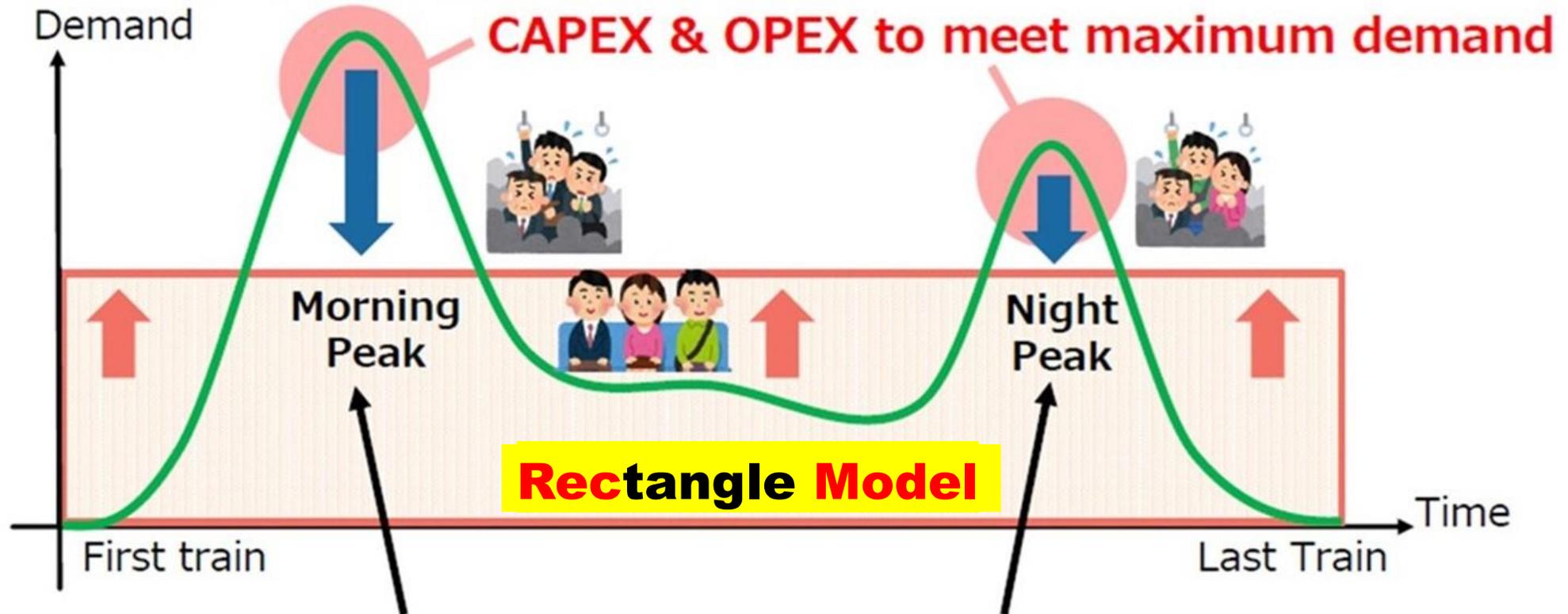
New Cases & Death (Daily bases)

ridership
Commuter : 70-80%
Long distance: 30%



- ★ July 22, Travel discount campaign started by Government
- ◆ JR East started SHINKANSEN 50% discount ticket campaign (Aug 20 – Marc 31)

