

ASECAP DAYS



MILANO 2024



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Salesforce Platform for Highway Management

Digitization and modernization of Milano Serravalle – Milano Tangenziali highway road management processes using the Salesforce platform

Marco Colloredo – Chief Operating Officer

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Today's Agenda

01 DIGITALISATION TARGET VISION
Milano Serravalle vision

02 OUR TEAM / OUR TM SYSTEM
Milano Serravalle Milano Tangenziali organization

03 WHERE WE WERE
Situation before Salesforce platform

04 WHERE WE ARE
Salesforce platform

05 WHERE WE WILL BE
Future developments



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01

DIGITALISATION TARGET VISION



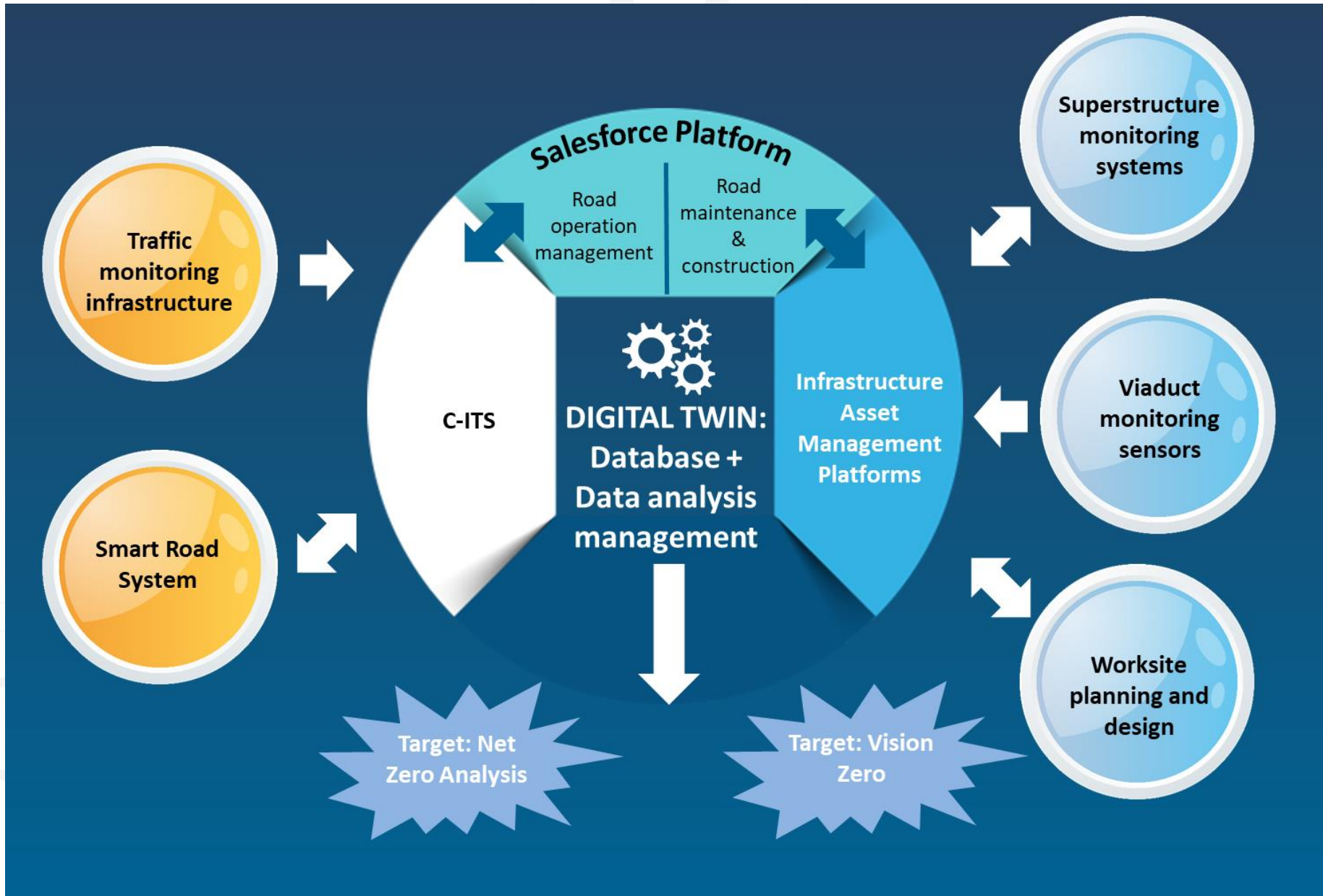
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Serravalle Digitalization Target Vision



