The role of Mobility as a Service

Pluservice srl

II Training Session | 28th June 2019

Outline

What is MaaS?

Mobility as a Service (MaaS) is the integration of various forms of transport services into a single mobility service accessible on demand. To meet a customer's request, a MaaS operator facilitates a diverse menu of transport options, be they public transport, ride-, car- or bike-sharing, taxi or car rental/lease, or a combination thereof. For the user, MaaS can offer added value through use of a **single application to provide access to mobility**, with a single payment channel instead of multiple ticketing and payment operations. For its users, MaaS should be the **best value proposition**, by helping them meet their mobility needs and solve the inconvenient parts of individual journeys as well as the entire system of mobility services.

The aim of MaaS is to provide an **alternative to the use of the private car** that may be as convenient, more sustainable, help to reduce congestion and constraints in transport capacity, and can be even cheaper.

Netflix's business model

If Netflix's business model were applied to urban transportation, how might that change the way city dwellers get around?

Our Solution – The Netflix Of Transportation

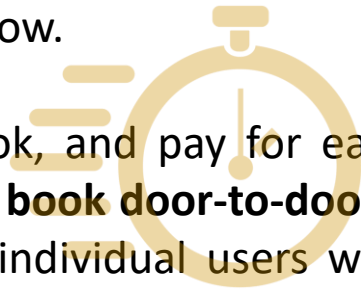What if all transportation was converged... ...and tailored to your need as monthly packages?

maas GLOBAL

Mobility through the ages

Streaming services like Netflix have fundamentally changed the way people search for, consume, and pay for media. Transportation now stands on a similar frontier.
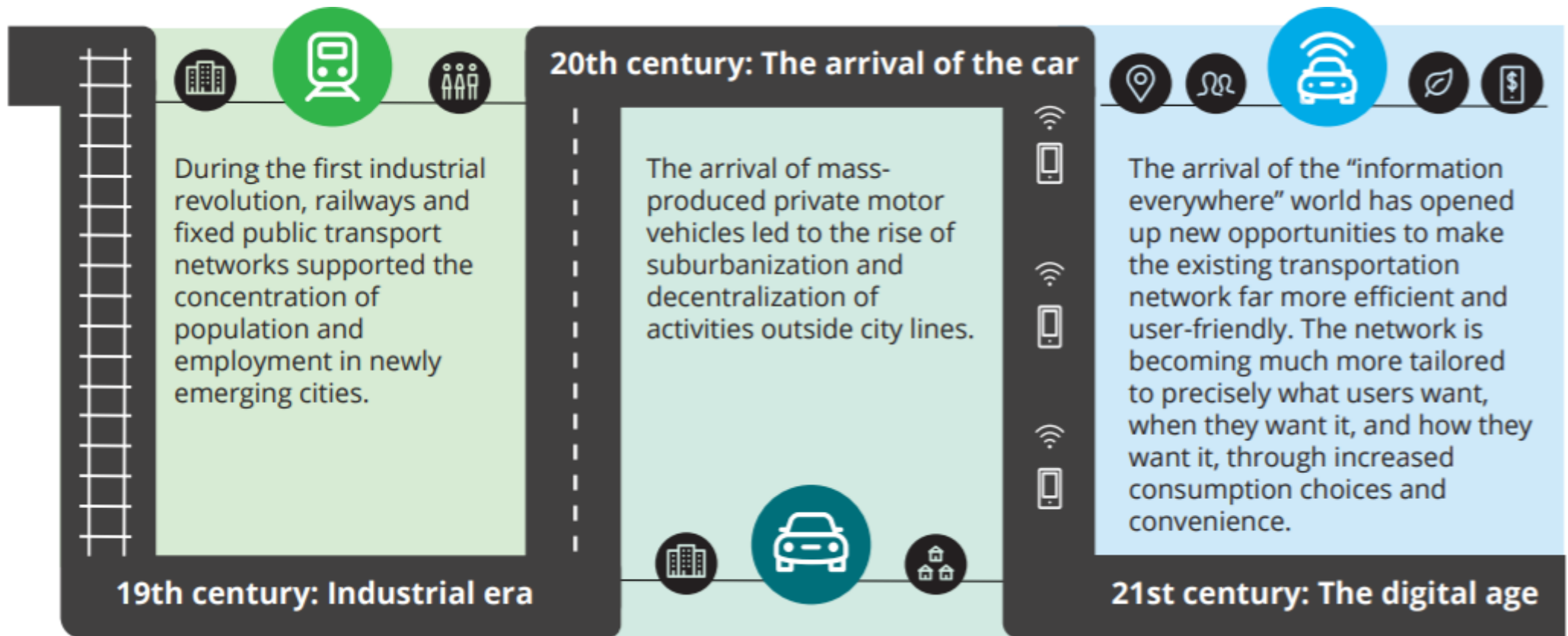
At its core, MaaS relies on a **digital platform that integrates end-to-end trip planning, booking, electronic ticketing, and payment services** across all modes of transportation, public or private. It's a marked departure from where most cities are today, and from how mobility has been delivered until now.

