

46TH ASECAP STUDY & INFORMATION DAYS

The Role of the Infrastructure Investments in the New EU Road Mobility Package

*Grand Hotel Union, Ljubljana, Slovenia
6-8 June 2018*

www.asecapdays.com



Organized by





Enabling MaaS

Stephan Strodl, Fluidtime

7. June 2018

Fluidtime

Enabling MaaS

Smart Cities and Regions

Vienna, Linz, Salzburg, Aachen, Helsinki, Stockholm*, Aarhus, etc.

New "Entry Cities"

Evaluation and opportunity assessment



Transport Modes

2004
Public Transport

2011
Integrated Mobility
bike and car sharing,
on demand transport
taxi and ride hailing

2018
Mobility Optimization

Services

- Mode Availability
- Journey Planning
- Real-Time
- Alerts and News
- Ticketing
- Booking
- Billing
- Payment
- Accounts
- Customer Profiles

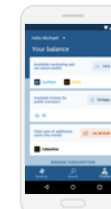
Apps



PTOs



Cities



MaaS
Operators



Pilots

User experience

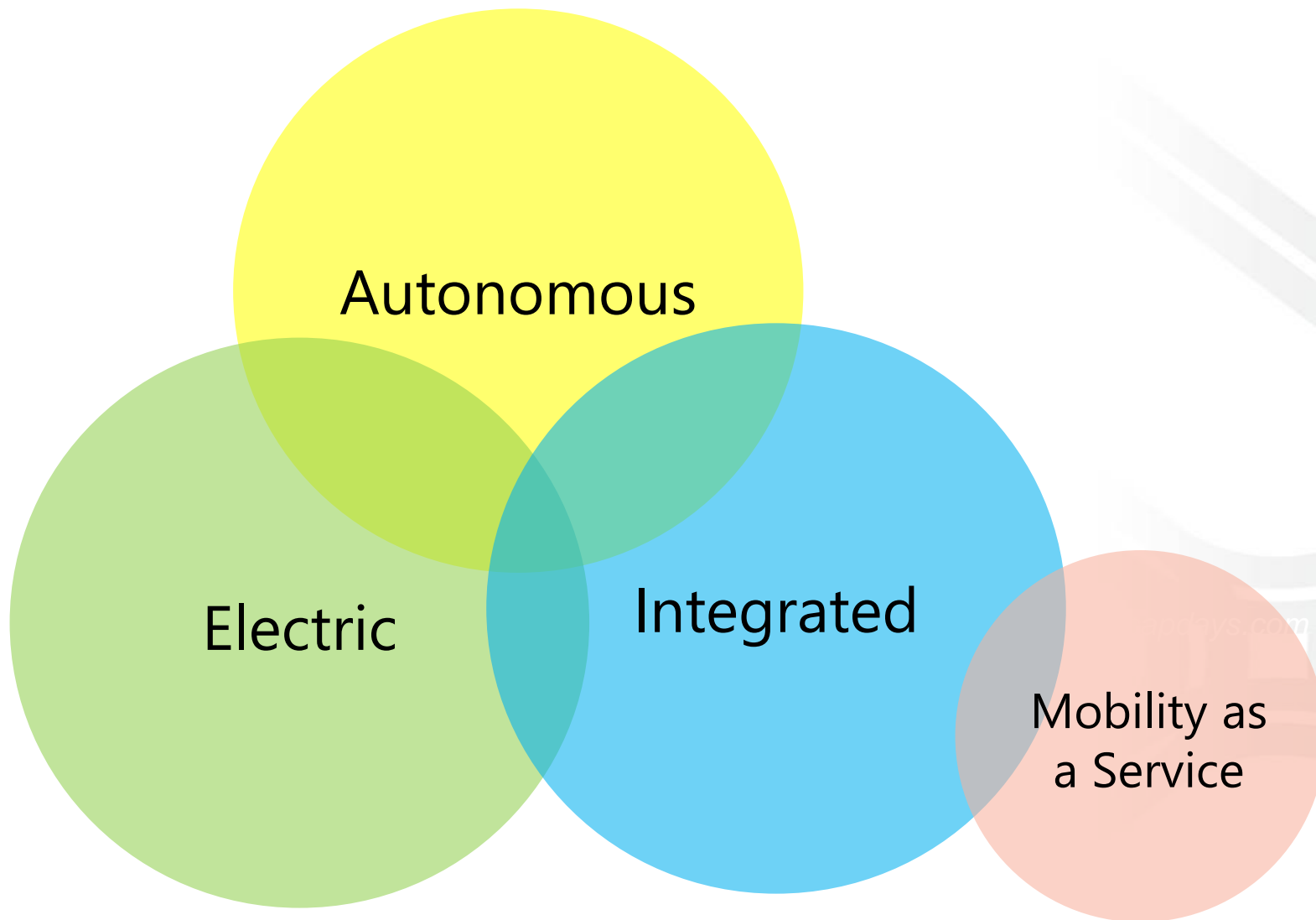
2+ MIL Download
 40+ MIL Service
 Requests
 0,5+ MIL Unique Users
 per Month