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02

OUR TEAM / OUR TM SYSTEM



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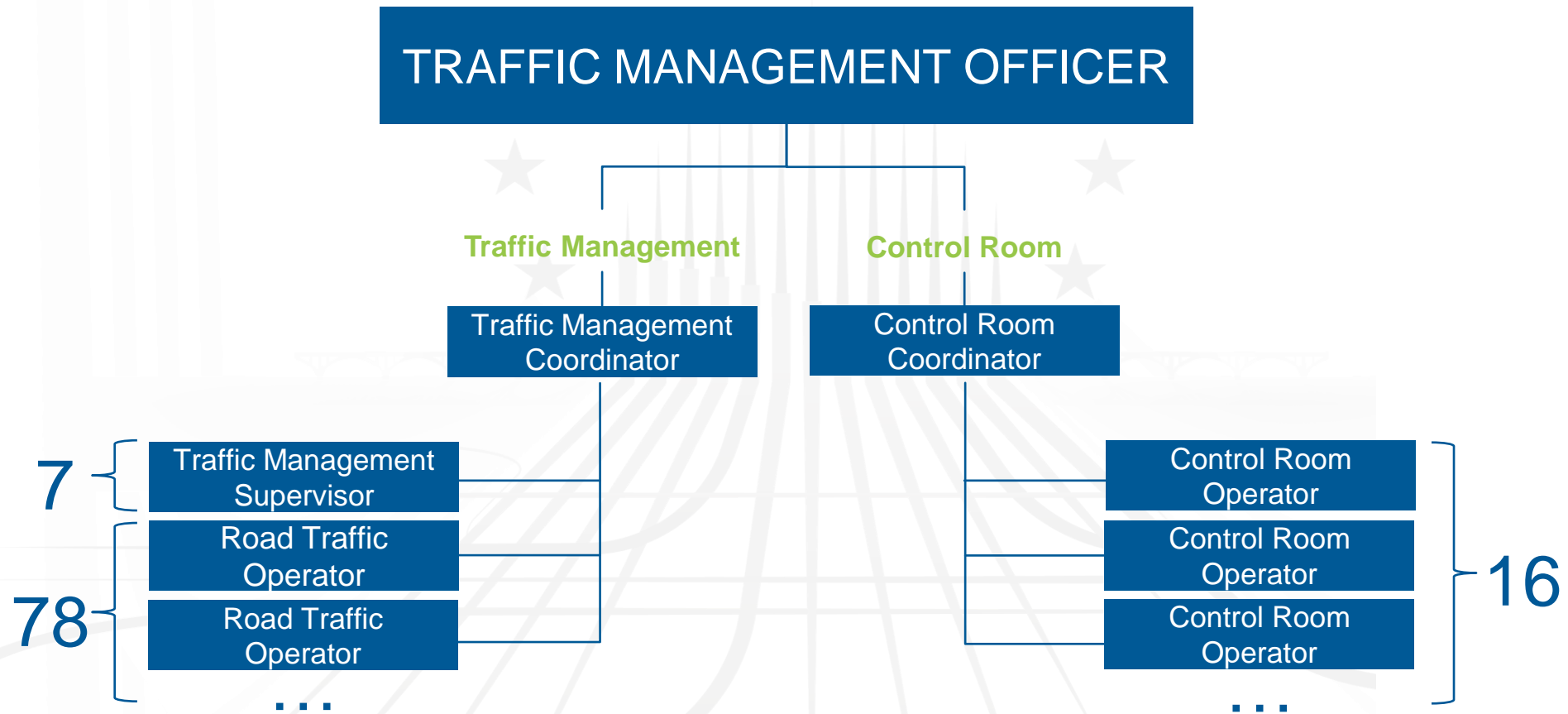


