Enabling Smart Mobility.

Fluidtime
About Fluidtime

Austrian based software company
12+ years of experience integrating transport systems
Part of the Kapsch Group

20+ running mobility Apps in App Stores
43+ million requests / month
500,000+ unique users / month
5+ Ongoing international R&D projects ensure innovation
Definition of MaaS

Integration of various transport services into one mobility offer
- Including PT, Taxis, car/bike-sharing schemes and car hire

Personalization of the mobility offer to meet the travelers' needs.

Private sector delivery of information and payment functions
- Traditionally sitting with local transport authorities

From POLIS Network Discussion paper: MOBILITY AS A SERVICE: IMPLICATIONS FOR URBAN AND REGIONAL TRANSPORT
Customers want **seamless travel experiences**
Mobility Service Providers (MaaS Operators) | Objectives

Provide integrated configurable mobility offerings
Create a targeted service for selected customer segments
Create a value-add business or completely new business model
Be efficient when connecting with other actors and stakeholders
Profit from valuable reseller-agreements
Transport Service Providers | Objectives

Increase visibility

Making the offering more attractive by connecting it with other local transport offerings

Increase number of partner „sales“ channels

Find more customers

Optimize the operational transport processes

Be efficient when connecting with other actors and stakeholders

Secure the transport offering in a fast changing mobility landscape
Smart Cities and Regions | Objectives

**Ensure access** to mobility that is socially inclusive and affordable

**Foster** environmentally friendly mobility

**Support local value creation** for local transport offerings

**Reduce operational costs** by introducing on-demand first/last mile services

**Monitor a MaaS system** ensuring it meets wider city and regional goals by using measurable KPIs

**Manage traffic** across modalities

**Gain frequent insights** on mobility demand and modal split
Key challenge

- Fast growing city population
- Highly attractive public transport that is stretched to its limit due to limitation of physical capacity
- Fast growing variety of alternative transport service providers (>10)
- Promote the use of multimodal transportation

Solution

Timeline

- March 2012 – May 2015

Contribution

- Technical project management
- System architecture development for the mobility platform
- Integration of all partner components
- Client development
- App design

Benefits

- More frequent combination of car and public transport (+26%) and/or bike and public transport (+20%)
- Increased usage of shared offers and reduced occasions for private cars
  - 48% of participants increase usage of public transport
  - 10% of participants increase usage of bike sharing
  - 21% of participants reduced private car usage
- Adapted route and mode choice based on access to required information for mode choice
- Awarded with UITP Award 2015 (category User Experience)
UbiGo, Stockholm Sweden, ongoing

UbiGo combines public transport, car-sharing, rental car services and taxi to one intermodal on-demand mobility service, based on a monthly subscription model.

A first roll-out in Stockholm is envisaged in beginning of 2018. Other cities in Sweden may follow.

Benefits:

- Pay just for what you use, once a month, on one invoice.
- Choose and combine different ways of mobility offered by multiple transport services, without extra subscriptions on single services
- Help cities and regions to achieve their environmental objectives by reducing number of private cars (less congestion, higher sustainability, better CO2-results)
From Assessment to Full-Service rollout

A phased approach for early feedbacks and controlled results

- **Opportunity Assessment**
  - 1-2 months
  - Analyze Transport Offerings
  - Define Scope
  - Involve Stakeholders
  - FluidHub Showcase

- **Pilot**
  - 3-6 months
  - Launch Pilot Service
  - Learn & Test
  - Involve Stakeholders
  - Evaluate Progress

- **Full Service**
  - Roll-out
  - Evolve
  - Integrate
  - Improve
Fluidtime

FluidHub Demo

Digital ecosystem and marketplace for mobility offerings

Management of regional and international transport providers

Data and transport offer management

24+ Cities & Regions
- Vienna
- Melbourne
- Dallas / Fort-Worth
- Auckland
- Tampere
- Stockholm
- Bratislava
- Paris
- Munich
- Copenhagen
- Berlin
- Helsinki
- Austin
- Trondheim

90+ TSPs
- DriveNow
- Nextbike
- Uber
- Zipcar

13,019+ Service Points
- Taxi spots
- Rental spaces
- Bike sharing stands
- Parking facilities
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