



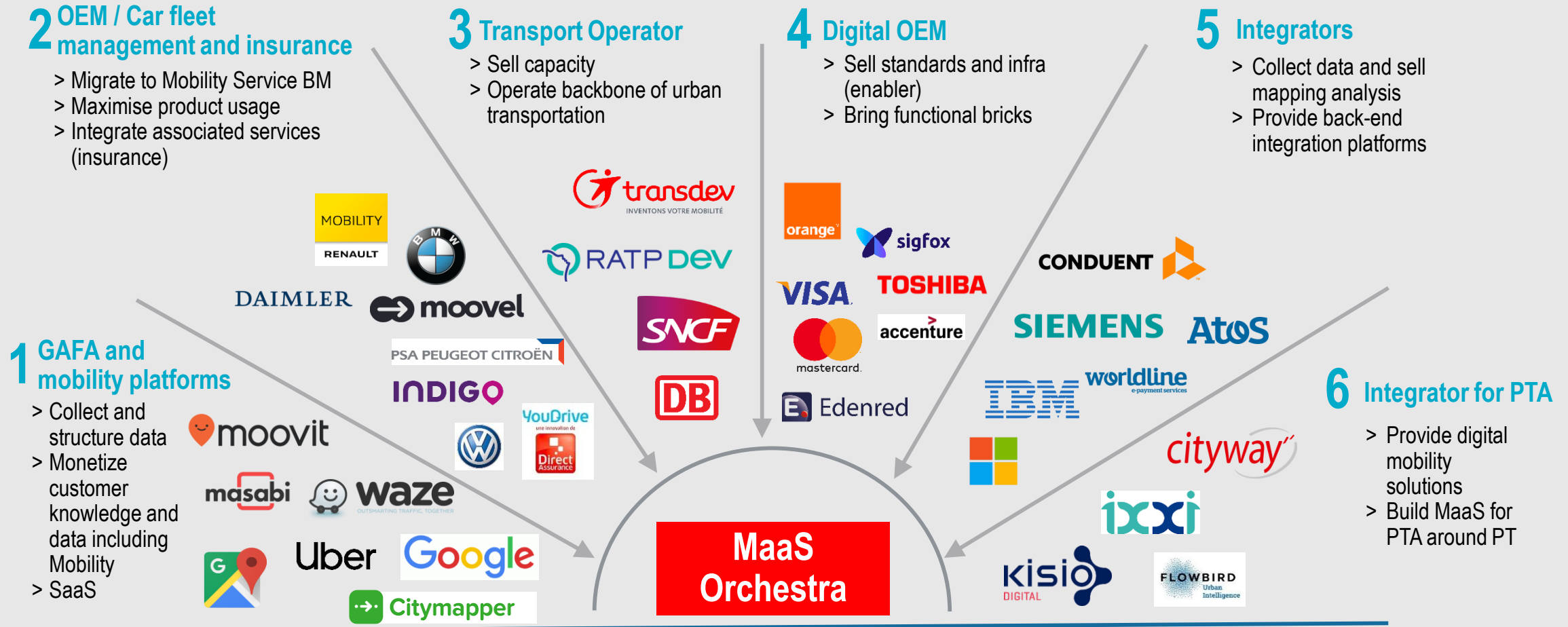
MaaS – an Experience of Mobility

David Laine – Corporate Solution Manager MaaS,
Transdev Group and Laurent Glorieux – Vice President
of Sales and Marketing, Cityway

