

# Public Transport and MaaS: The Ecllosion of Digital Transformation

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# Global megatrends and impact on industry: Mobility 4.0



**Urbanization**



**Mobile**



**Social**



**Internet of Everything**

## Opportunities

Collaborative consumption  
Connectivity  
Speed of change  
Innovation

## Concerns

Environmental sustainability  
Data privacy  
Regulatory

## IMPACT ON INDUSTRY

- 1** Technology transformation
- 2** New business models
- 3** New stakeholders

# Towards the end-customer personalization of transport: Be Here Now !



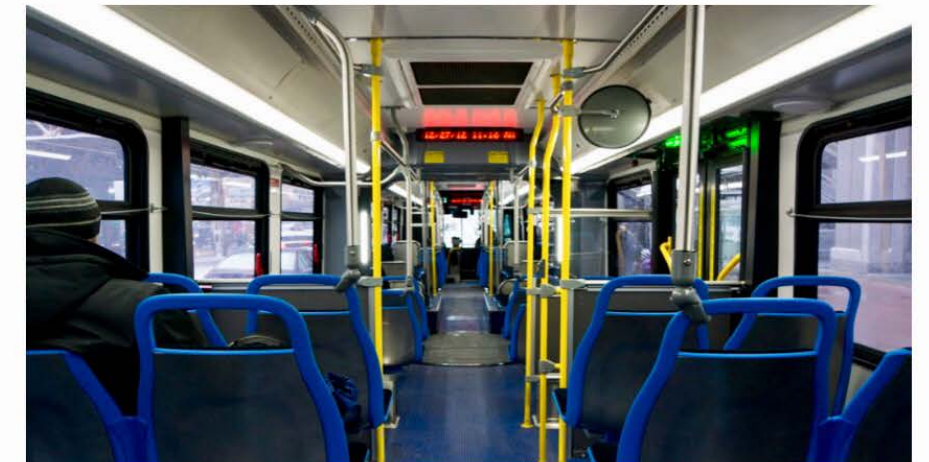
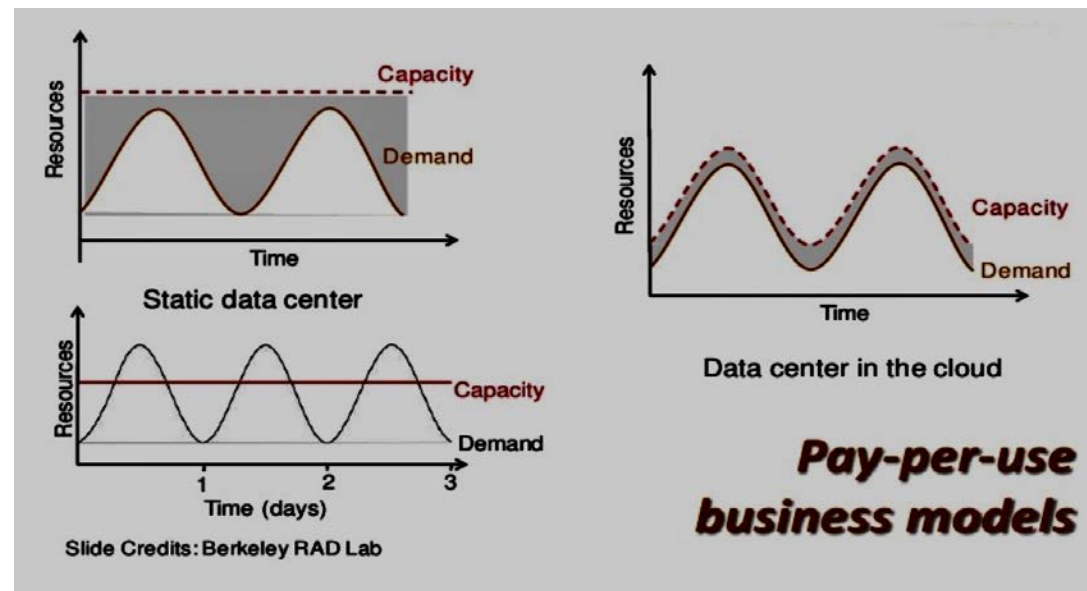
» Shifting the focus from infrastructure to services »

# Ticketing has outgrown its skin ... ready to shed?

One ticket, One price, One payment

... One Booking?

