FROM OBJECTIVES TO STRATEGIES

... a one way street?

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ISO 55000 Guideline of the UIC AMWG
From objectives...
unclear objectives?

define where to go to
Objectives within the UIC AM Framework...
organisational objectives

How do they usually look like?
Strategy pyramid

- **Values**: What do we stand for
- **Vision**: Where are we going
- **Mission**: What do we do? Who do we do it for?
- **Objectives**: What do we aim for?
- **Strategies**: How do we reach our objectives?
ÖBB Infrastructure - strategy pyramid

Values
- reliable, competent, transparent

Vision
- attract people to railway and raise enthusiasm

Mission
- to create attractive mobility

Objectives
- ÖBB-Infrastruktur will provide a railway infrastructure by 2025 that is attractive, accepted and in line with the market.
  - ...

Strategies
- Create traffic forecast in order to know the market in future
  - ...
Input sources for organisational objectives of the ÖBB Infra AG
asset management objectives

How to define them?
Network objectives

- Provide accessibility for 90% of our passengers by 2025
- Competitive passenger travel time train vs. airplane for Austria's main cities by 2025

Target network
- Our long term rail network master-plan
Breaking down network objectives to route objectives

**network-strategy**

- A breaking down of the complex target network into smaller geographical pieces that are easier to control.
- We derive the route objectives from the network objectives such that a gradual achievement of the route objectives corresponds to a progressively movement towards our target network.

**Example: reduction of travel time**

- This objective needs to be broken down into the sections of route, as the measures need to be implemented on the entire route.
What if an objective can’t be broken down to a single route?
Breaking down network objectives to asset objectives

Example: accessibility

By 2025 we want to provide accessibility for 90% of our passengers.

As an infrastructure manager we need to ask ourselves „What are the stations where we will serve 90% of our passengers in 2025?”

Asset portfolio strategy

A breaking down of the complex target network into smaller functional pieces that are easier to control.

We derive asset objectives from the network objectives such that a progressively movement towards our asset objectives corresponds to a gradual achievement of the target network.
Once we have objectives, how can we achieve them?
From objectives... to strategies
define **how** to get there
Strategies within the UIC AM Framework…
Network-Objectives & Route-Objectives
Where we left off?
...derive measures from route-objectives.

route strategy

We derive measures from the route objectives such that a stepwise implementation of those measures corresponds to a gradual achievement of the route objectives.
...derive measures from asset-objectives.

We derive measures from the asset objectives such that a stepwise implementation of those measures corresponds to a gradual achievement of the asset objectives.
Map asset measures and route measures onto the route

- Asset measures: stations, switches, bridges, tunnels
- Route measures: stations, tunnels
- Network objectives: route R₁, route R₂, ..., route Rₙ
Organisational objectives

Network objectives

Breaking down network objectives to route objectives

Route objectives

Develop route strategies

Route strategies

Measures

Create route plan

Route plan

Breaking down network objectives to asset objectives

Asset objectives

Develop asset strategies

Asset strategies

Target network

Network development plan

Network development

Route development

Asset development

Route plan development

Route development plan

www.railway-asset-management.org
the right asset
at the right place
at the right time

...thank you