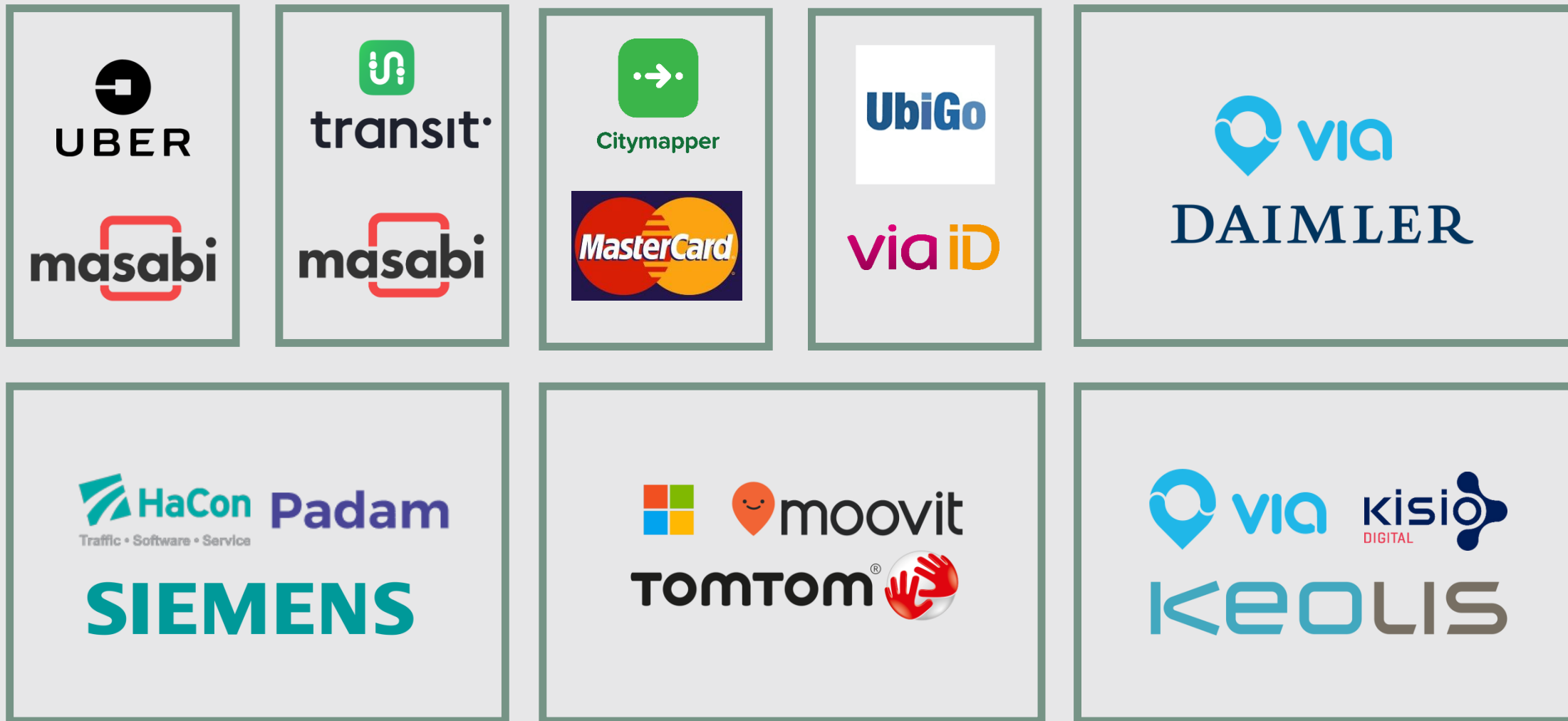
UITP Global Summit, June 10th, 2019



The digitalization of Mobility opens the door to a large spectrum of powerful players...