Mobility *to be* a Service ... starting by  
Charging Transport is a Service?



- » From cash ... to cashless ... to seamless:  
Changes start until the momentum becomes unstoppable.  
From complexity and fragmentation to innovation of commodity »

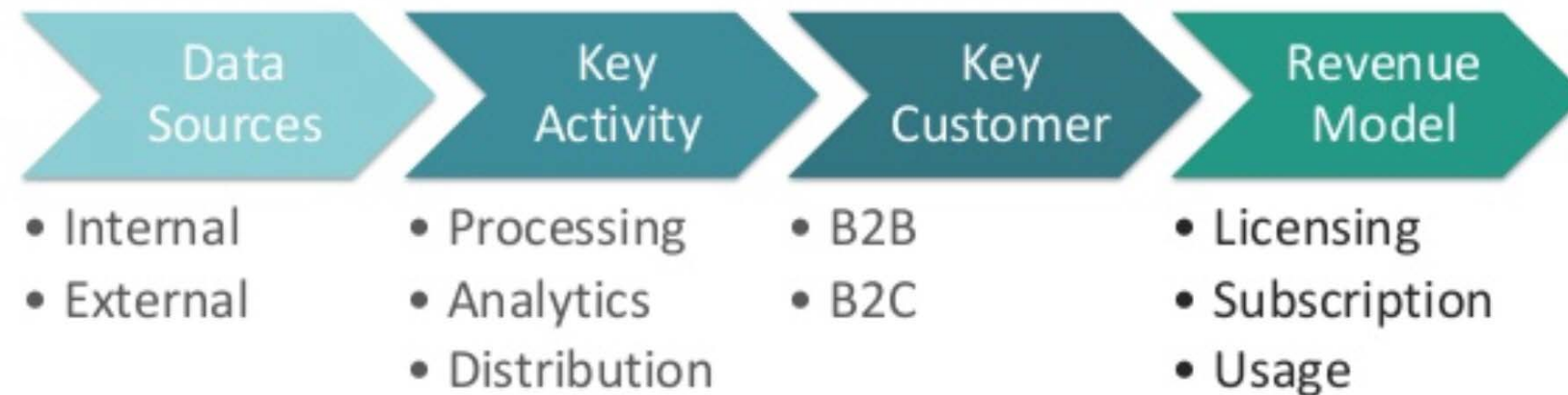
# Smart Data provides the missing link for the new Digital Transport



» Reconciling governance, quality, privacy and security requirements across use cases »



# Digital Transformation for a new digital DNA for Public Transport: TaaS



Data driven framework model ...

Making TaaS work ... and beyond

From USER to CUSTOMER and to PROSUMER

How is transport setting for this quantum leap?