REC-MODEL



Constraints on working place and time

Average congestion level

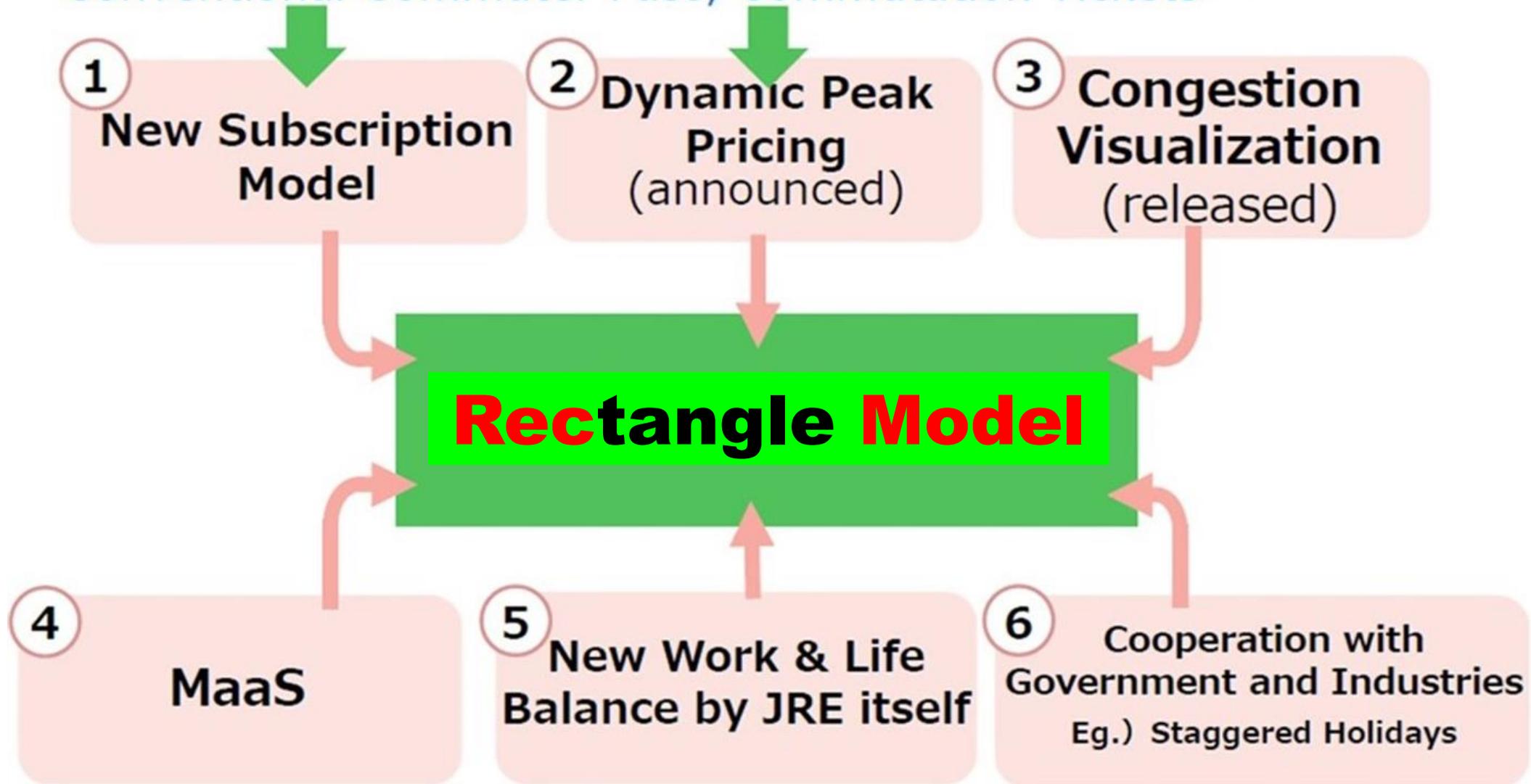
Minimize CAPEX & OPEX

CAPEX: CAPital EXpense
OPEX: OPERation EXpense

Various Measures to Achieve “**REC MODEL**”

How to distribute and average congestion level

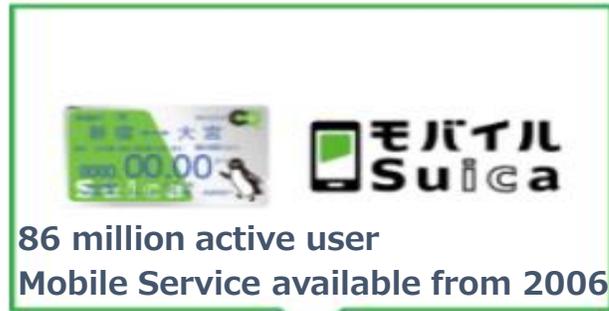
Conventional Commuter Pass, Commutation Tickets ...