apdays.com

* Launch upcoming



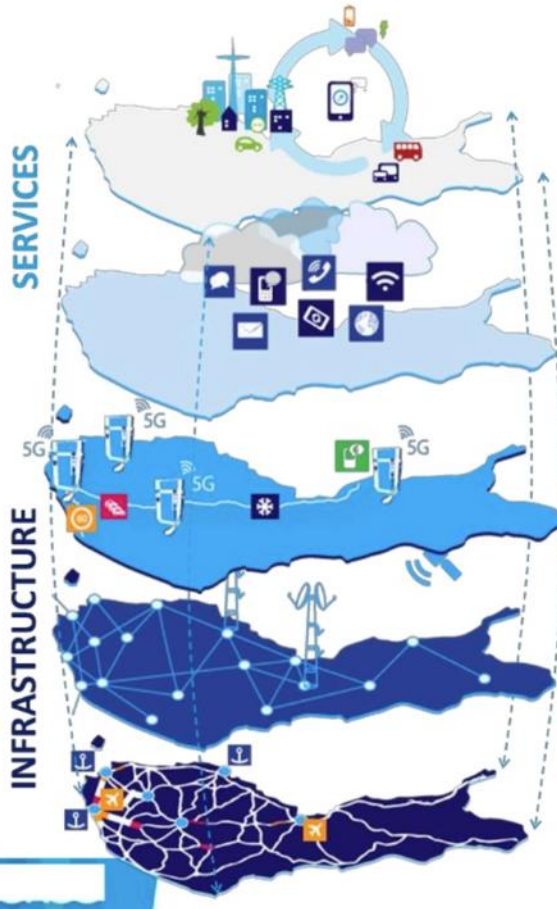
Trends in mobility





“As a Service”

ENABLING GOVERNANCE AND REGULATION



Mobility as a service
 Mobility-as-a-service operators (big & small),
 Multiple customized services
 All Transport modes with single User Interface, Internet of traffic.

Integrated online services and interfaces

Online services platform: Open Data, Interfaces and APIs, Cloud Services, Internet of Things

Intelligent traffic infrastructure

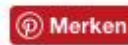
Traffic management systems
 Digital ticketing, routing services
 Seamless connectivity

Telecommunications and information infrastructure

Mobile data networks 4G/5G
 Static networks enabling international interoperability, broadband for all

Core infrastructure

Roads, rails, airports and ports.
 Growth Corridors



Transport systems will become consumer business



THE FOCUS IS HERE

SERVICE PROVIDERS
 (INTERNATIONAL BRANDS)

- Combinations for target groups
- Different packages for targeted groups
- Clearing for transportation, networks and services

Mobility as a Service, MaaS

TRANSPORTATION PROVIDERS
 (INTERNATIONAL BRANDS)

- Vehicles, public transport, rentals, parking, taxis, ride shares, car shares etc.