**Contact us:**

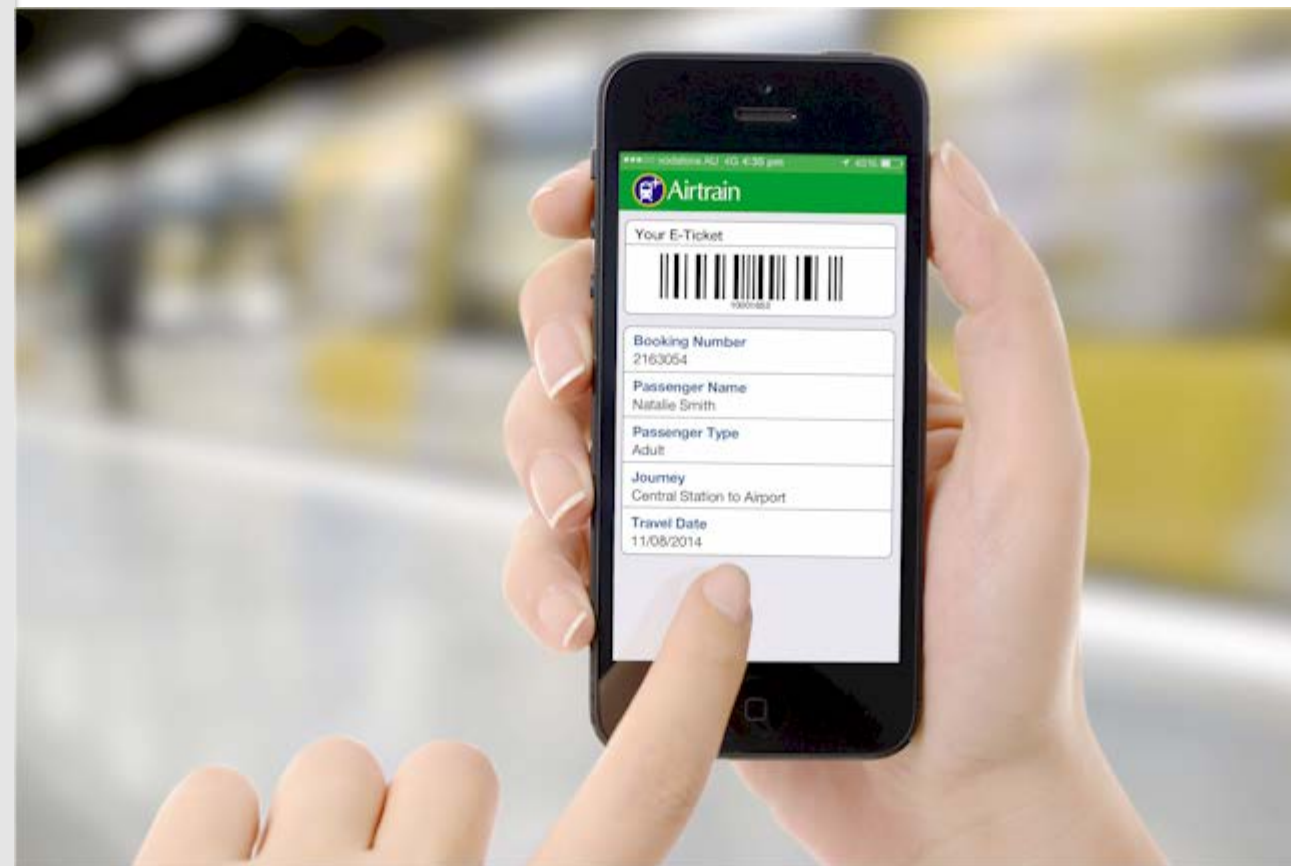
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» A great opportunity to redistribute costs and operation and make the transport authority and transport operators more agile »

## Internal pressure of Transport: Interoperability and Throughput

Time to set for PLUG-IN concept.  
INFRASTRUCTURE to be robust and flexible enough to adapt to new products on time (real time basis).