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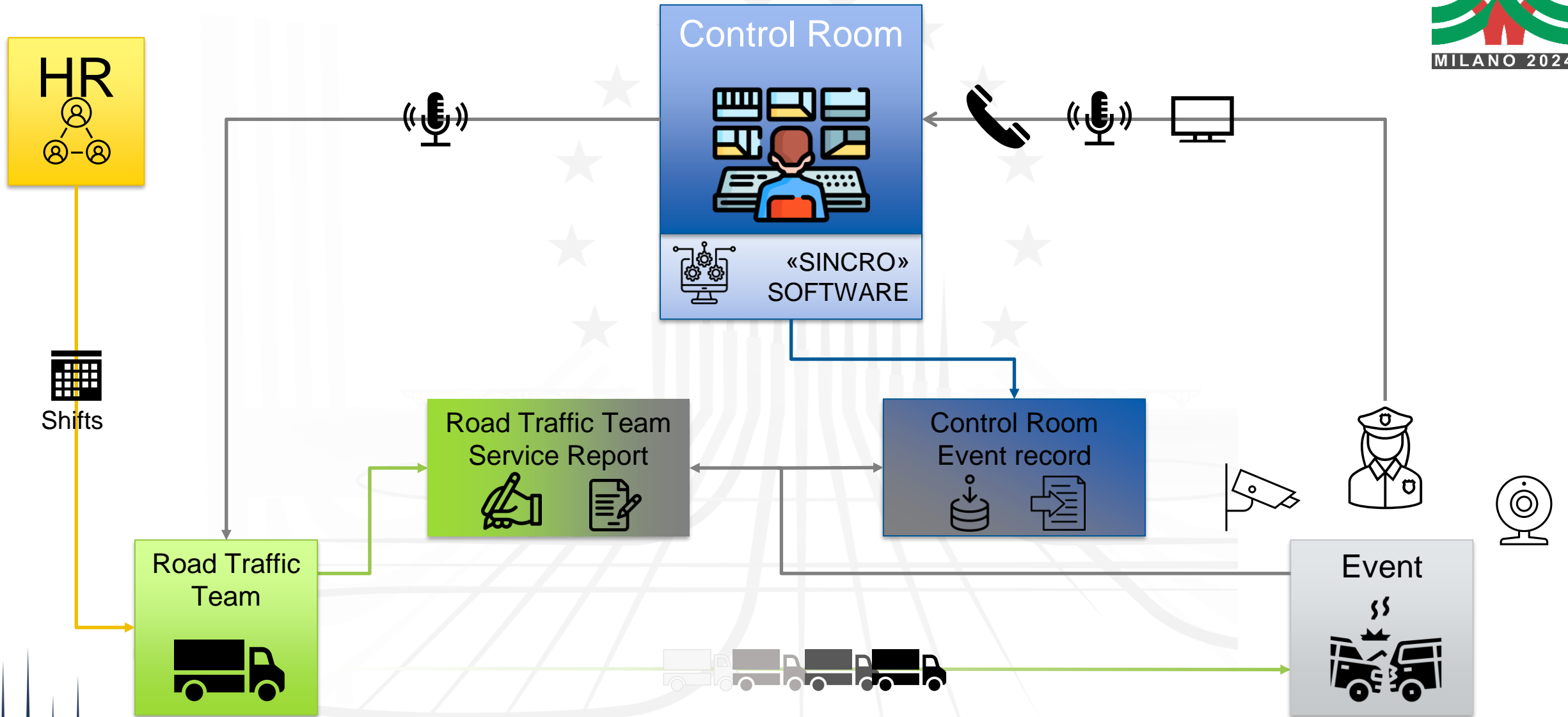


OUR TEAM

Milano Serravalle – Milano Tangenziali Traffic Management Organization



OUR TRAFFIC MANAGEMENT SYSTEM



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WHERE WE WERE



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WHERE WE WERE

Situation before Salesforce platform introduction (Paper document workflow)



Ilanoserravalle
milanotengenziali

DATA 23.1.2022

TURNO 1/8 FURGONE XS

FOGLIO N. 1 2 3 4 5

ORA AUTO-STRADA PROGRESS. CARR.