Transport as a Service, TaaS

NETWORK PROVIDERS

- Planning, investments, maintenance

Infrastructure as a Service, IaaS

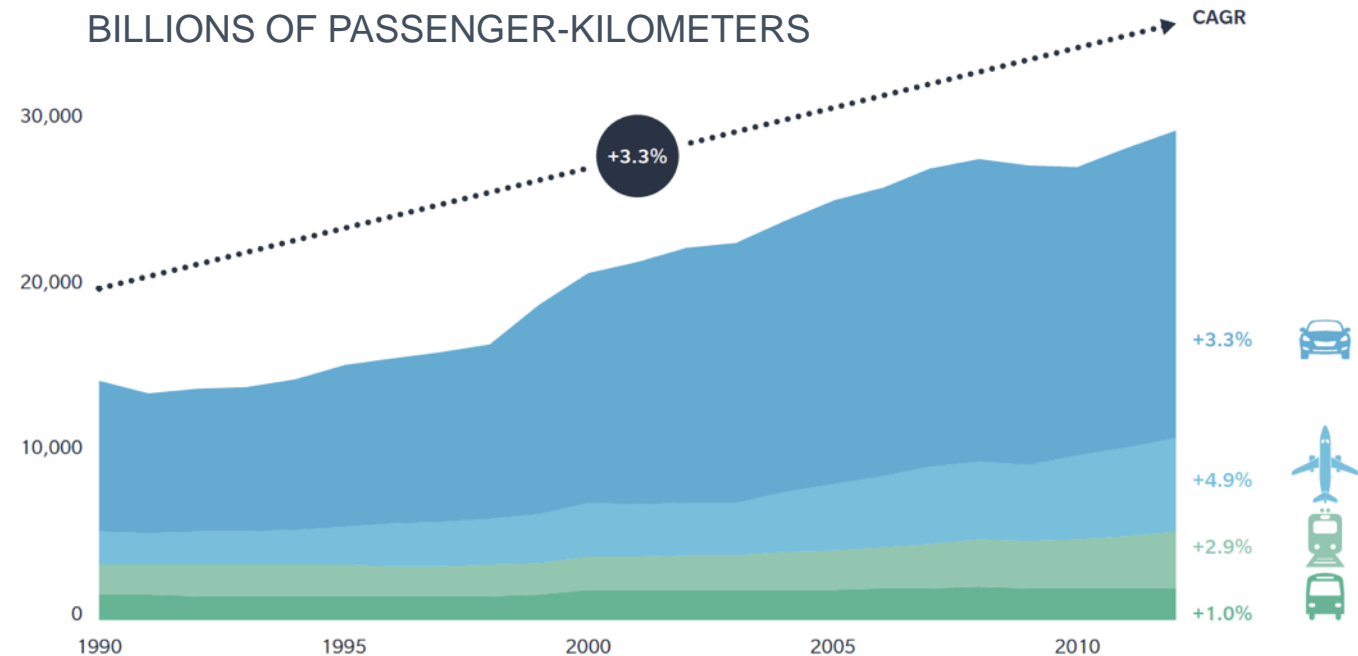
ALL FUNDING DIRECTLY FROM END USERS

Maas.r1



Change of mobility

- Increasing mobility demand
- Introduction of new mobility solutions
- Change of customer habits



Note: Based on data for 54 countries, covering all global regions. CAGR = compound annual growth rate.

Source: OECD, Oxford Economics, IATA WATS, Oliver Wyman analysis.



MaaS Ecosystem

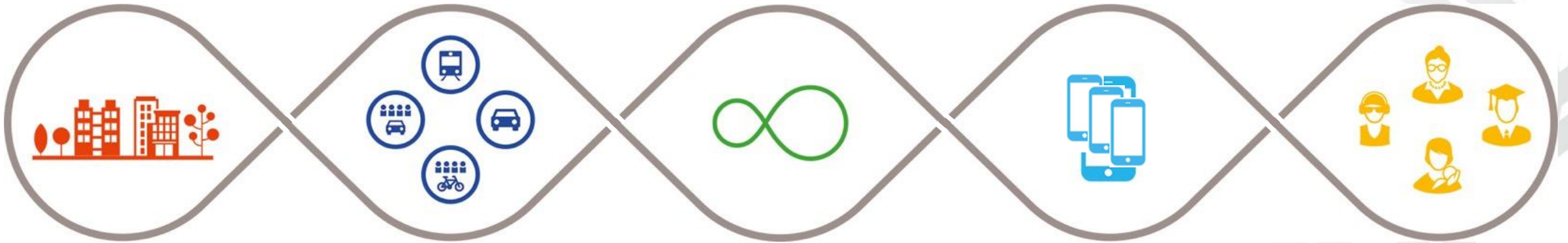
Smart Cities & Regions

Transport Service Providers

Enabling Services

Mobility Service Providers

Mobility Service Customers





Enabling MaaS

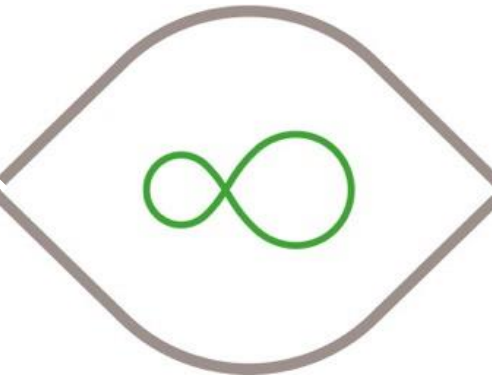
Smart Cities & Regions

Transport Service Providers

Enabling Services

Mobility Service Providers

Mobility Service Customers



Initiate and orchestrate Mobility-as-a-Service ecosystems.

