



9-12 JUNE

STOCKHOLM 2019

GLOBAL PUBLIC
TRANSPORT SUMMIT

MAAS: FROM INTERMODAL JOURNEY PLANNING TO DATA ANALYTICS

INNOVATION GUIDED TOURS

Tuesday 11 June, 10:00 - 11:00

The urban mobility landscape is evolving fast and digital technologies allow the creation of new services to be integrated into a single mobility offer, with efficient public transport as its backbone. The findings from MaaS experiences

across Europe will be shared with the participants without forgetting key issues like data analytics, open standards and the integration of all services in management and control tools.



Ramboll

Whimpacts - Insights from the World's First Mobility as a Service Solution

Ramboll has made the first-ever research report on the current state of Mobility as a Service. The report is based on actual annual data from Whim, the world's first MaaS service commercially available, which brings together various modes of transportation under one monthly subscription.

In the study we analysed data of more than 70 000 registered users based on Whim's first operating year in Helsinki, Finland. Whimpact reveals results on how people use MaaS and how that compares to overall usage of transportation services in a particular city.



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Door2door

On-Demand Ridepool Mobility Solutions for Cities and Public Transport Companies

We help cities and transport companies to transform their mobility portfolio by delivering solutions & technology for multimodal MaaS platforms. We deliver data-driven analysis, planning and simulation tools to model multimodal transport systems and supports to successfully implement on-demand ridepooling - intelligently integrated into existing offerings.

With our software components, we deliver solutions for every MaaS use case. From business planning to the integration of new offerings, partners receive advice for every step along the way. Whether all-in-one solutions or individual components, our products have open standards & can be seamlessly integrated into existing eco-systems.

We identify economically and ecologically attractive areas for on-demand ridepooling & enable our partners to calculate relevant KPIs and to develop an effective and viable business model for their on-demand fleets in line with their specific mobility goals.

Our solutions are intelligently integrated into existing public transport systems - which is indispensable for a sustainable mobility transformation. We already know exactly the right way to go, even before operations begin - this enables them to pursue a policy of expanding mobility services only when and where demand exists.



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Lead Policy and Regulatory Affairs

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SIEMENS

Mobility Data Analytics

Mobility apps and their users are an essential source of data. A mobility app, designed according to operators' specific requirements, is the starting point for data insights. Each transaction made in a mobility app creates data.

Using this as a basis, data analytics enable to determine patterns of mobility demand and their impact on the transportation network. As such, Mobility Data Analytics not only provide insights into current activity at particular locations, but also allow for prediction on future passenger flows, driving service improvements with major commercial impact.

Mobility Data Analytics answer operators' and cities' most important questions, e.g.: In which areas is mobility demand not addressed effectively? Which areas are suitable for the operation of a Demand-Responsive Transport (DRT) service? What measures can be taken effectively in case of incidents? How do major performance indicators (KPIs) change over time?

In addition to statistical data, individual insights enable the provision of more personalized and proactive services – enhancing passenger experience.

Mobility Data Analytics – for Mobility as a Service, next level!

INIT

Mobility of the Future means Service Excellence instead of Standard Services

To increase the quality of life in our cities we need to establish smart mobility concepts that will minimize individual traffic. Therefore, we depend on flexible offers that respond to the citizens' actual mobility needs and complement the mass transport offer of traditional PT. Moreover, we need to integrate new mobility service providers into a smart overall solution, as only that will allow us to incorporate shared mobility, first-/last mile services, ride-pooling, autonomous services or on-demand transport into an intermodal service that retains public transport the strong backbone of urban mobility.

If in that context public transport providers start acting as mobility brokers they have to incorporate these new services into their central management tools. Foremost that means integration into the Intermodal Transport Control System as only that will allow to monitor all services efficiently and ensure the overall service quality. Crucial is as well an integrated information, booking and payment platform, that allows for intermodal travel chains and provides users with all information they need prior to, during and after their trips.

Visit the INIT booth to learn how an integrated mobility platform will allow to successfully merge new services into your core competence PT.

SIEMENS

Ingenuity for life

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Axon Vibe

Smart Mobility Platform

Axon Vibe understands and predicts real-world human behaviour (within mobility and life-style) by leveraging smartphone sensor data. This enables public transport operators and agencies to deliver highly relevant contextual communications to each of their passengers and to become the driving force behind Smart Mobility and Smart Cities.

Smart Travel Assistance

The smart travel assistant includes automated door-to-door journey planning and real-time multi-modal travel assistance (disruption handling, alerts, re-routing) based on each user's current context, intent and preferences.

Moments of Serendipity

We smartly connect passengers to the mobility eco-systems around them through a contextual communication channel. This increases customer satisfaction and creates third party revenue opportunities for PTOs and Agencies, through monetization of their user (respectively passenger) reach.

Privacy-by-Design

We treat user's data privacy with the highest priority and implement privacy-by-design, giving users full control of their data in accordance with the General Data Protection Guidelines.



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Trafi

Technology Platform for Mobility, powering fully connected Multimodal Cities

Trafi is the multimodal mobility platform that brings together private and public transport providers and connects all urban mobility into one single system.

At the booth we will be presenting the TRAFI x BVG collaboration in the city of Berlin, where Trafi and BVG are launching a multimodal mobility service under the name of Jelbi. The application is making it possible for people in Berlin to use different kinds of mobility modes seamlessly in one place – from planning to consumption. Jelbi is a whitelabel solution that powered by Trafi's technology and branded under the BVG flag.



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