Reorganizing in strong and intense competition consortium

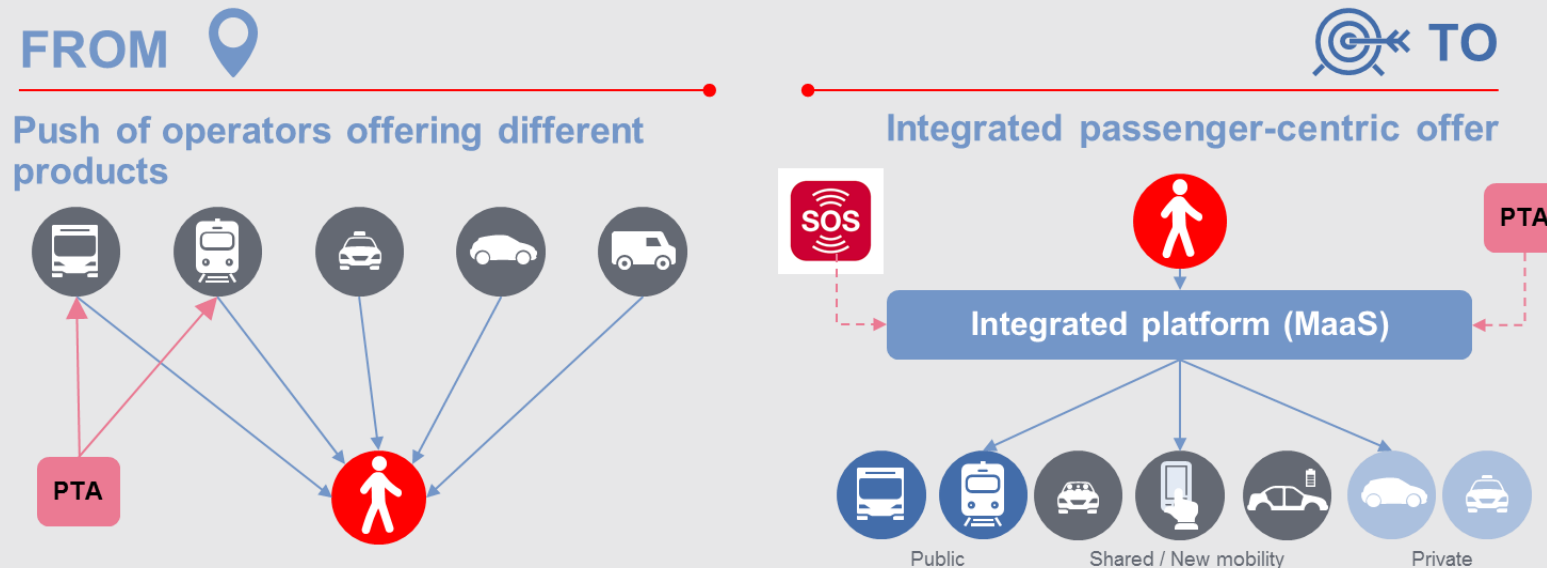


YOUR MaaS by Transdev

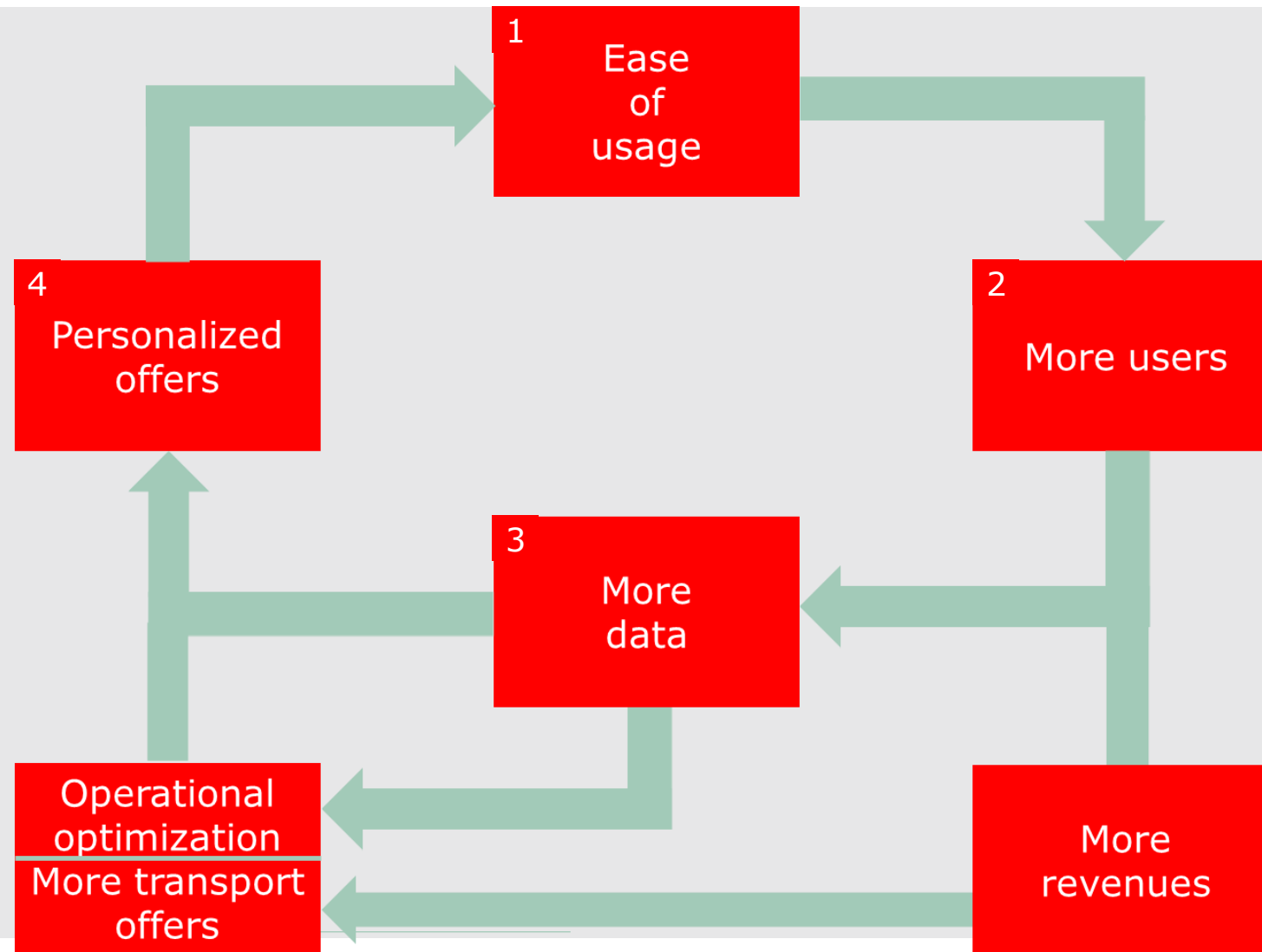
MaaS definition

Mobility as a Service (MaaS) is *transforming the mobility arena* by integrating various forms of transport services into a single mobility service accessible on demand via a smartphone application and including a unique payment channel. MaaS is a **user centric** digital solution that aim to valorize public and private shared transport modes by **ameliorating mobility experience** through **personalization** while optimizing operations to **control costs**

