

DSB selects Sqills' S3 Passenger as a new inventory system

- **Positions DSB for modernization with a more dynamic and customer-focused approach**
- **S3 Passenger empowers DSB to optimize capacity and demand management and enhance passenger communications**
- **Long-term partnership with a 12-year contract**

The Danish State Railways (DSB) announced it selected S3 Passenger to replace DSB's legacy inventory management system for all its mainline services. S3 Passenger is developed by Siemens Mobility subsidiary Sqills, and it is considered the industry-leading dynamic pricing, inventory management, and reservation system. DSB signed a 12-year contract that can be extended by another 12 years. DSB is the third public transport operator on the Scandinavian market that uses S3 Passenger, and it is one with a rich history dating back more than a century. DSB was founded in 1885 with the merger of two state-owned railway operators.

"We are excited about partnering with Sqills because we want to continue to provide the best possible service for our passengers while ensuring that we modernize our offer. Our inventory management system is at the heart of the DSB system landscape, making it a critical part of our commercial platform. Sqills' proven implementation track record plays a large role in feeling confident in this long-term partnership," said **Jens Visholm Uglebjerg, Commercial Director DSB**.

The fact that S3 Passenger meets virtually all DSB requirements out-of-the-box and Sqills' proven implementation track record are key enablers of a relatively short implementation project.

“We are honored to partner with DSB in their journey to replace their reservation system. At Siemens Mobility, we are committed to driving the digital transformation of the rail industry by delivering technology that drives operational efficiency and ensures great passenger experience. We look forward to a successful collaboration, supporting DSB in meeting the evolving needs of their passengers and the industry,” said **Devina Pasta, CEO of Siemens Mobility Software.**

“Over the past few years, we have continued to establish ourselves across Northern Europe and partnering with DSB is another indicator of the maturity of S3 Passenger. We feel that we are at the start of a great partnership that will be defined by a collegial and professional approach to jointly bringing better service to the Danish train traveler,” added **Johan Nieuwerth, Chief Product Officer Sqills.**

Optimizing the customer experience

DSB is the leading Danish train operator and the largest train operator in Scandinavia. Last year, DSB transported more than 160 million passengers with around 5.000 train services per week. DSB’s network runs urban, intercity and regional services, as well as international services.

One of the most important future goals for DSB is further improving the overall customer experience while optimally using their available capacity. The S3 Passenger seating algorithm allows DSB to optimally allocate and sell available capacity during peak hours and leverage off-peak capacity more effectively.

The new partnership significantly extends the booking horizon for DSB. With S3 Passenger, DSB can be more flexible in terms of adjusting to timetable changes. DSB benefits from this added flexibility while having the option to open ticket sales much longer before departure, even when later timetable updates require dynamic rebooking to the final departure times.

Another important aspect for DSB is making the complete journey more enjoyable for passengers. Keeping passengers informed about any changes to their journey through better and more direct communication.

Increasing offers and adapting to demand

DSB is also investing in an extensive transformation of its train fleet. Ageing train sets will be replaced by more modern electric and more climate-friendly trains, including 42 Vectron locomotives built by Siemens Mobility. The added fleet asks for flexibility in managing availability easily and dynamically on both the logical and physical level: S3 Passenger will provide DSB with the necessary capabilities to serve Danish train travelers optimally.

To this end, DSB will be able to introduce dynamic zones in their trains, new off-peak fares provide more flexible booking and after-sales options. If there is an increased demand for certain types of seat capacity, DSB will be aware of this and can adapt accordingly.

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