Provide optimized and connected local transport offerings.

Support the setup and operation of collaborative MaaS.

Offer intermodal mobility services for customers.

Demand and pay for a seamless travel experience.



MaaS Operations

INTEGRATION

PUBLIC TRANSPORT



SHARED TRANSPORT



MOBILITY SERVICES



PAYMENT

PAY AS YOU GO



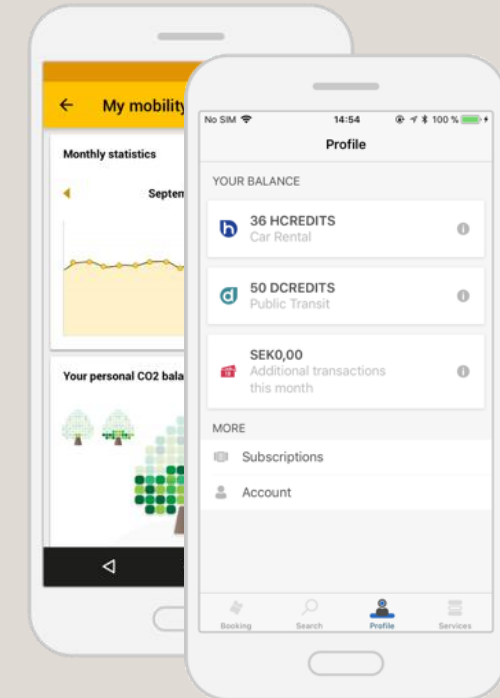
ACCOUNT



SUBSCRIPTION



PERSONALIZATION





Enabler for MaaS

- Regulations
 - Mobility demand management
 - Mobility supply management
 - Sustainable mobility solutions
- Digitization
 - Distribution
 - New services
- Business model
 - More service (e.g. convince by integration, single platform)
 - Cheaper travel options
 - More value

MaaS Platform

- Improvement of overall mobility experience for end user (offers, costs, convenience)
- Reduction of mobility costs
- Increase of efficiency for TSPs
- Matching of offering and demand
- Towards sustainable transport modes

Fluidtime offering for MaaS operators

Fluidtime connects and standardizes (shared) transport offerings, makes them book- and payable from a personalized device via collaborative platform.

INTEGRATION



A cloud service providing a standardized access point to all integrated transport services.

PAYMENT



A set of services to manage customers, their bills and payment

PERSONALIZATION



The white-label app as face to the customers.

Examples





Optimizing Transportation

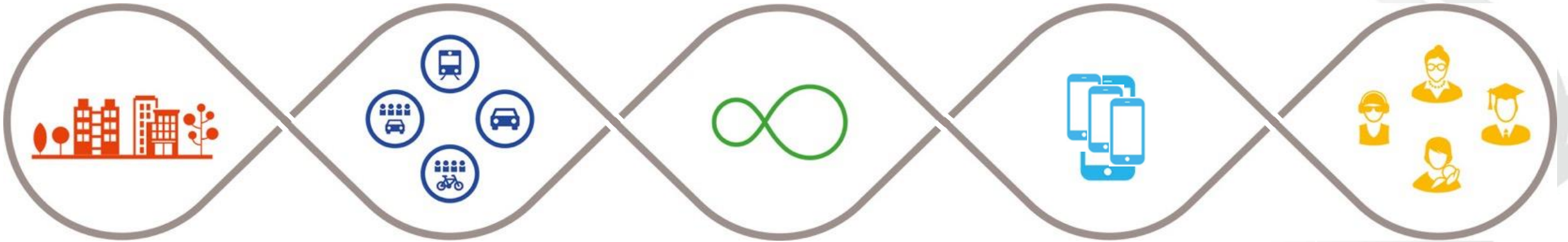
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Transport Service Providers

Enabling Services

Mobility Service Providers

Mobility Service Customers



OPTIMIZATION

Transport Offerings

Reference: Helsinki Business Hub | Helsinki Metropolitan Area

CITY OF VANTAA

- **Reduce costs** in the operation of (social) public transportation services
- **Increase service offering** without additional cost
- **Establish an Open MaaS Platform**

