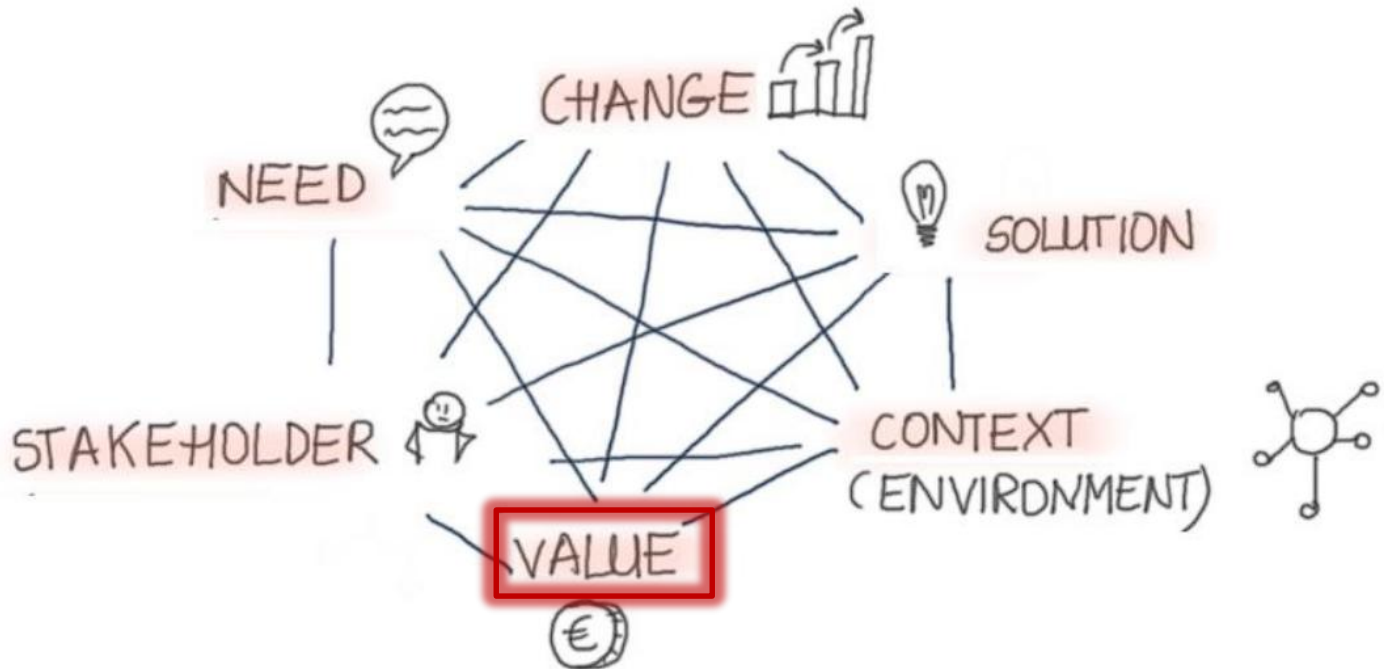


## Business Analysis - Value



*Value is the worth, importance, or usefulness of something to a stakeholder within a context. It is the ultimate benefit realized by stakeholders from a solution.*

### The Value Delivered by the Minsktrans Solution:

#### Value for Passengers / Citizens:

- **Tangible Value:** Reduced stress and wasted time through predictable wait times and reliable journeys.
- **Quantifiable Value:** Saved time can be converted into economic or personal value. A more pleasant commute improves quality of life.

#### Value for Minsktrans Management:

- **Operational Value:** Improved efficiency (better fleet utilization, reduced fuel costs), data-driven insights for strategic planning, and meeting key performance targets.
- **Reputational Value:** Enhanced public image as a modern and reliable service provider.

#### Value for Minsktrans Drivers & Staff:

- **Quality of Life Value:** Reduced stress from managing unrealistic schedules and dealing with frustrated passengers. Clearer, data-backed guidance from dispatchers.

#### Value for the City Administration / Government:

- **Strategic Value:** Achievement of urban mobility, environmental (reduced emissions), and economic productivity goals. A more attractive city for residents and businesses.

- **Political Value:** Positive public perception and demonstration of effective governance.

#### Value for the Traffic Management Centre:

- **Collaborative Value:** Better city-wide traffic flow through coordinated efforts and shared data, enabling more effective implementation of bus priority measures.

Ultimately, the collective value realized is a **more sustainable, efficient, and user-centric urban transport system** that forms the backbone of Minsk's mobility and supports its long-term development.