MaaS should be the best value proposition that exceed the experience of an individual car while reducing users mobility costs



The virtuous value chain of the MaaS digital transformation



The objectives of MaaS



Benefits of MaaS for each parties

Consumers

- Better customer experience
- Easier access
- Adapted and personalized offers
- Reduction of mobility budget

Authorities (Cities)

- Optimization of investments
- Productivity and efficiency improvement
- Ability to orient mobility usages
- Contribution to mobility for all
- Direct link with citizens
- Growing of the revenues

Mobility Solutions Providers

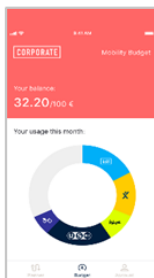
- Real time optimization
- Extended access to customers
- Reduction of the acquisition costs
- Optimization of the offer through personalization
- Extra sources of revenues
- Optimization of the operations

Transdev positioning and offer

World leader on MaaS, Transdev is your privileged partner to build and operate your MaaS

INTERNAL INITIATIVES

Everride



B2B

CMM



B2G2C

Moovizy



B2G2C

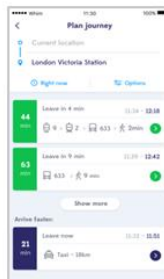
EXTERNAL INVESTMENTS

Tranzer

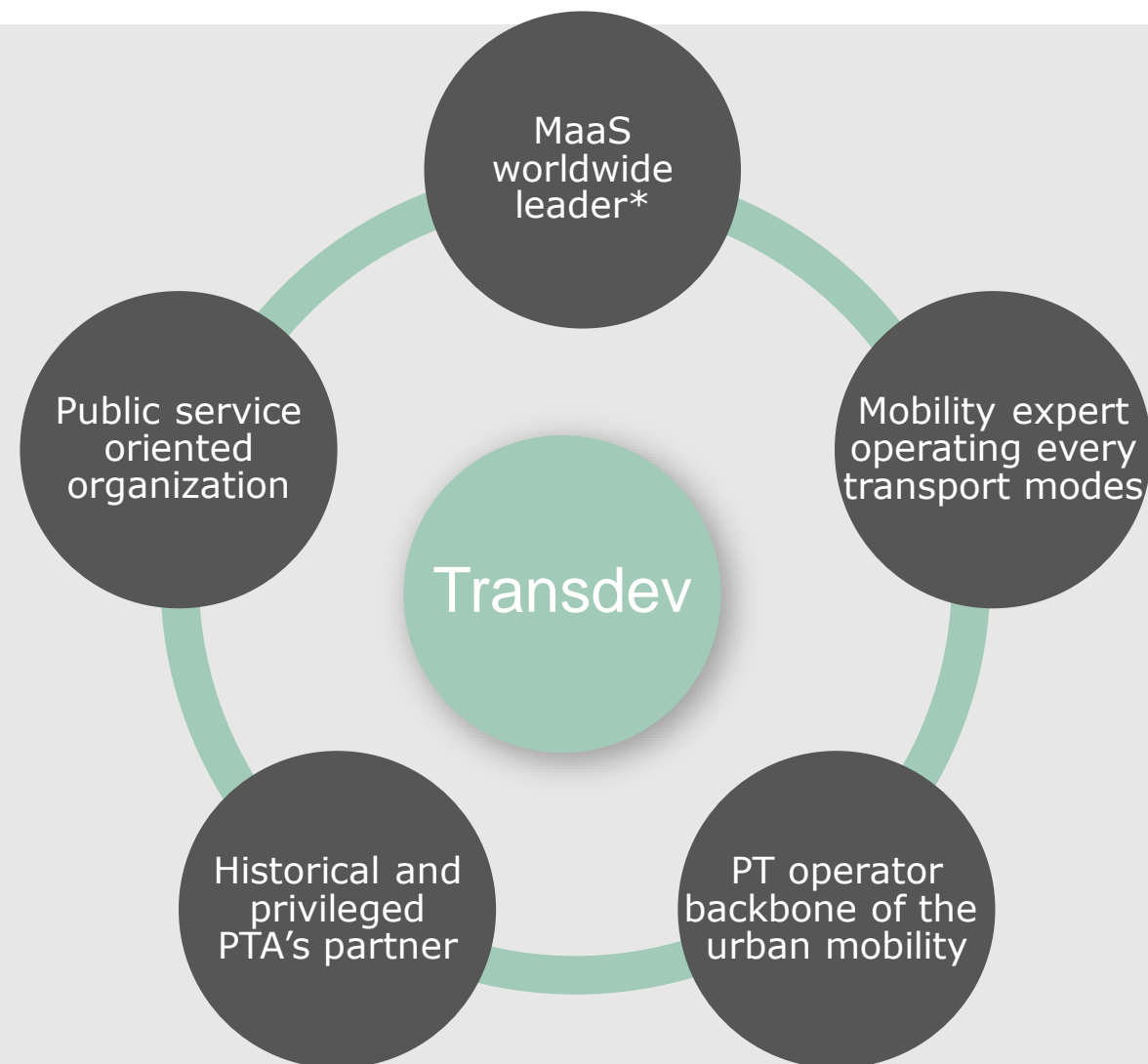
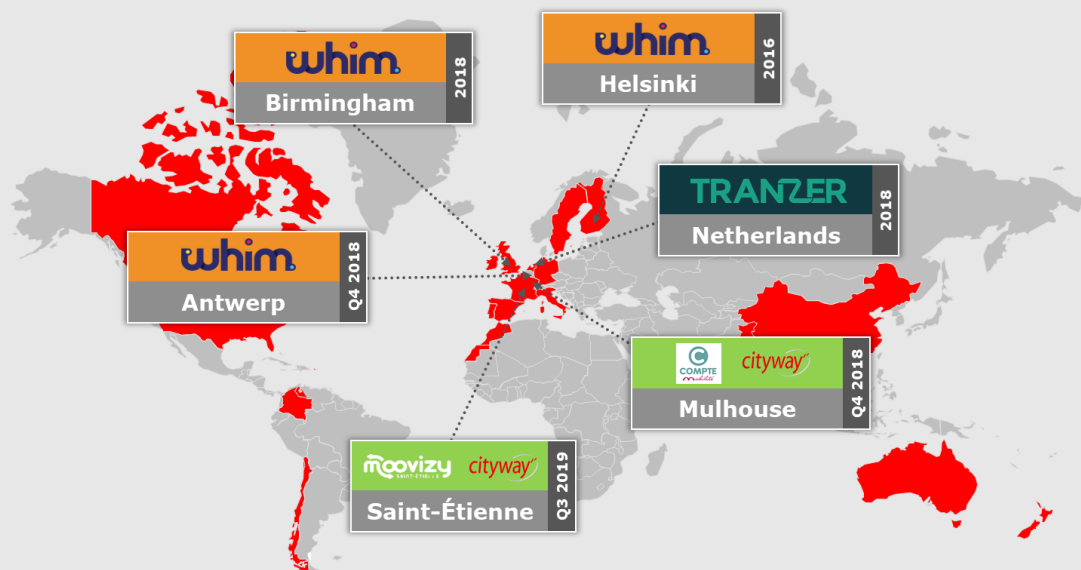