One of approach to make **RECTangle Model**

👉 Reducing Passenger flow during peak time by **“Suica”**

No-contact IC ticket **“Suica”** from 2001



“Suica” can be used for various purposes



Early time
(1 hour)

Peak time
(1.5 hour)

Late time
(1 hour)

※ Depends on stations

15
points

※ 15 yen \approx 0.12€

20
points

※ 20 yen \approx 0.16€

Available charge
point as money



Available use point in
online shopping mall



Available
use point in
MaaS App

“JR East App” achieve direct connection to customer started from 2011



Transfer guide



Operation status



Realtime Time table



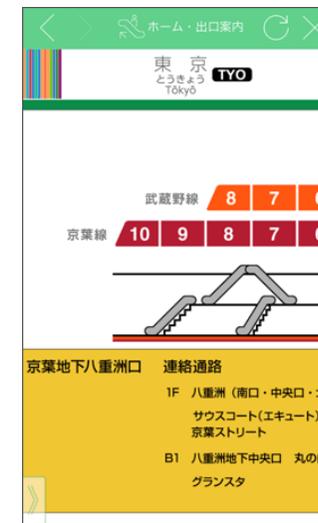
Train situation



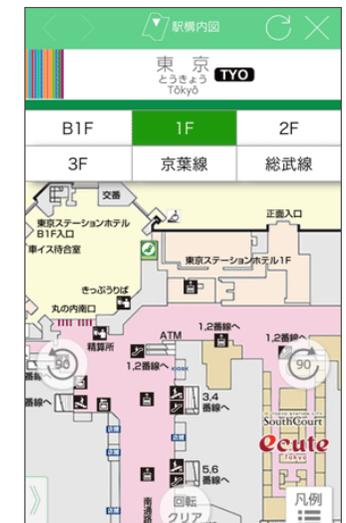
Train situation



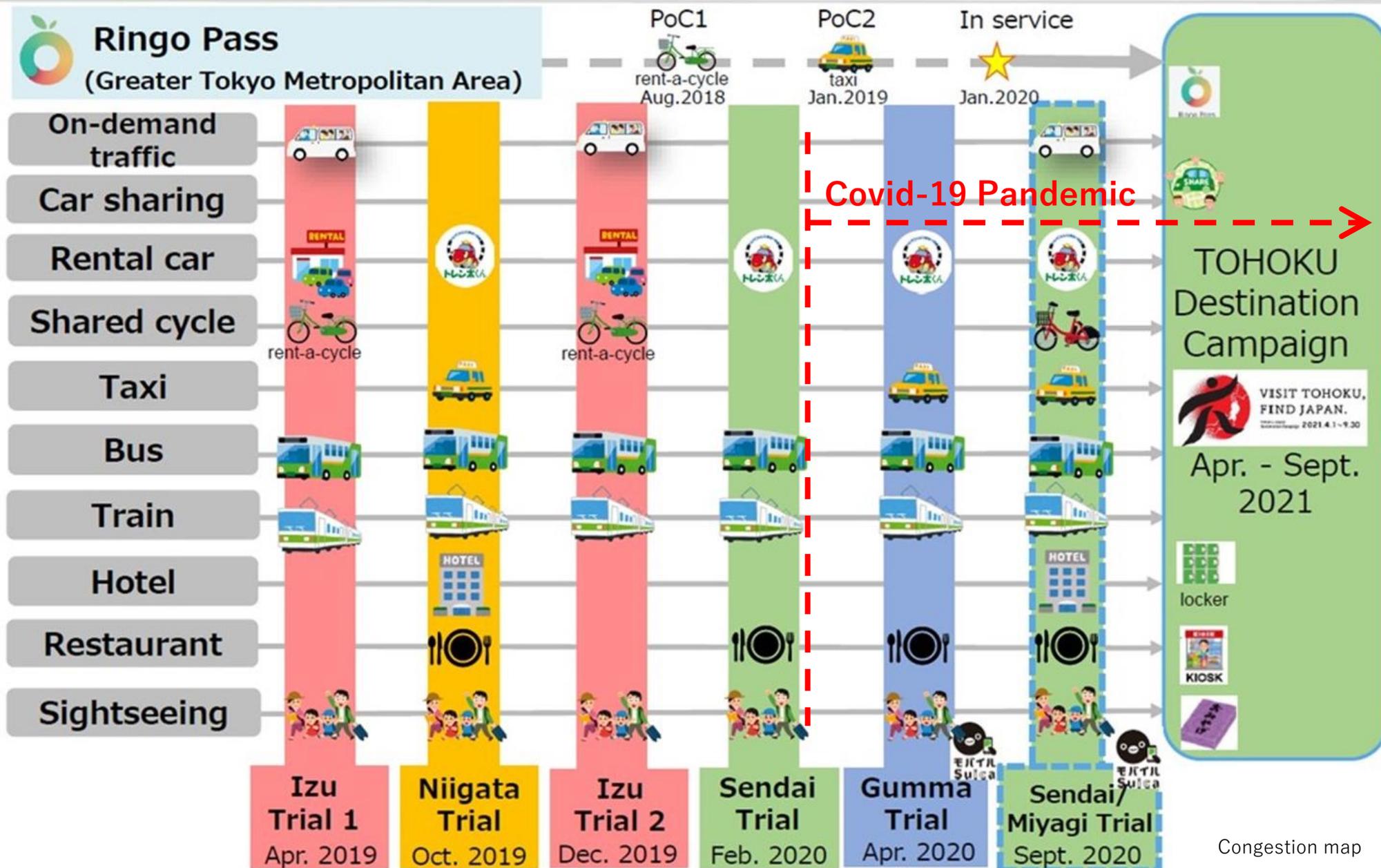
Realtime location



Station map



Development of JR-East MaaS



Congestion map

JR East accelerates new work style

STATION WORK

“Value up your one second in your business”

[Click here](#)



STATION BOOTH



STATION DESK



STATION HOTEL



STATION SWITCH



STATION OFFICE

Any time, any where

at STATION

STATION WORK

便利な駅ナカの
ワークスペース

at HOTEL

STATION WORK

JR東日本ホテルメッツ
全館提携開始

at Fitness

STATION WORK

JEXER新宿内に
2021年3月18日
OPEN

at Retail shop

STATION WORK

「NewDays」
JR仙台イーストゲートビル店に
2021年3月下旬
OPEN

at Café

STATION WORK

高輪ゲートウェイ駅
スターバックスコーヒー 他
好評営業中

What is WORKATION ?