TRANSPORT SERVICES

- **Link Public Transport** with publicly-funded **Social Passenger Transportation** (enabling Ride-Sharing)
- **Integrate private sector transportation** services into the mobility-network
- Intermodal **door2door routing**

CITIZENS

- Have **convenient access** to all transport offerings
- **Access** to First/Last Mile Options
- Use **reasonably priced**, but still self-supporting mobility services



Reference: Helsinki Business Hub | Helsinki Metropolitan Area

OPTIMIZATION

Driver App

On-Demand
Optimization
Dispatching

Making closed
transport service
publicly accessible

INTEGRATION



SITOWISE

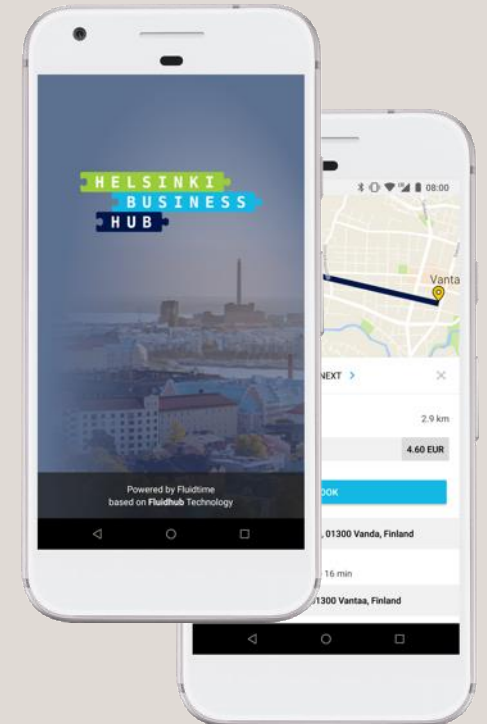
SUPPORTING PARTNER



PAYMENT

Pay as you Go

PERSONALIZATION





Integration of traffic management system

CITY

- **Reduce congestion**
- **Increase service offering**
- **Reduction of CO2**
- Establish/Integration an **Open MaaS Platform**

TRANSPORT SERVICES

- **Integration of available information**
- Improved **routing and service**

CITIZENS

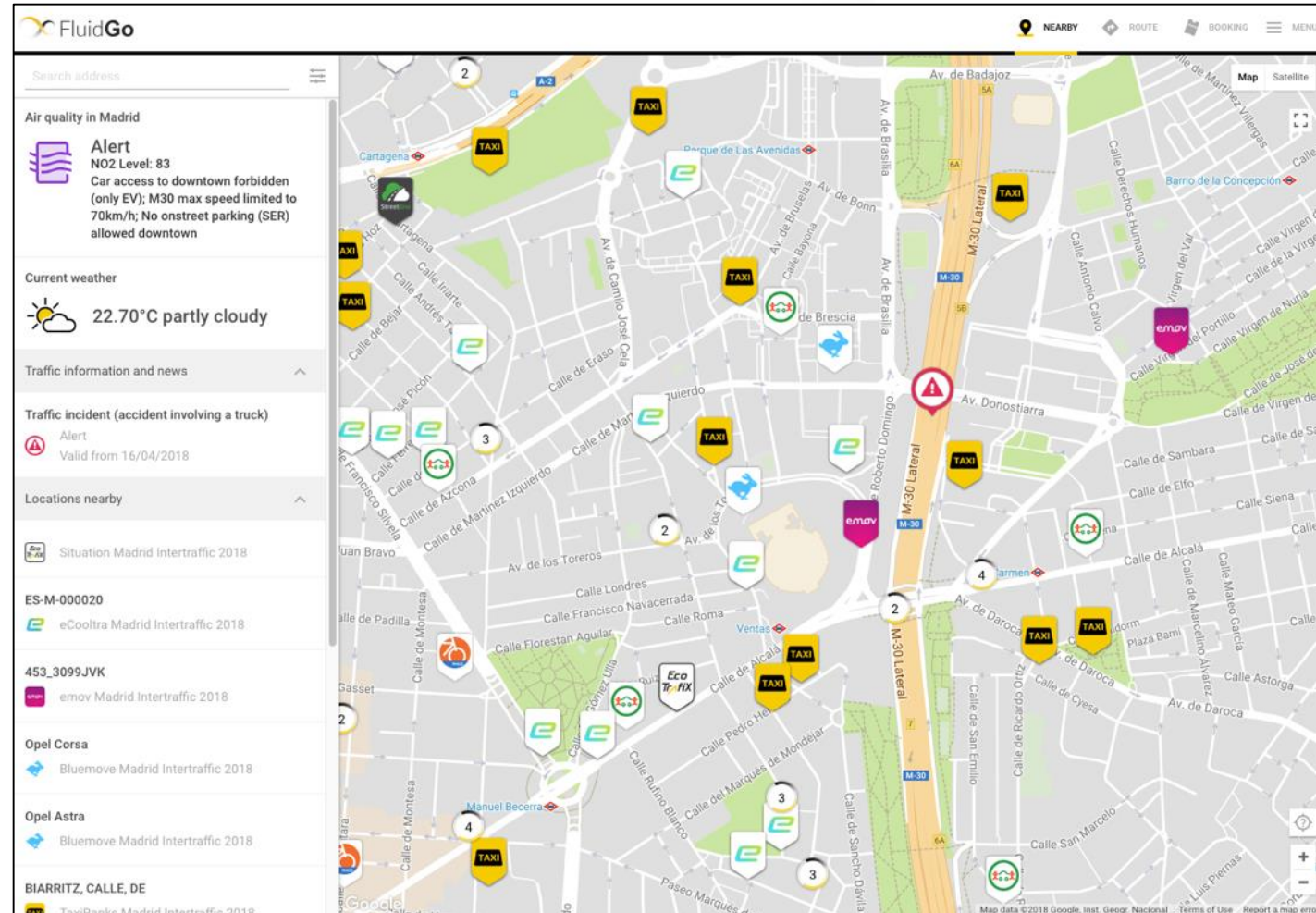
- Have **convenient access** to all information
- **Reduce travel time**
- **Improved route** suggestions



