

# PRESS RELEASE

FOR IMMEDIATE RELEASE

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## **Andreas Busemann becomes Advisor for Sensonic**

*Uniting experience, know-how and a deep-rooted network, this alliance aims at supporting the railway industry in harnessing the full potential of digitalisation.*

**Sensonic** is pleased to announce that Mr Andreas Busemann, Chief Revenue Officer (CRO) at Konux, takes on the role as an Advisor for the company. With his broad experience and understanding of railways and their operations, he will support Sensonic with valuable market insights.

Andreas Busemann's deep roots within the industry are especially supportive in establishing cooperation with stakeholders from all over the industry. This is key to drive the digital transformation, as Christian Pucher, CEO Sensonic, explains: "We are convinced that collaborating in partnerships and ecosystems enables us to empower the railways to unleash the potential of digitalisation. There are many companies out there that have the same targets and similar approaches to deliver insights for more efficient railway operations based on data driven solutions. This requires new business models like Software as a Service, SaaS for short, and new processes and skill sets on both ends – industry and railway operators. As CRO at Konux and with his former positions in DB, Siemens and Vossloh, Andreas Busemann understands requirements and challenges of railways and what is needed to make new technologies successful. Already our first discussions made it very clear, that Konux and we do have many common approaches, using same cutting-edge technologies, but that we are also facing similar challenges. So, both parties will benefit from sharing insights and ideas. I am glad and very proud, that Andreas Busemann is excited being an Advisor for us as well."

Also, Andreas Busemann considers cooperation of manufacturers and railway experts as crucial for the industry to be able to deliver highly efficient mobility services in future, as he says: "Data-driven solutions, such as those from Sensonic, enable the rail industry to exploit the full potential of digitalisation. Improving railway operations is crucial to meet ever growing requirements in terms of transportation. Collecting data via smart wayside sensing and using AI to derive information and insights are key to achieve this. Today, there's a hand full of high-quality companies that can develop appropriate solutions – my goal is to connect these companies with tech-leaders from the industry to work on a better future together."

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Image	Text
	Andreas Busemann, CRO Konux
	Christian Pucher, CEO Sensonic

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