Railway



JRE Group Hotel



Station rent-a-car



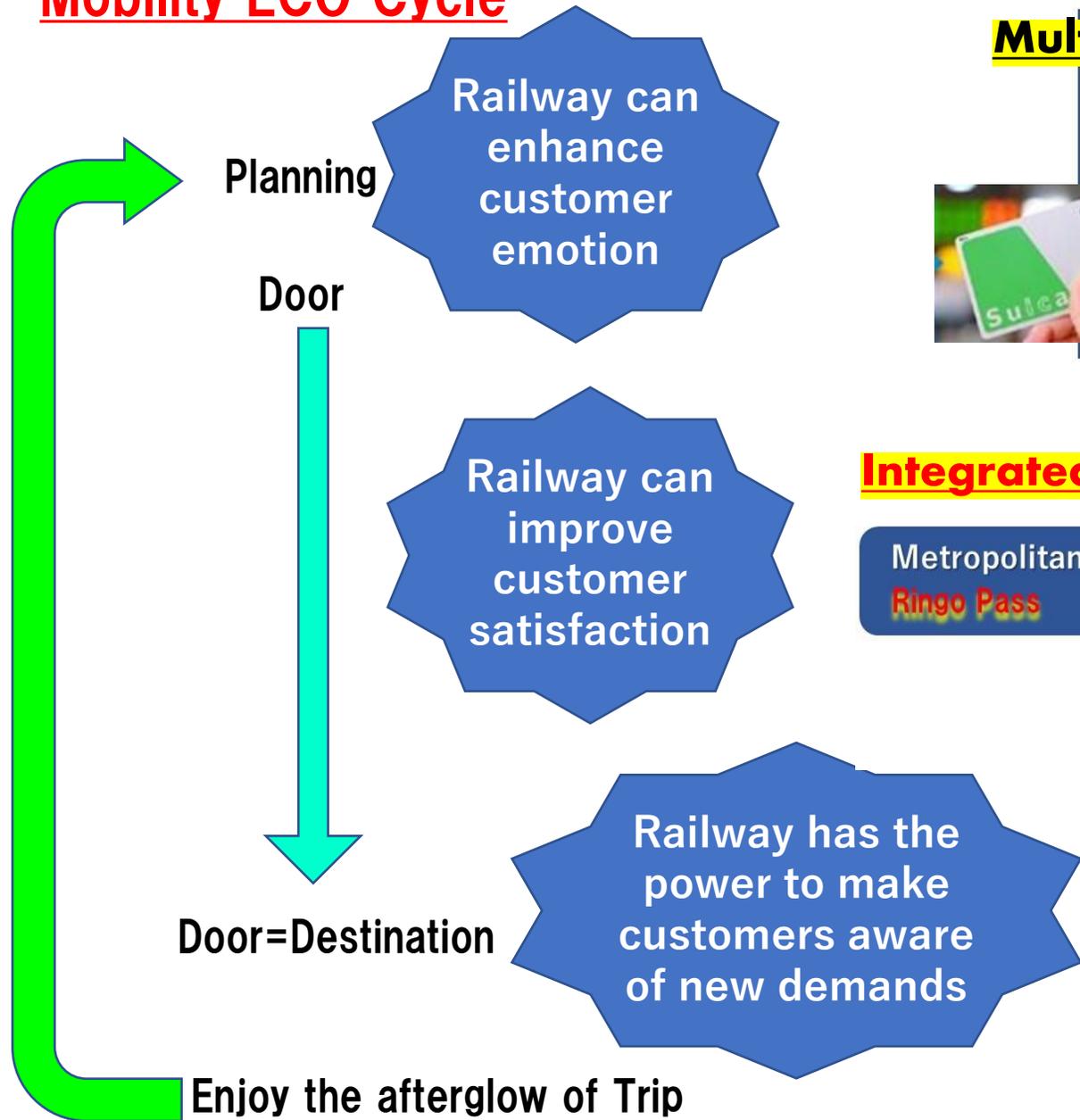
Charm of the area



Telework



Mobility ECO Cycle



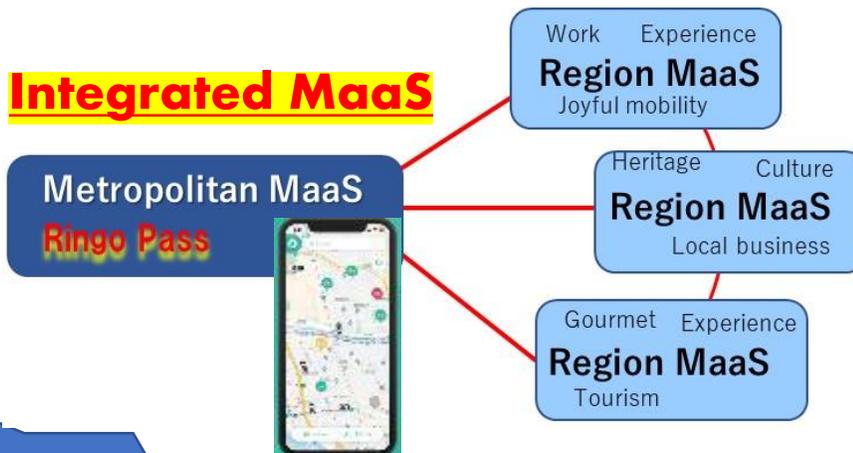
Multi purpose item "Suica"



- ① as a No contact ticket from 2001
- ② as a Micropayment from 2004
- ③ as a Validation service item from 2005