Rather than having to locate, book, and pay for each mode of transportation separately, MaaS platforms let users plan and **book door-to-door trips using a single app**. By answering the question of how best to get individual users where they're going based on real-time conditions throughout the network, taking account of all the possible options and each user's own preferences (for example, time and convenience vs. cost), and facilitating seamless mobile payment, **MaaS starts to move us toward a more user-centered mobility paradigm.**

SOURCE: Deloitte analysis – Deloitte University Press

Mobility through the ages

20th century: The arrival of the car

During the first industrial revolution, railways and fixed public transport networks supported the concentration of population and employment in newly emerging cities.

The arrival of mass-produced private motor vehicles led to the rise of suburbanization and decentralization of activities outside city lines.

The arrival of the "information everywhere" world has opened up new opportunities to make the existing transportation network far more efficient and user-friendly. The network is becoming much more tailored to precisely what users want, when they want it, and how they want it, through increased consumption choices and convenience.

19th century: Industrial era

21st century: The digital age
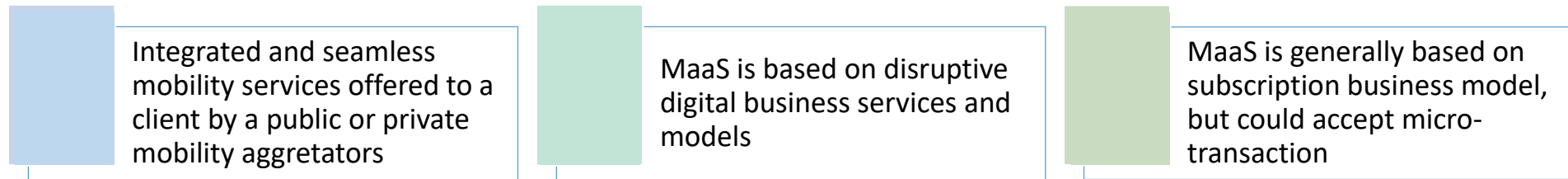
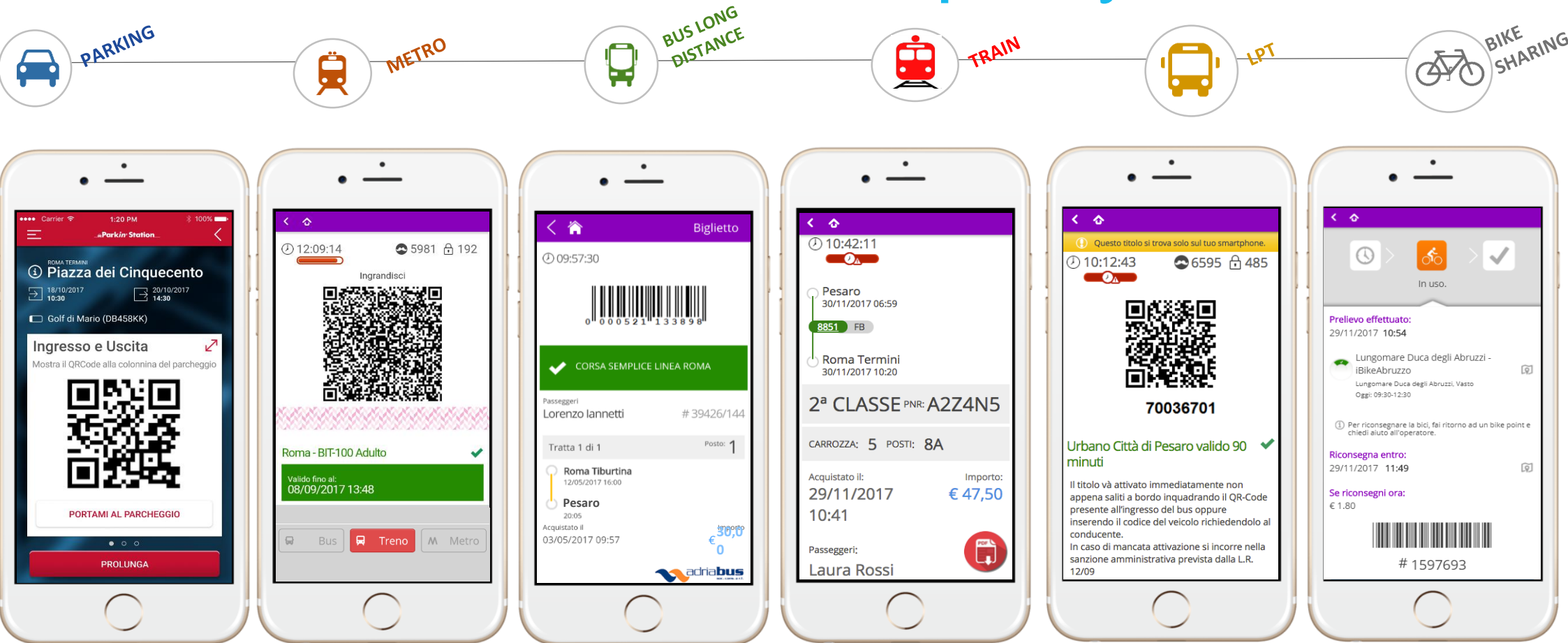SOURCE: Deloitte analysis – Deloitte University Press

MaaS: a new concept

MaaS is a new concept in the transport sector; it provides a new way of thinking in terms of how the delivery and consumption of transport is managed:

Integrated and seamless mobility services offered to a client by a public or private mobility aggretators

MaaS is based on disruptive digital business services and models

MaaS is generally based on subscription business model, but could accept micro-transaction

MaaS could be seen as an Over The Top service

MaaS - Over the Top Layer

PARKING · METRO · BUS LONG DISTANCE · TRAIN · LPT · BIKE SHARING

Jumping in (8:00) and out of a metro, bus (8:15), and bike-sharing (booked at 9:00)

and pay the right amount or the best fare calculated.

MaaS from the users' perspective

MaaS offers an attractive value proposition by providing a better customer experience in terms of:

Journey Planning: real-time journey planning allows a user to plan his journey, choosing from multiple modes that are «intelligently» suggested based on his personal preferences (like for example, cost, comfort, time)

Ease of Transaction: the user can access mobility using a range of payment channels for example a phone, watch, smartcard or bank card regardless of which modes of transport he use

Flexible Payment terms: the users can pay for their mobility choice via pre-pay, post-pay or pay-as-you-go

User Experience: data analytics will enhance the overal user experience. This feature may be seen as a virtual «concierge service» that provides the user with the best possible whole journey experience by managing the choices they make

Personalized Service: a fully personalized service that builds a relationship between the user and the MaaS provider by allowing two-way communication. The MaaS 'service' will be highly customer relevant and focused and will react to user feedback

