

TRANZER

Keep our cities flowing

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LYNXXX
data inspired by people

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Innovator in Data Science & AI in the Public Transport space

Paul Rooijmans is the founder of **Lynxx**, a high-tech data science & AI consultancy, and **Tranzer**, a platform for international public transport ticketing.

"Data standards aren't the destination—they're the lubricant that keeps systems running smoothly."

The Problem

Here's a **more polished** and professional version of your sentence:

"Data integration is often not prioritized by public transport companies because they are too far removed from the day-to-day pain points experienced by passengers."

Here's a **more solution-oriented** version:

"To make data integration a priority, public transport companies need better insight into the real-world challenges passengers face—closing this gap can unlock more seamless and responsive mobility solutions."

Here's a **more critical** version of the sentence:

"Public transport companies often overlook data integration because they're disconnected from the daily frustrations of their passengers—until they truly understand these pain points, meaningful improvements will remain out of reach."

Three directions

Government-led data standardization, mostly setup for failure

Create and enforce open data standards at the national or regional level to ensure interoperability across transport operators and platforms.

Market-driven integration through leading projects, create the leader

Support pioneering companies that set technical and operational standards—others will adopt these when clear competitive or efficiency advantages emerge.

Empower the industry with a clear context, leading principles

Define the problem, goals, and desired outcomes at policy level, then let the market innovate and collaborate to develop sustainable, scalable integration solutions.