

Special Edition of UMA Town Hall

Learning Session

Market Disruptions (part 2)

Elizabeth Kamalakis,
Chair, UMA Education Committee

Learning Session

Market Disruptions (part 2)

TOPIC:

How 3rd parties that do not operate motorcoaches have

Learning Session

Market Disruptions (part 2)

Speaker:
Industry veteran Bob
Crescenzo



United Motorcoach Association

DISRUPTION

Learning Session

Market Disruptions (part 2)

Panel Discussion: The positives and negatives of 3rd parties:

- 1. Chris Riddell, The Bus Network**
- 2. Kevin O'Connor, Transportation Management Services**
- 3. Roxana Melgar, BusRates.com**



Market Disruptions

Bob Crescenzo



What are disruptors in business?

A term coined in 1995 by academic and business consultant Clayton Christensen, a market disruptor refers to **any person, product, or idea that radically and permanently changes the way an industry operates.**



Aspects of business disruptions?

In the past two decades, technology has moved far beyond a functional role in business. The majority of businesses today are based on and built on technology. Counting technology, digital disruption is made up of four elements:

- Technology – the invention, design, development and usage of the product
- Business – how the product is marketed, priced and sold
- Industry – involves standards, regulations and approaches to satisfying the need
- Society – the cultures, mindset and habits that lead people to adopt new products

What is digital disruptions?

What is digital disruption?

Digital disruption is an effect that changes the fundamental expectations and behaviors in a culture, market, industry or process that is caused by, or expressed through, digital capabilities, channels or assets.

Recent examples of market disruption

AOL

Blockbuster

Yahoo

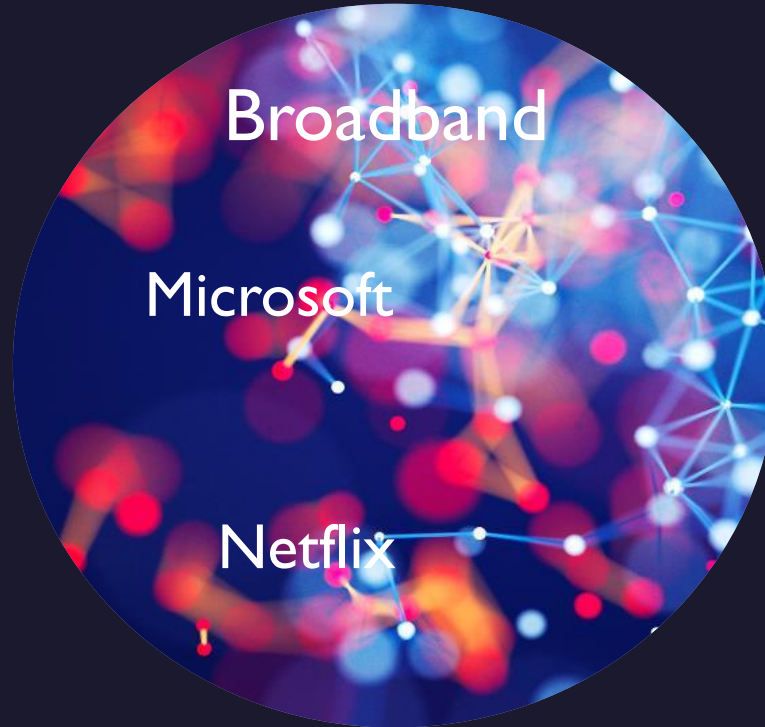
Radio Shack

K-mart

Compaq

Borders

IBM



Motorcoach industry disruptors

Public Transit (1964)

UBOA (1971)

Charter Service Rule (1976)

Interstate Deregulation (1982)

40 foot – 45 foot

Owner/operators

Interstate Commerce Commission

Americans with Disabilities Act (1990)

Insurance Crisis of 1985

**Federal Motor Carrier Safety
Administration**

BusBank

9/11

Busrates.com

**Great Recession (December 2007 to June
2009)**

COVID-19

CERTS

Electric and Self Driving Vehicles

System Dynamic Approach- OODA

- This Is a Four Step “Loop” Process Applied to Any Business Disruption-
- Technology Plays a Key Role But it is Not the Only Focus
- Leaders Must Keep Their Companies Resilient Because Organizations Encourage Decay During Periods of Stability
- The OODA Approach Was First Used By The US Airforce
- FOUR STEPS:
 - OBSERVE- Gather information form all involved including staff, vendors and customers
 - ORIENT- Use Information For Your Company
 - DECIDE-Quick Business Decisions Are Difficult But Sometimes Necessary. Can Technology Help?
 - ACT- Look At Other Companies/Industries Doing Similar Things. Use Technology ,
 - *ADAPT, NOT OPTIMIZE*



What are your consumers expectations?

Panel



Kevin O'Connor

President, TMS



Roxanna Melgar

General Mgr., Busrates.com



Chris Riddell

President, The Bus Network

Thank You

Bob Crescenzo

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