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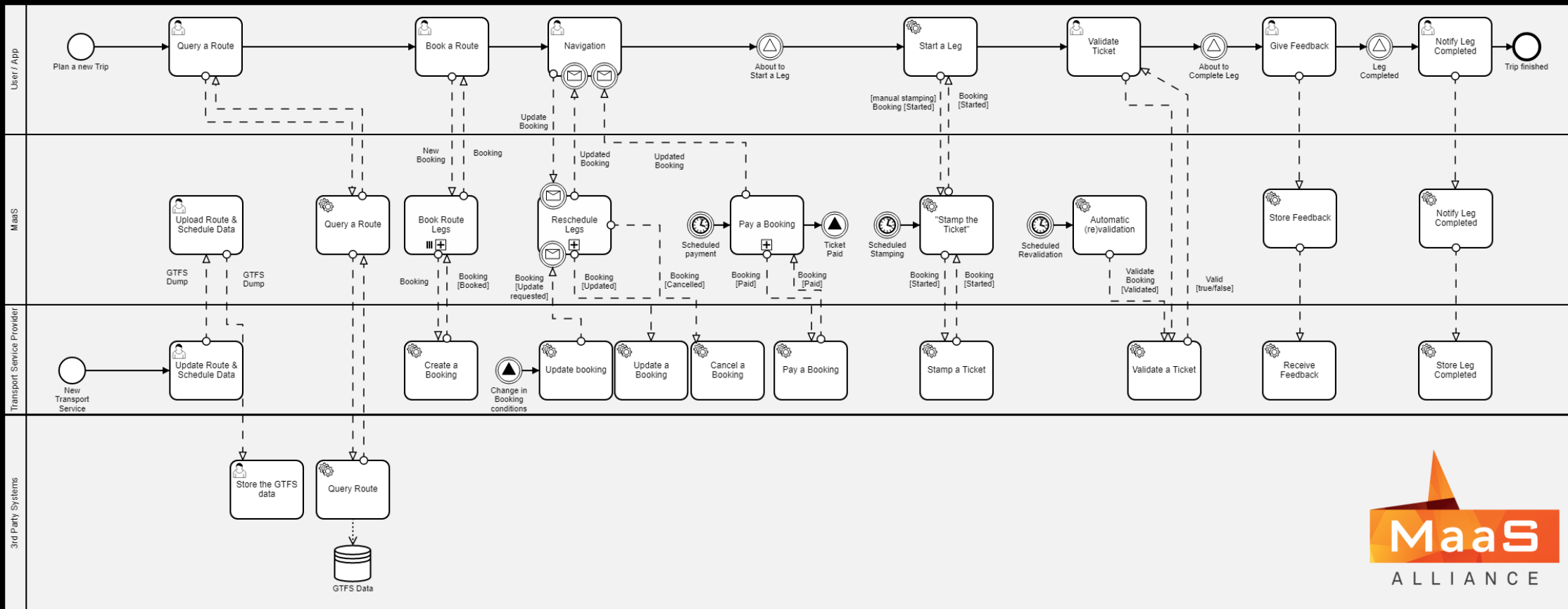Integrated Information System for Mobility

MaaS API

An important factor in making MaaS a success will be getting all of the players to work together, especially the Transport Service Provider point of view .

How MaaS interacts with Transport Service Provider?

Life-cycle of an individual trip from a TSP point of view

Documentations and Links

- https://maas-alliance.eu/
- https://maas.guide/
- https://en.wikipedia.org/wiki/Mobility_as_a_service
- https://www2.deloitte.com/content/dam/Deloitte/nl/Documents/consumer-business/deloitte-nl-cb-ths-rise-of-mobility-as-a-service.pdf
- https://github.com/maasglobal/maas-tsp-api/blob/master/specs/Booking.md

- https://www.slideshare.net/welkaim/mobility-as-a-service-maas

Thank you for your attention!

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