B2B2C

Whim



B2C



Two main MaaS market models in opposition

Public only



Standardized APIs

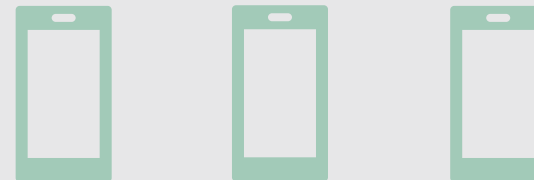
Services orchestrator

Internal data model

Standardized APIs

Mobility services

Free market



Standardized APIs

Services orchestrator

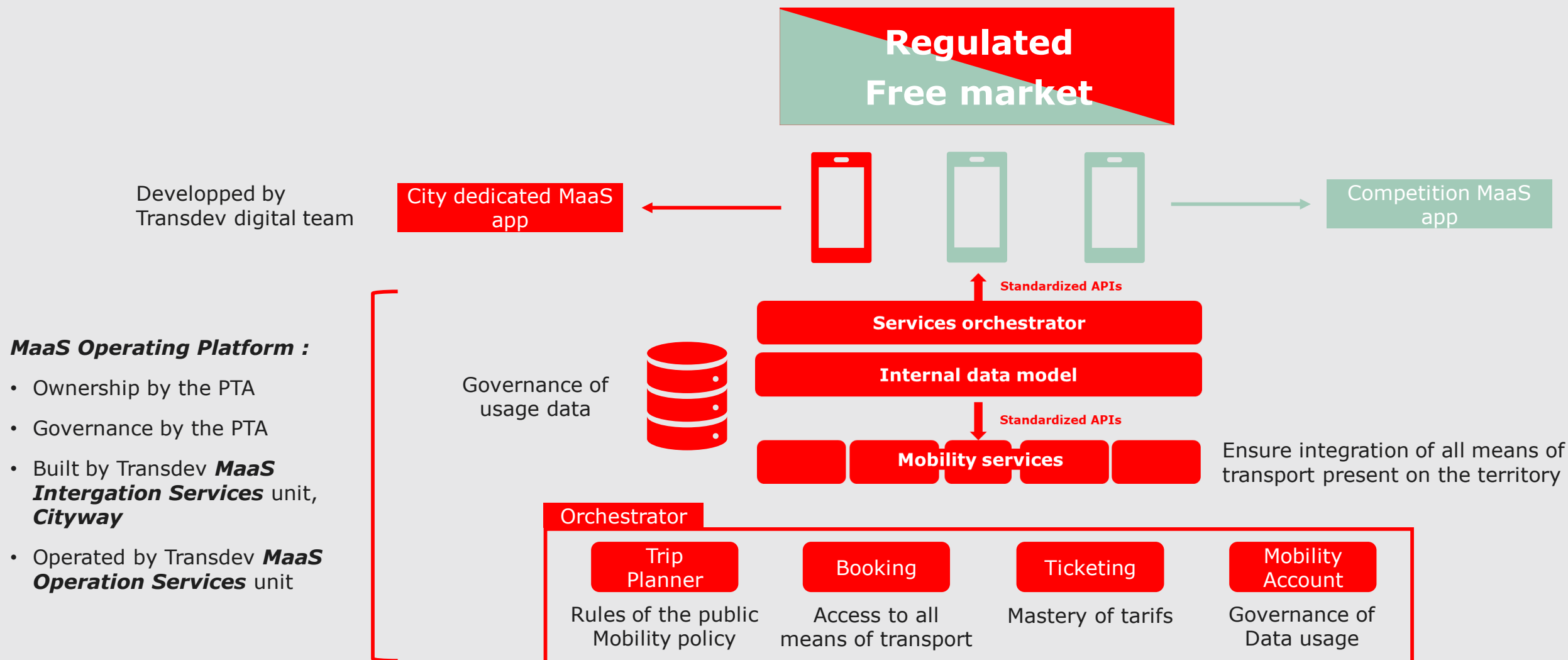
Internal data model

Standardized APIs

Mobility services

- Lost of control of the public mobility policy by PTA
- DO not allow optimization of flows and mobility offer
- Loss of data governance by trusty third party
- Ensure strong market dynamism
- Encourage emergence of start-up
- Encourage innovation and creativity in regards to user offers and business model,

Transdev response for YOUR MaaS



Transdev response as PTA's partner in a regulated free market relies on 6 key pillars