Integration of traffic management system

(e.g. Kapsch EcoTrafiX™)

- Traffic
- Air quality
- Weather





Examples

Ride-Sharing

- Door2Door
 - Munich (MVG IsarTiger), Duisburg (myBus), ..
- Via
 - NewYork, Chicago, Washington D.C., ...
- CleverShuttle
 - Berling, Hamburg, Munich, Leipzig, Stuttgart...
- Uber Pool
-



Optimizing Offer

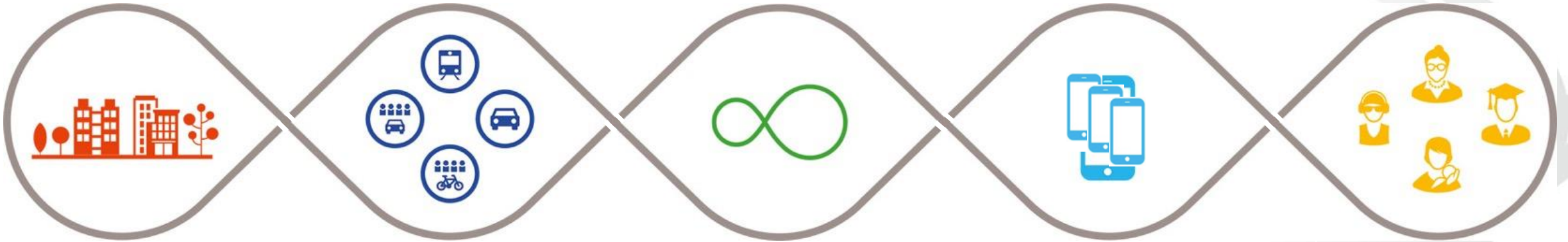
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Transport Service Providers

Enabling Services

Mobility Service Providers

Mobility Service Customers



OFFER





Reference: UbiGo Stockholm

OPTIMIZATION

Mobile Application

Mobility
subscription

Subscription
Sharing

INTEGRATION



PAYMENT

SUBSCRIPTION:



10 20 50 d

PUBLIC TRANSPORT



6 30 48 h

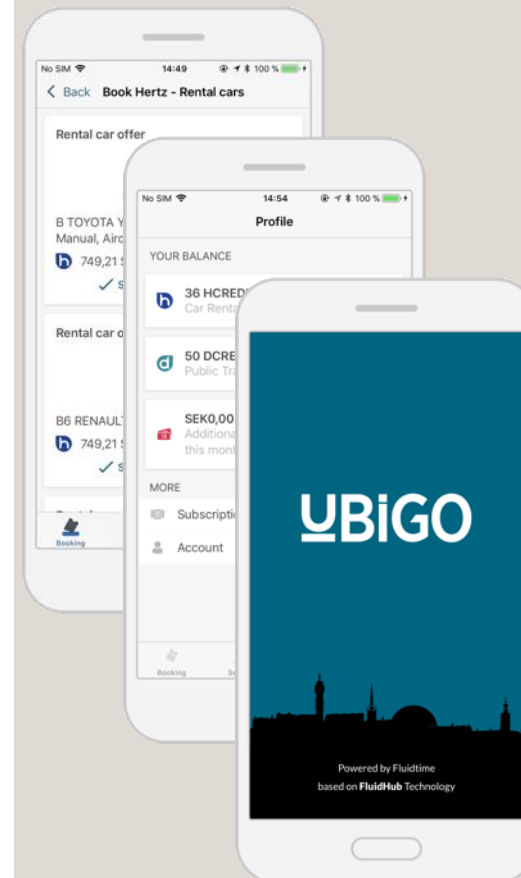
CAR RENTAL HOURS

MONTHLY BILL:



Consumption

PERSONALIZATION



UBIGO

Powered by Fluidtime
based on FluidHub Technology

Example MaaS Platforms

- Whim by Maas Global (Helsinki Area)
 - Pay-as you go / Subscription
 - Public transport
 - Taxi
 - Car
 - City bike

	Whim To Go	Whim Urban	Whim Unlimited
Monthly payment	Free	49€	499€
Local public transport	Pay per ride	Unlimited Single Tickets	Unlimited Single Tickets
Taxi (5km radius)	Pay per ride	10€ per ride	Unlimited
Car	Pay per ride	49€ per day	Unlimited
City Bike	Not included	Unlimited (30min)	Unlimited
Cancel anytime	✓	✓	✓

- Moovel by Daimler
 - Public transport, car/bike-Sharing, taxi, on-demand
- SkedGo
 - Public transport, ride hailing, car sharing
-



ORCHESTRATION

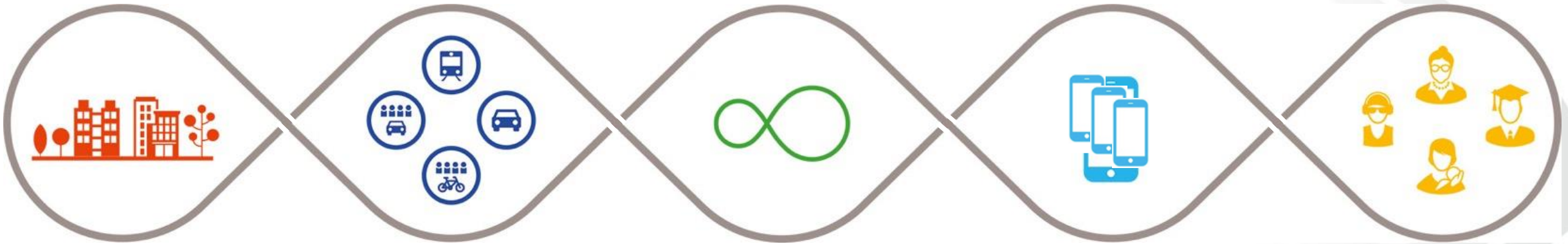
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Transport Service Providers

