

# **BEYOND AI: The Hard-Wiring of a Modern Transport System**

**James Bain**, Chief Operating Officer, **Worldline**

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# Beyond AI: The Hard-Wiring of a Modern Transport System

James Bain

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# The time and place for change

- GBR presents an unprecedented opportunity
- AI is fundamentally changing how we embrace technology
- How can we bring these two tectonic forces together

**A once in a career opportunity**

# Frictionless travel

- Too many people still face barriers
- The challenge is human
- Transport must be integrated, digital and affordable



ADAAA  
(2008)



Accessible Canada Act  
(2019)



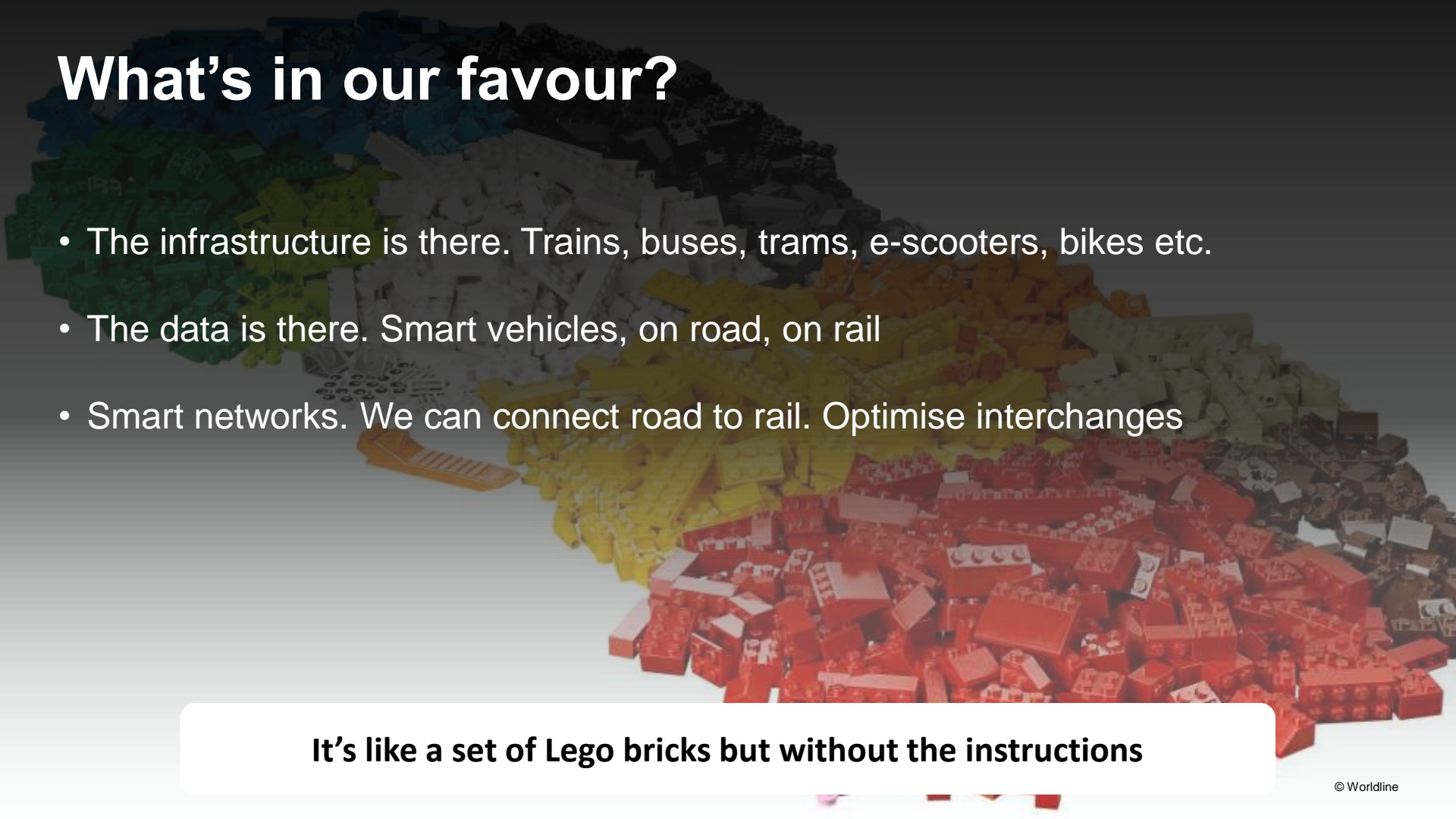
The Equality Act  
(2010)



European Accessibility Act  
(2019)

**When transport becomes *effortless*, it becomes *inclusive***

# What's in our favour?



- The infrastructure is there. Trains, buses, trams, e-scooters, bikes etc.
- The data is there. Smart vehicles, on road, on rail
- Smart networks. We can connect road to rail. Optimise interchanges

**It's like a set of Lego bricks but without the instructions**

# Digital infrastructure is social infrastructure

- Hub and spoke networks do not reflect the desired movement of people
- Data is siloed in fiefdoms of self-interested parties
- The consumer sees an inaccessible mess

**The same physical infrastructure just made accessible**

# Navigating the journey



- Establish a guiding coalition
- Lean on what we have physically. Make it accessible digitally
- Define open standards. Ensure federated activities come together as one

**Human centred interoperability by design, not by mandate**

# Thank you



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Meet me on stand C50



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