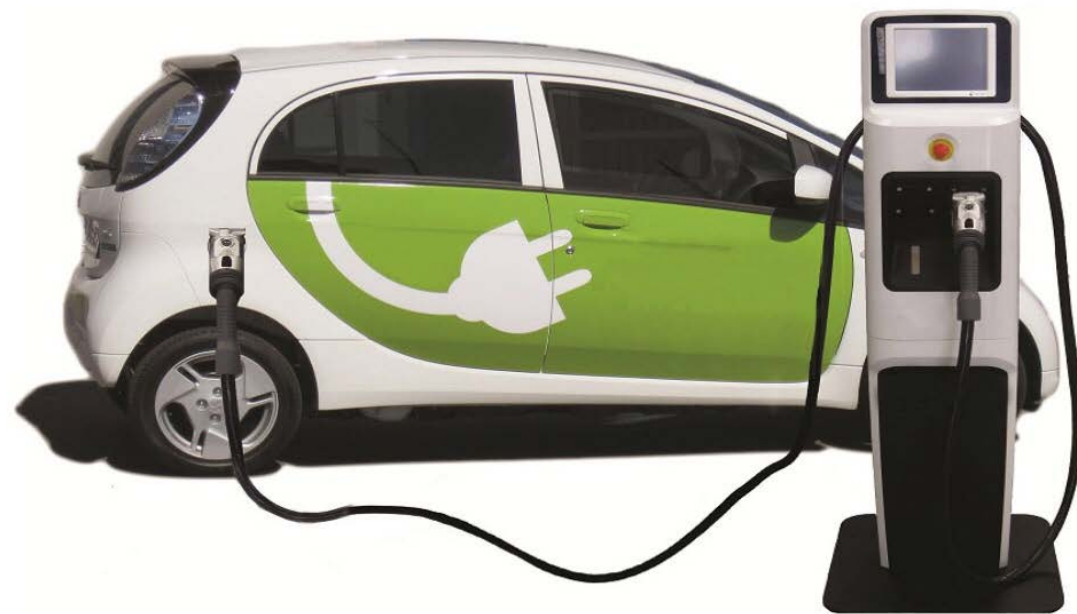
Legacy systems are lethal



- » As seamless takes hold, the ticketing will be front and center—as a central part of the frictionless experience, as a source of data, and as a key ground between existing and new players. »

## External pressure of Transport: New disruptors with no vested stakes

Time to set for creating a WIN-WIN OPEN MARKET scenario, DATA INTEROPERABILITY driven infrastructures and REINFORCE CUSTOMER ENGAGEMENT while NEW BUSINESS MODELS usher in



**Legacy systems are to creatively be replaced**

**As PRIVATE CAR is the COMMON RIVAL to BEAT**

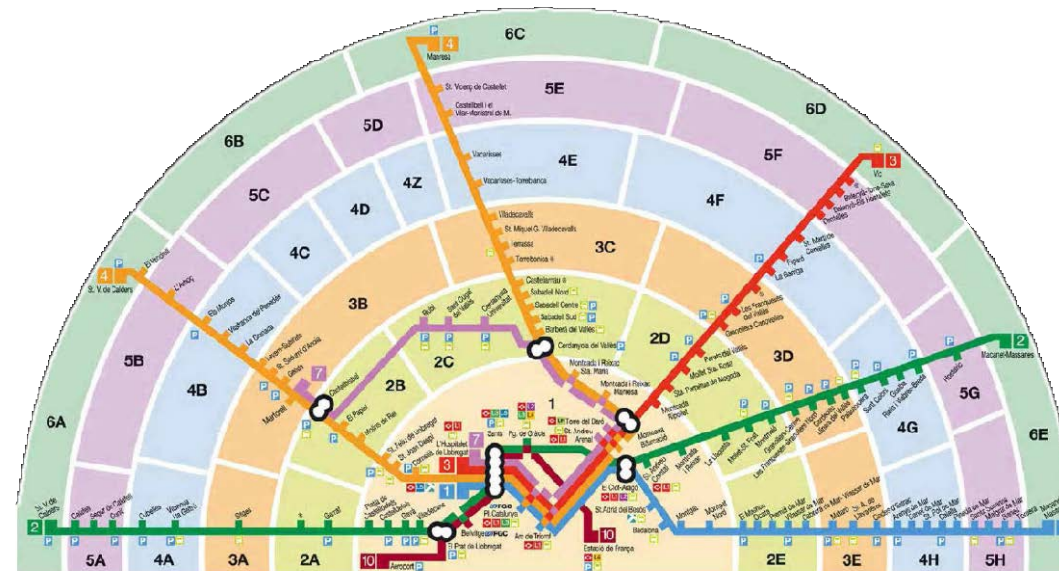
» As seamless takes hold, trustworthy and door-to-door responding to WHERE FROM, WHERE TO, HOW and HOW MUCH is crucial. »



# Leading the way in smart travel: mobility beyond public transport

The Transport Authority is a body designed for consensus decision policies between transport and mobility stakeholders: Administrative bodies and Operators.

... preserving own personality



» THINK GLOBALLY, ACT LOCALLY  
 No other way possible in an end-to-end connected mobility »

# Unleashing transport transformation through digital and mobile



# Leading the way in smart travel: full service provision of shared mobility



## From A to B:

**Our Solution – The Netflix Of Transportation**

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

**Maas GLOBAL**

**MaaS: A new mobility value chain?**

- » By 2022, 70% of software interactions in enterprises will occur on mobile devices, says Gartner »

## MaaS and Integrated Public Transport. Benefits in sight.



- Tailored planning
- Accurate timing
- Flexible pricing
- Easy payment
- A seamless experience
- Increase PT demand
- Reduce car ownership
- Reduce carbon emissions
- New forms of revenues for PT

» Public and private transit are called to blur in win-win scenarios of future.  
A lot of movement is expected to be seen starting 2018 on »

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