AUSILIARI VIABILITÀ

Rapporto di Servizio

DESCRIZIONE

1. COMPARTO AZIENDA...
2. ...

Firma _____

rolle zioni

AUSILIARI VIABILITÀ

SCHEDA MATERIALI ED ATTREZZATURE

DATA _____

TURNO 1 2 3

VE _____

LUCE FURGONE

ABBAGLIANTI _____
ANABAGLIANTI _____
POSIZIONI _____
RETROMARCIA _____
STOP _____
FENDINEBBIA _____
INDICATORI DIREZIONE _____

GIUGNO	LUNEDI'	1	2	GIUGNO
A52	6 CANI sg			A52
A51(10-29)	14 BON a	15		A51(10-29)
A51	6 PAO sg			A51
(0-14)	14 REAI a	16		(0-14)
A50 (15-31)	6 GIAN sg			A50 (15-31)
(10-26)	14 DI V a	22		(10-26)
A50 (0-19)	6 SERI a			A50 (0-19)
7(A-BARR)	14 CAR a	17		7(A-BARR)
14	6 COL a			14
150 (15-31)	14 FILF a	21		150 (15-31)
7(A-BARR)	6 AGC a			7(A-BARR)
14	14 PAL to	19		14
150 (15-31)	6 PAL to			150 (15-31)
7(A-BARR)	14 PIA a	7		7(A-BARR)
14	2* CAPI			14
150 (15-31)	14 GIUS sg			150 (15-31)
7(A-BARR)	22 DI N a	9		7(A-BARR)
14	14 GUC sg			14
150 (15-31)	22 DI VI a	15		150 (15-31)
7(A-BARR)	14 VERI sg			7(A-BARR)
14	22 PAP a	16		14
150 (15-31)	14 SACI a			150 (15-31)
7(A-BARR)	22 FER a	2		7(A-BARR)
14	14 LAN a			14
150 (15-31)	22 ZUN a	6		150 (15-31)
7(A-BARR)	14 REP a			7(A-BARR)
14	22 RES a	8		14
150 (15-31)	14 BOI to			150 (15-31)
7(A-BARR)	22 GRC a	18		7(A-BARR)
14	3* ROI			14
150 (15-31)	22 FUMA sg			150 (15-31)
7(A-BARR)	6 PASI a	22		7(A-BARR)
14	22 LARI a			14
150 (15-31)	6 LOSI a	21		150 (15-31)
7(A-BARR)	22 MOLI to			7(A-BARR)
14	6 BIAN to	23		14
150 (15-31)	1* COR			150 (15-31)



Manual activities



Paper documents



Waste of time



Unsustainable activity



Missing integration

THE TEAM: SALESFORCE – ALMAVIVA – SERRAVALLE

The working team for introducing Salesforce Platform



Traffic management know-how



Flexibility



Innovation

System Integrator



Responsiveness

Salesforce developer

Multisystemic solution

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WHERE WE ARE



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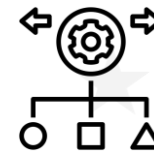


WHERE WE ARE

Salesforce platform



The image shows a Salesforce dashboard with various charts and reports, including 'Interventi Urgenti (Squadra Viabilità)', 'Interventi per AISCAT', and 'Interventi Viabilità'. A mobile app interface is overlaid, displaying a calendar for 'Venerdì, Ott 20' with two service appointments highlighted in red: '14:00 - 22:00 SA-0216' and '16:30 - 17:16 SA-0218'. The app also shows a map of Milan and a list of team members.



