

Enabling Smart Mobility.

# Fluidtime



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

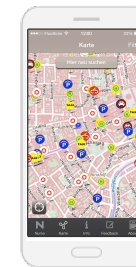
5+ Ongoing international R&D projects ensure innovation



**FluidHub**  
*Enabling the MaaS Ecosystem*



**2008**  
qando  
Vienna, Linz, Graz,  
Salzburg, Klagenfurt



**2011**  
NUMO  
Vienna



**2015**  
SMILE  
*The Austrian showpiece  
for integrated mobility*



**2016**  
Wien Mobil Lab  
Vienna

Enabling Smart Mobility.

Fluidtime



## 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

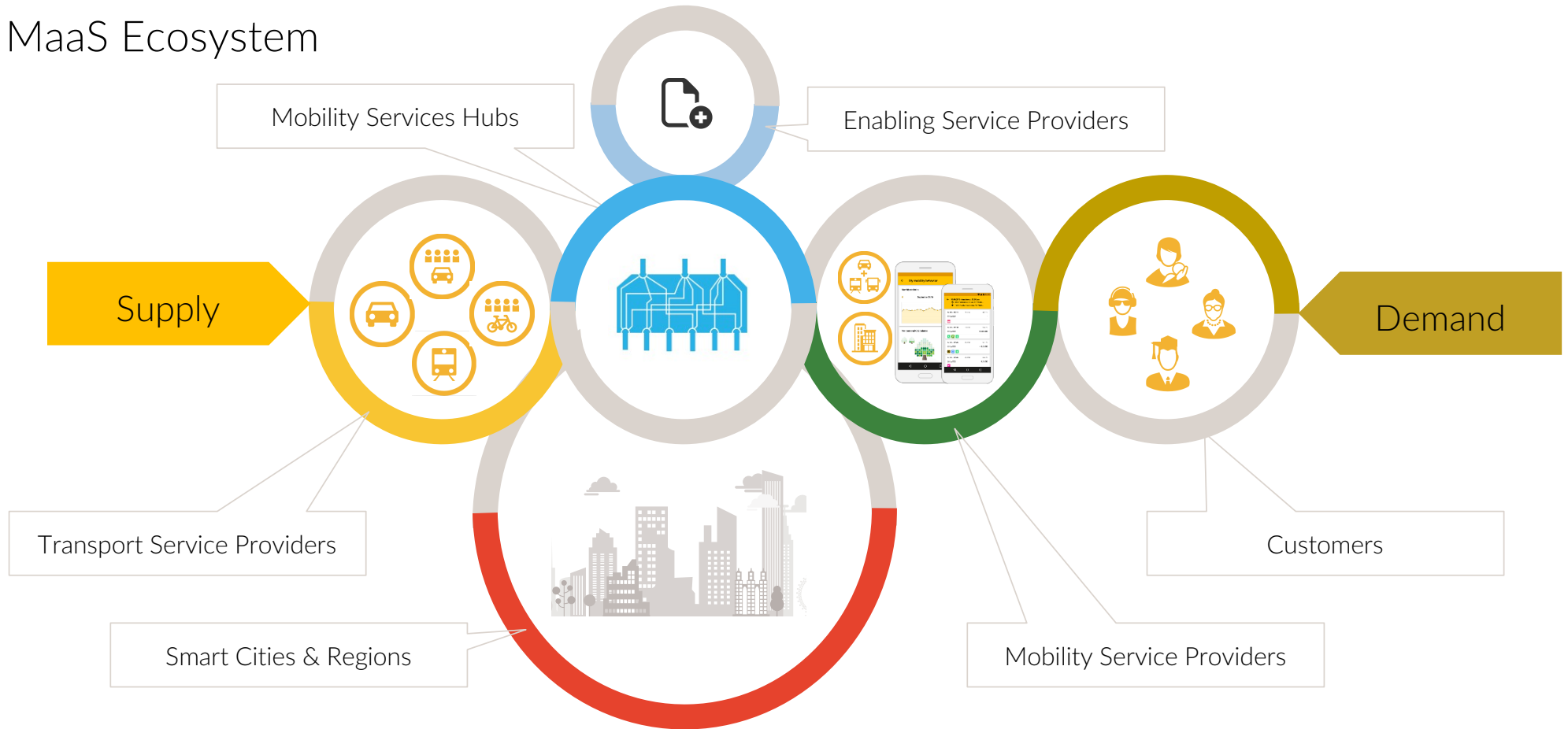
From POLIS Network Discussion paper: MOBILITY AS A SERVICE: IMPLICATIONS FOR URBAN AND REGIONAL TRANSPORT

Enabling Smart Mobility.

Fluidtime



## MaaS Ecosystem





## Customers want seamless travel experiences



**First mile options**

**Single tab booking**

**Foster green mobility**

A



Personal profile



Intermodal trip information



Integrated Booking and Ticketing



Pay through Mobility Accounts



Statistics

B

Enabling Smart Mobility.

Fluidtime



## 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



Enabling Smart Mobility.