PTA's partner to accompany their MaaS deployment and operations



PTA's Governance



**Neutrality of the solution
opened to competition**



**Free choice of UX
& transport modes**



Operable by third party



**In line with mobility
public policy**



**Data governance by
PTAs (Trusty third party)**

The pre-requisites of YOUR MaaS deployment

PTA's
Governance

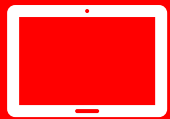
Multiple
Mobility services

Qualified
Real time information

Resources &
Budget

The key stakes of YOUR MaaS solution

Governance of the PTA guarantees of the mobility public policy



UX & CRM



**Data Collection
& Science**



**Operational efficiency
& Network Design**



**Mobility Policy
Incentives & Constraints**

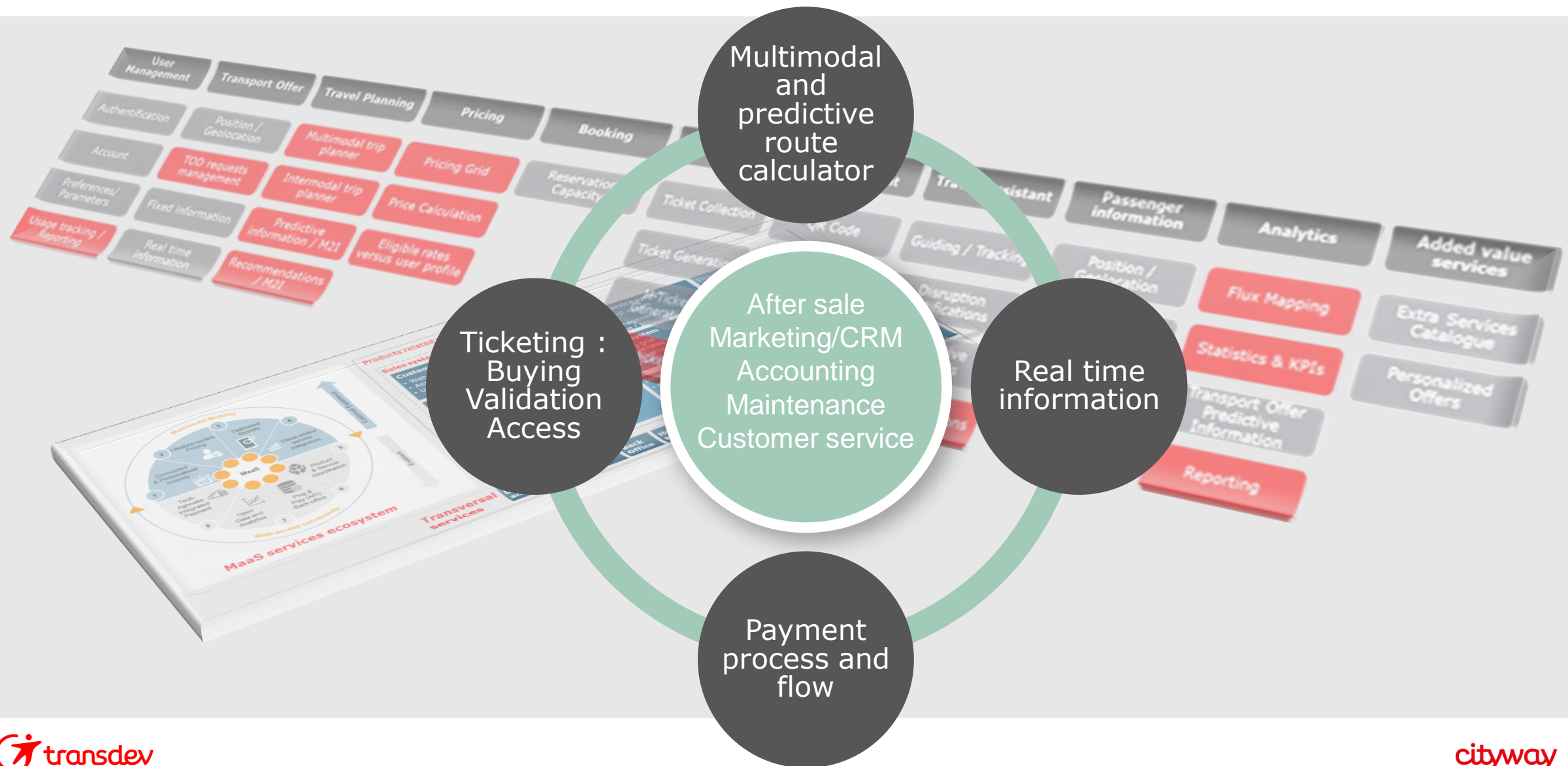


**Partnerships &
Contract Management**

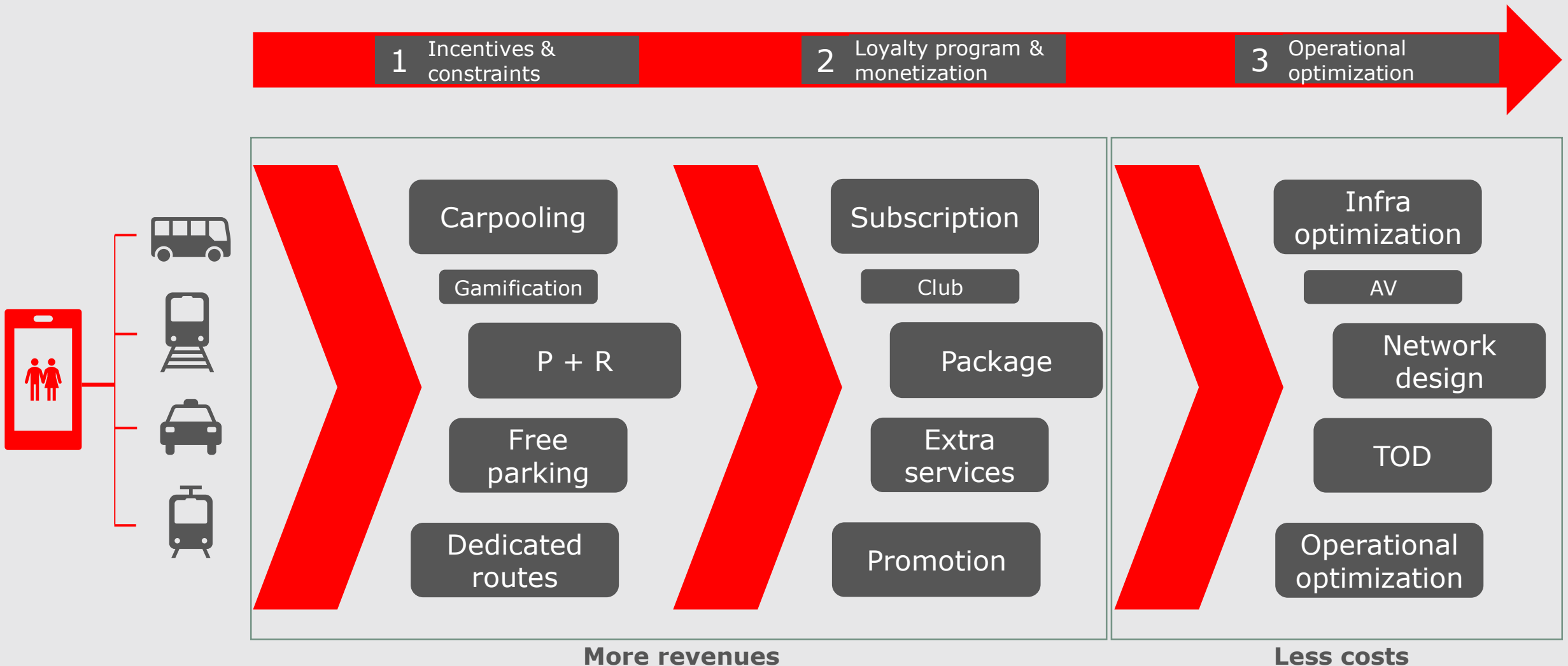


**Business model &
Revenue sharing**

The main functionalities of YOUR MaaS solution and the operation services to better serve end users