■ Decision Support System




■ Guided activities



■ 100% digital processes

RESULTS

New features allowed



- Integration with **shift management software** for importing attendance and managing changes in real time



- Automatic management and control of **warehouse inventory** through "product transfers," "replenishment," and automatic alerts



- Allocation of resources to **competence road sections**, creation and composition of teams



- Integrated creation and **management of anomalies** found during patrols, with automatic emailing and real time intervention



- Guided completion of vehicle **on-board checklists**



- Opening **Virtual Remote Assistant** session between Traffic Manager on the road and Control Room Operator



- Completion of the **daily service report** with unified cataloging of information



- Automatic integration with **Control Room software** with automatic dispatch of urgent cases in the form of geo-localized appointments

GOALS ACHIEVED

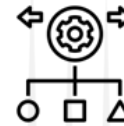
Targets reached through the Salesforce Platform



The screenshot displays a weekly roster for internal resources and teams. The columns represent days from Monday (LUN 04 DIC) to Sunday (DOM 10 DIC). Each row lists a resource's name, ID, and assigned shifts for each day. The interface includes a search bar at the top and navigation tabs for various CRM functions like 'Viabilità', 'Operatività', and 'Casi'.



■ Digitization of processes



■ Integrated decision support system



■ Environmental sustainability



■ Increased operator safety



■ Increased speed of notice and response



■ Process efficiency in problems resolution

The screenshot shows a detailed view of a case record titled 'Segnaletica verticale abbattuta'. The interface includes a 'Dettagli Referente' section with contact information, a 'Dettagli' section with case status (Chiuso) and category (Attività di routine), and a 'Correlato' section with related files and messages. The case details include location (Tangenziale Ovest), category (Segno Chlomonica), and a description of the issue (vertical signposts removed).

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WHERE WE WILL BE



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WHERE WE WILL BE

Future developments on Salesforce platform



- Automation in the creation of teams by assigning weights to service territories



- Integration with the new shift management software



- Ability to attach photos to the cases created



- Extension to other corporate areas like work road teams and maintenance operations

15:03 57%

Trasferisci un Prodotto

Trasferisci un Prodotto

Seleziona la relativa Quantità ed il Magazzino di interesse.

* Prodotto:
Pacchi Torce A Vento

* Magazzino:
Milano

* Quantità:

Quantità minima: 1
Quantità massima: 260

15:02 57%

Visualizza i Turni

Turni

Visualizza i Turni odierni e dei 2 giorni seguenti.

Oggi 1 Marzo 2 Marzo

Turni
Tutti

2	Inizio	Fine	Sede	Squadra
	06:00	14:00	mi	a1
	Tratta A50 Risorse			
	Gestori CLAUDIA Spezzati ANTONELLA			

15:04 57%

Visualizza i Casi

Casi

Ricerca i Casi selezionando la Tratta ed il Chilometro di interesse.

* Tratta:
Milano - Serravalle

* Chilometrica (km):
20

Azzerà filtro

Cerca Q

NUMERO
00001180

MACROCATEGORIA
Altro/Varie

OGGETTO
Guard rail danneggiato

DESCRIZIONE
Sfrisatura

15:04 56%

Pianifica

Sabato, Feb 24
Hai 4 Appuntamenti di servizio

- ✓ VENERDÌ 23 FEB
22:00 2 giorni
SA-0684
TURNO 1: ALFA 02 # A50: 24-02-2024 • Completato • Chiuso
- SABATO 24 FEB
06:00
- ✓ SABATO 24 FEB
06:00 - 14:00
SA-0686
TURNO 2: ALFA 01 # A50 - A7(A - BIN): 24-02-2024 • Completato • Chiuso
- ✓ SABATO 24 FEB
14:00 - 22:00

Azioni

Pianifica Notifiche Profilo



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**THANK
YOU**

GRAZIE

Marco Colloredo

marco.colloredo@serravalle.it



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