Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
teams  Technology company specializing in sensor networks and data analytics for transportation infrastructure.  Software development company that specializes in creating customizable dashboards.  Nearby hospitals.	<ul> <li>App development and maintenance</li> <li>Security and compliance</li> <li>sensor development</li> <li>Data collection and transmission</li> <li>integration with maintenance</li> <li>continuous monitoring and improvement.</li> </ul>	<ul> <li>Enhanced Safety: The primary value proposition is the enhancement of safety for passengers and personnel.</li> <li>Optimized Maintenance: The system optimizes maintenance activities by prioritizing tasks based on real-time data and insights.</li> <li>Data-Driven Decision Making: The dashboard provides metro rail operators and maintenance teams with actionable insights derived from real-time data analysis.</li> <li>Enhanced Customer Experience: By minimizing service disruptions and delays.</li> </ul>	<ul> <li>consultative approach</li> <li>Training and support</li> <li>Reguular communication</li> <li>value added service</li> <li>Feedback mechanism</li> </ul>	<ul> <li>Metro Rail Operators and Authorities</li> <li>Infrastructure Maintenance Teams</li> <li>Regulatory Agencies</li> <li>Transportation Consultants and Engineers</li> <li>System Integrators and Technology Partners</li> <li>passengers</li> </ul>
	Key Resources		Channels	
	<ul> <li>Sensor technology</li> <li>communication infrastructure</li> <li>Data storage and processing</li> <li>Dashboard development tools</li> </ul>		<ul> <li>Metro platforms</li> <li>mobile apps</li> <li>Direct sales team</li> <li>demonstration and workshops</li> </ul>	

• direct mail and email compaigns

# **Cost Structure Revenue Streams** • Development and maintenance • Transaction fees • Marketing and customer acquisition Partnerships • Hardware Costs • Subscription Services • Data Analytics Services • Software Development • Data Storage and Processing • Consulting Services • Maintenance Contracts • Communication Infrastructure • Integration Costs • Data Monetization • Maintenance and Support • Regulatory Compliance • Research and Development • Training and Education

• Funding and investment

• Regular compliance

Metro Rail Authority Engineer

### **Awareness**

Engineer becomes aware of increasing maintenance costs and potential safety risks associated with aging infrastructure. Learns about structural health monitoring systems through industry conferences or word-of-mouth.

# Consideration

Researches available monitoring systems, compares features and pricing with competitors. Contacts vendors for demos and explores potential benefits.

## Decision

Analyzes projected cost savings, improved safety measures, and enhanced efficiency. Discusses the system with managers and stakeholders. Decides to implement a structural health monitoring system based on its value proposition.

# Implementation

Vendor provides system installation, training for engineers on data interpretation and maintenance procedures.

### Onboardin

Engineers begin utilizing the system, monitoring dashboards, and receiving real-time alerts for potential issues.

### Retention

The system helps in early detection of structural problems, allowing for preventive maintenance and reduced repair costs. Engineers collaborate with data analysts to identify trends and proactively address potential infrastructure weaknesses.