Fluidtime



## 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



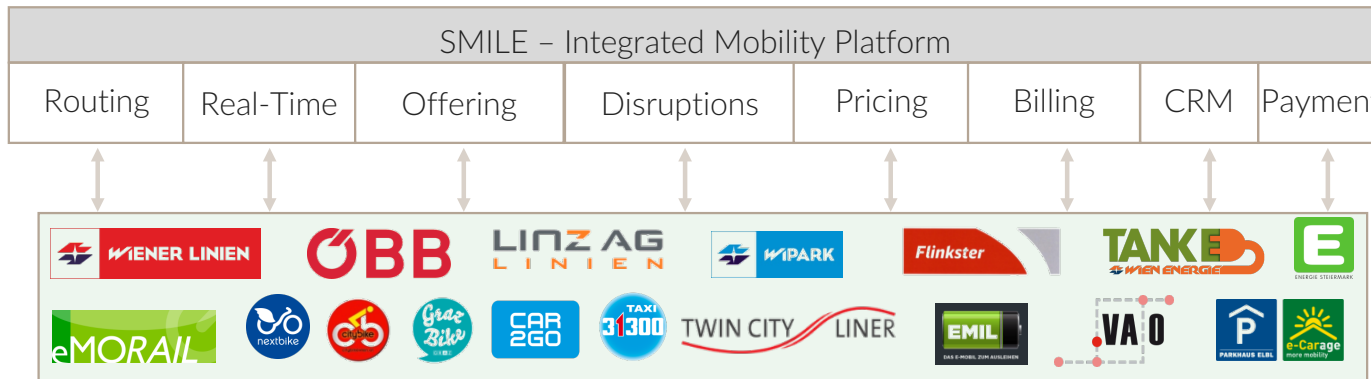


Enabling Smart Mobility.

Fluidtime



SMILE, Vienna Austria, 2012-2015



**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)

Enabling Smart Mobility.

Fluidtime



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)

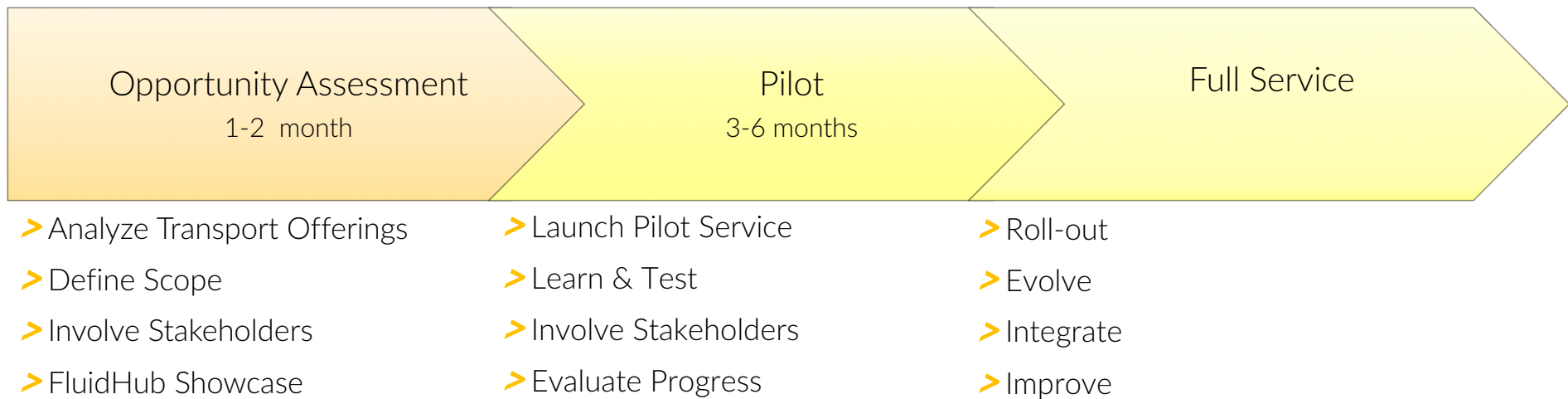


Supporting partner:  
City of Stockholm



## From Assessment to Full-Service rollout

A phased approach for early feedbacks and controlled results



Enabling Smart Mobility.

# Fluidtime

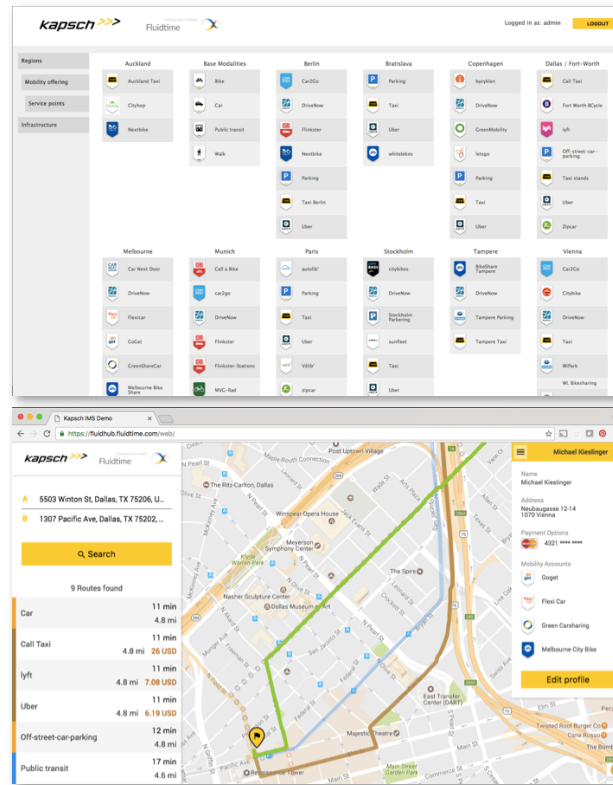


## FluidHub Demo

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

Enabling Smart Mobility.

Fluidtime



## Contact

Michael Kieslinger

[michael.kieslinger@fluidtime.com](mailto:michael.kieslinger@fluidtime.com)

Fluidtime Data Services GmbH

Neubaugasse 12-14/25

A-1070 Wien

Tel +43 (0)1 5860 180

[www.fluidtime.com](http://www.fluidtime.com)