Integrated MaaS



Hospitality support by DX



AI and Robot



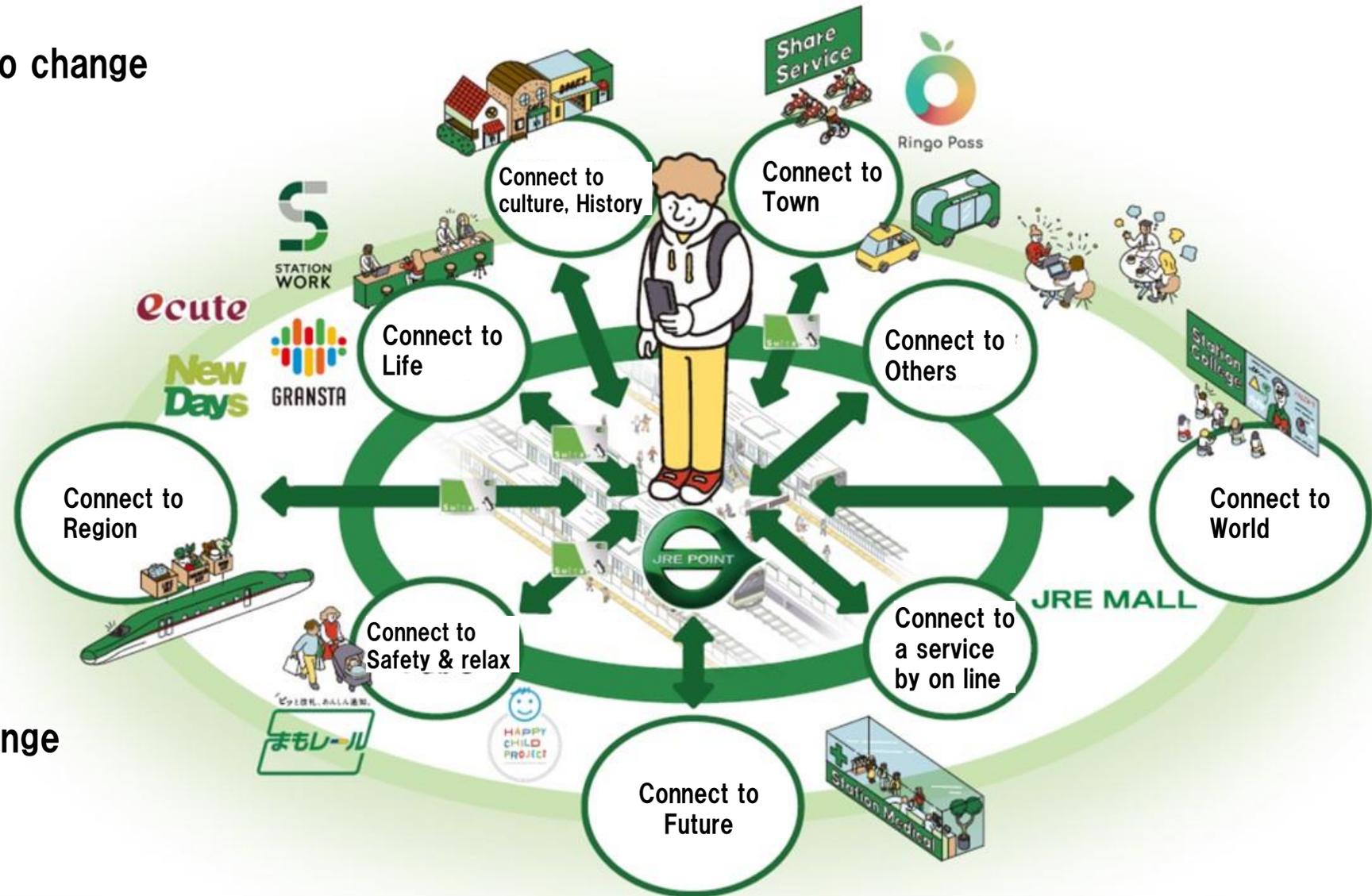
“Beyond Station Plan” project

JR East achieve to change

Passing point



Gathering point



As a next step

Challenge to change station to **connecting point**

JR East will soon start this project with three stations as a PoC model.

Thank you for your kind attention