Three levels to create value for MaaS scalability



Customer case



Mulhouse Mobility Account
European Award, AVL & Ticketing category



**A single app
for all your travel needs**

Pay as you go
– at the end
of the month

Just the
service
you need!

Quick, easy
and no obligation

Customer case



Integrated Mobility for Île-de-France
Funding from the French government (PIA)
and the European Commission



All Modes + Parking

Interfaced
with cars

Just the
service
you need!

Predictive
information

High-level management
of all trips on a territory

Customer case



An innovative full MaaS application
25.000 frequent users



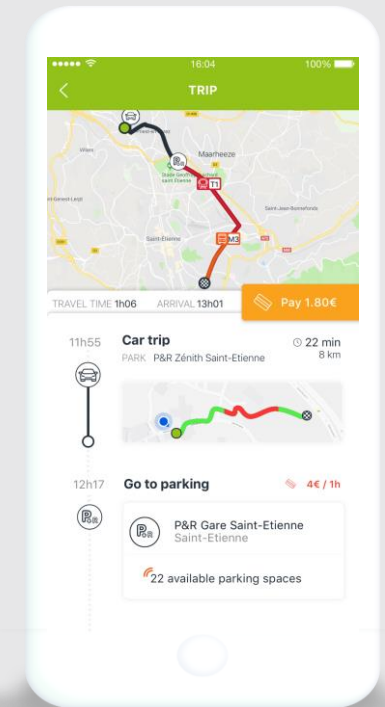
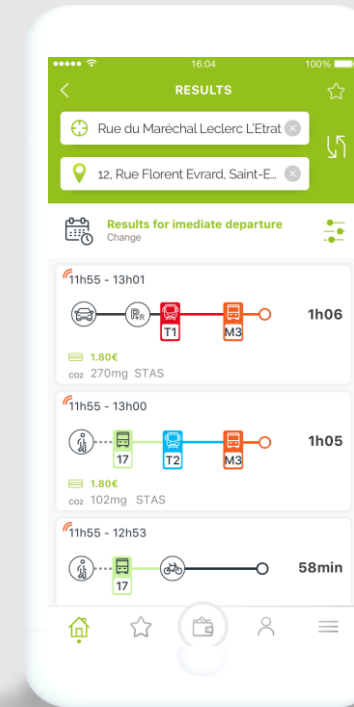
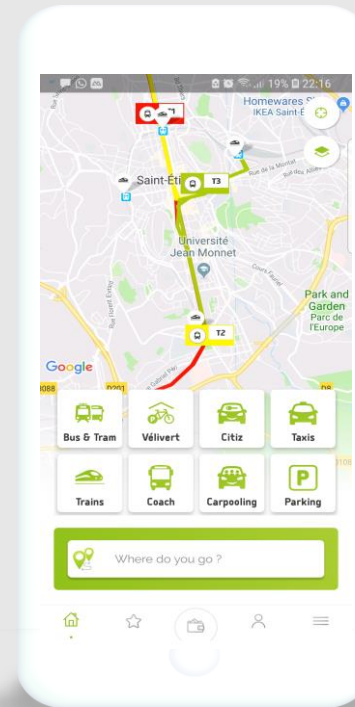
Since 2016, Moovizy:

- Multi/intermodal real-time information
- Access to parking
- Public transport tickets purchase and validation



In 2019, Moovizy2:

- **New design**
- **New mobility services**
 - Ridesharing
 - Carsharing
 - Hailing of taxis (via specialized integrator)
- **Predictive information**
- **Ticket sales for all modes**
- **New payment solutions**



Our organization for YOUR MaaS

cityway

MaaS Integration Services

- Development of YOUR city app under your name and color (user interface)
- Development of YOUR MaaS operating platform
- Build and management of YOUR data lake
- Maintenance and hosting
- Upgrades

 **transdev**
the mobility company

MaaS Operation Services

- Assistance for Project Management
- UX and functional specifications
- Partnership Management
- Contract Management
- Digital Marketing (Personalized offers, packages...)
- Loyalty programs and gamification
- Customer Service and Call Center

Questions?





Thanks for your attention!

David Laine – Corporate Solution Manager
MaaS, Transdev Group
David.laine@transdev.com

Laurent Glorieux – Vice President of Sales and
Marketing, Cityway
lglorieux@cityway.fr