Enabling Services

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Mobility Service Customers



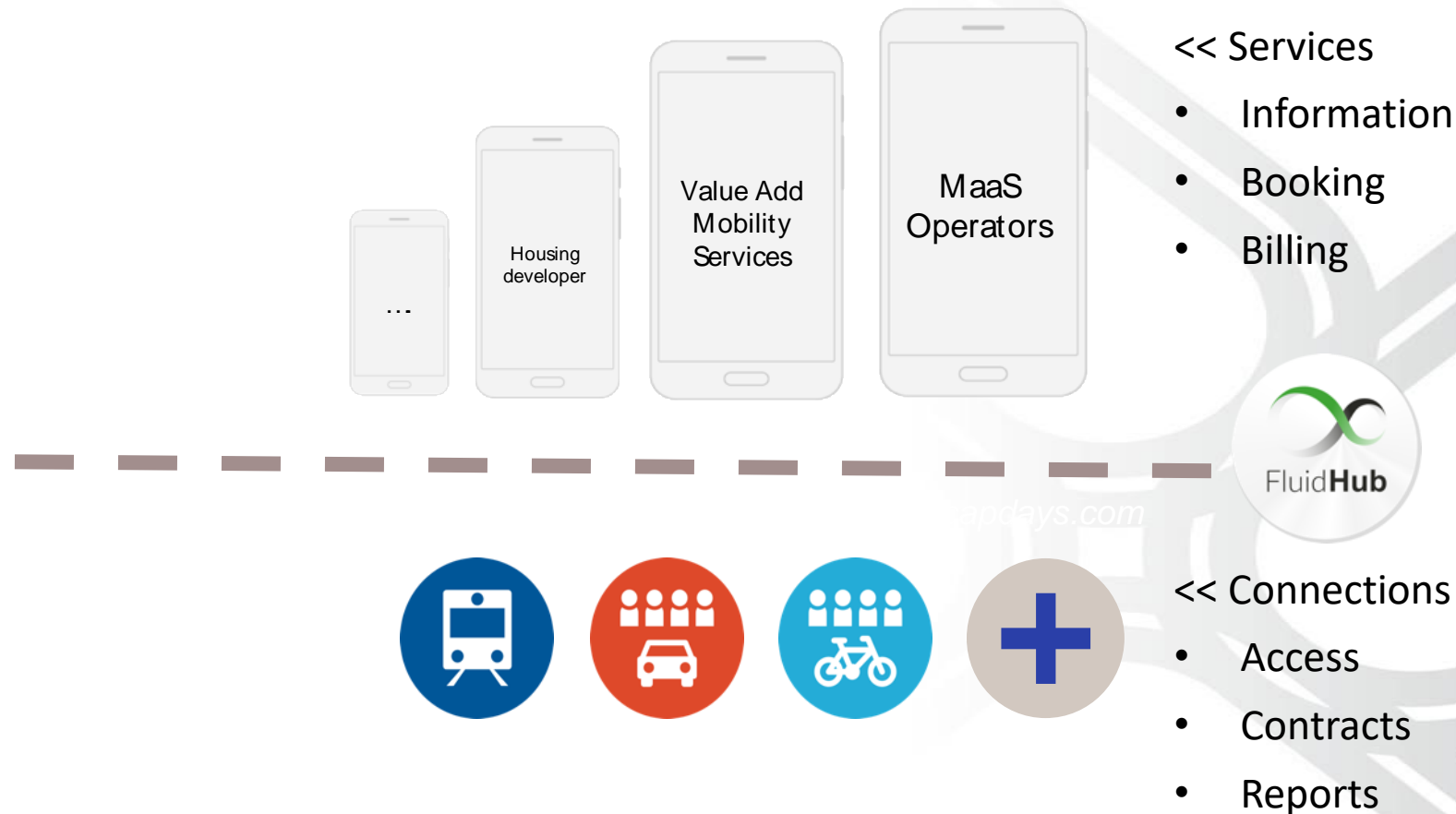
ORCHESTRATION

Regulation & Governance

Reference: Aarhus, Denmark | Building up a Collaborative MaaS ecosystem

CITY & Region

- **Establish an Open MaaS Platform**
- Support MaaS-operators with new **mobility services**
- **Optimize transport offering**
- Supporting **sustainable mobility solutions**





MaaS Ecosystem

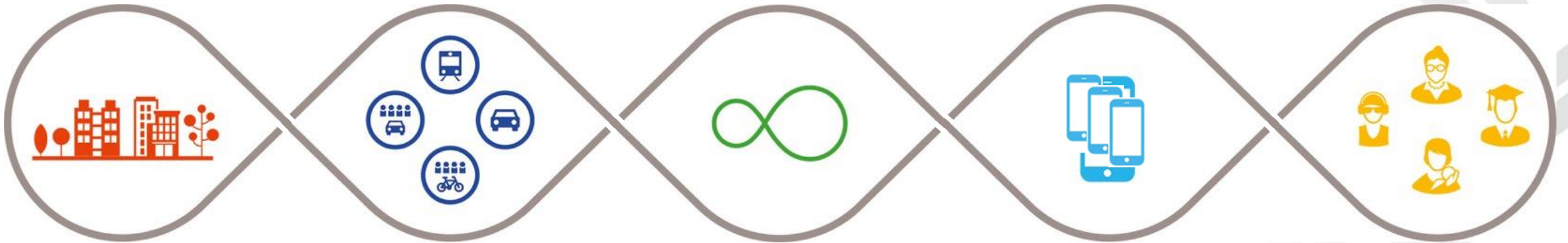
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Enabling Smart Mobility.



Fluidtime

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