MaaS – from hype to delivery

CSCC 2019 Brussels 17 January 2019

Piia Karjalainen
MaaS Alliance & ERTICO - ITS Europe
@PiiAnnika @MaaS_Alliance
For updated information please see https://maas-alliance.eu/maas-in-action
3 dimensions of MaaS

- Journey planner
- Booking
- Ticketing
- Real-time information & support

Mobility as a Service

Ride sharing, Car sharing, Bike sharing...

Flexible mixed use of
- Public
- Private
- Shared fleets

Rental cars
European, American and Chinese MaaS models

Public transportation as a core service, strong PPP

Automated and electric vehicles

Electric shared vehicles
Intermodal route planner

Pikaway can plan smart routes consisting of a combination of different mobility operators. We combine the bicycle, the car, the bus, the train, the e-step into something that makes sense. Real-time information from the service providers ensures that our advice is relevant and up-to-date.

Book & go

We work with various mobility partners, ranging from public transport to bicycle and car sharing services, so that you have easier access to the various mobility partners.

Mobility budget

When paying for your trip, choose between different types of payments, including the mobility budget that has been offered by your employer – which is integrated with social secretaries.
MyCicero

One platform, one account, one access, many channels, many features, many services.
MyCicero by Pluservice

- 900,000 active users
- 500,000 downloads
- 5,000 cities covered
- 7 mln ticket/year
Integration of societal goals
Policies, incentives, etc.

Integration of the service offer
Bundling/subscription, contracts, etc.

Integration of booking & payment:
Single trip - find, book and pay

Integration of information:
Multimodal travel planner, price info

No integration:
Single, separate services

Source: MaaS topology (Sochor, Arby, Sarasini, Karlsson, Holmberg)
What customers want?

<table>
<thead>
<tr>
<th>Mode</th>
<th>I intend to use more</th>
<th>I do not intend to use more or to use less</th>
<th>I intend to use less / Stop using</th>
<th>I do not know</th>
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<td>54</td>
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<td>2</td>
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<tr>
<td>Cycling</td>
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<td>53</td>
<td>8</td>
<td>10</td>
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<tr>
<td>Metro</td>
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<td>6</td>
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<td>Tram</td>
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<td>Bus</td>
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<tr>
<td>Own or leased car</td>
<td>8</td>
<td>57</td>
<td>16</td>
<td>19</td>
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<tr>
<td>Commuter train</td>
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<td>Shared car</td>
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<td>Carpool</td>
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<tr>
<td>Rental car</td>
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</tbody>
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Sources Kantar TNS Whim awareness survey 2017
Who is paving the path?

- **Regulatory hotspots:** FI, DK, FR, Berlin, …
- **Ongoing national policy considerations:** UK, IT, …
- **Living labs:** NL, UK, FI, …
- **National networks:** Connekt (NL), ITS.be (BE), JCo MaaS (Japan)
- **Regional networks:** MaaS Scotland, MaaS Catalunya, …
What do we need MaaS Alliance for?

- Builds an open and sustainable MaaS ecosystem
- Enhances roaming of services
- Provides market insights & MaaS information
- Connects "problem-owners" with solution providers, offers peer support
The leading international MaaS community

DK
FI
BE
FR
UK
ES
AT
AU
NL
DE
USA
IT
CH
PT
PL
DE
NL
AT
AU

FULL MEMBER
PRIVATE
PUBLIC
ASSOCIATION
Main enablers in Open MaaS ecosystem

1. Access to dynamic, high-quality data
   - Routes, schedules, availability of fleet, accessibility information, disruptions, ...

2. Access to service provision
   - Market access for various new mobility services

3. Access to integration
   - Technical bottlenecks
     ✓ Harmonised APIs
   - Market bottlenecks
     ✓ Sharing best practises & experiences

Read more from MaaS Alliance Data Vision "Data Makes MaaS Happen":
Towards open MaaS ecosystem

- Access to dynamic high-quality data
- Harmonised APIs
- Support for open development
- Innovative business models, including data sharing
- Right regulation at right place
  - Market access
  - Multimodal & actor-neutral approach
- Transparency

MaaS Alliance Technology & Standards Working Group
MaaS Alliance Governance & Business Models Working Group
MaaS Alliance Users and Rules Working Group
MaaS FAQs

1. How do we get started? Who should be the initiator?
2. Who (if any) has control in MaaS ecosystem?
3. How to ensure that all EU member states have good basic preconditions for MaaS?
4. Blockchain – and why should we care?
5. How to overcome the burden of legacy systems?
6. What are the advanced data sharing (business) models to be considered?
7. Roaming: steps from vision to practical implementation?
What is next?
Piia Karjalainen
MaaS Alliance & ERTICO – ITS Europe

www.maas-alliance.eu
info@maas-alliance.eu
p.karjalainen@mail.ertico.com
@MaaS_Alliance