Mobility-as-a-service Collaborative program

Raine Hermans
Tekes mobility-as-a-service team
Mobility-as-a-service (NMT 2.0 → GSM 2.0)

Our vision is to enable a seamless and efficient flow of information, goods and people. By this end, new integrated mobility service solutions will be launched, based on standardized open interfaces.

It is almost impossible to achieve because transport system inefficiencies are presently business for many organisations and industries, many old jobs will become unnecessary although many jobs are created, and we are acting in silos.

Precedents of this idea include Kutsu+, Autolib, Uber, TaxMobil, Suica, Pasmo-cards, Örum.

We will make this vision real by the end of 2016, by working with the following kinds of organisations:

- Companies that are willing to operate in open ecosystems,
- Regulators that enable operations in open ecosystems,
- Payers of transport services that need to save 50% of the costs,
- Users that prefer high quality services (matching to the budget constraint),
- Research institutions that help us to see the forest out of individual trees.

The timing is right today due to technology and information potential, supportive international regulations (e.g. emission restrictions), and the economic reality that compels us towards the change.
Mobility Integrators (MI) complement commuters’ inter-modality and multi-modality travel split

The Concept of a Dynamic Transport Solution Integrating Different Modes Under a Single Entity to make Personal Transportation Easy and Simple

MI’s will start exploiting the Web 2.0 and Mobile 2.0 Internet service to offer mobility-based applications (apps) on smart phones.

The company logos mentioned are only for descriptive purpose
Source: Frost & Sullivan / Tekes
Liikkuminen palveluina
Osa 2. Logistikkaratkaisut materiaali- ja tavarankuljetusten hallinnassa 23.4.
Osa 3. Käyttäjälähtöiset ratkaisut 27.5.

A. Henkilöt
Yksityinen henkilö, yritys tai julkinen sektori maksajana

B. Tavarat ja materiaalit
Tuotanto, luonnnonvarat ja ympäristö

C. Tieto
Tiedon myynti ja hyödyntäminen

D. Käyttäjälle sujuvat, saumattomat palvelut

Kokeilut infrastruktuurin ja innovaatiotoiminnan kehittämiseksi
A + B + C → D
Current state in application development

Non-standard and proprietary interfaces with miscellaneous data formats

Most apps and interfaces owned by traffic information providers with no open interfaces.
Target setup for application development

Target state: Standard interfaces to raw data + option to use data from Traffic information providers

Your App here!

Traffic information providers

Standard Data Interfaces

SIRI  DATEX-II

Raw data feeds

Public transport  Traffic flow  Parking  Pedestrian & Cycling
Customers and their expectations as a starting point.

- Common understanding about values and concepts (i.e. speaking the same language)
  - Capability to handle interoperable concepts together.
  - Forms “Innovation platform” for new business models and services.

- Business model formulated by various organizations.
  - Value and service networks formulated by various organizations.
  - Value and service network related governance models.
  - Service driven leadership and management practices.

- Organization related activities (processes, development activities) and resources (personnel, information technology, other technology) behind services.
Customer Focused – Customer in the Middle

Service Providers

Individuals

Services provided by third parties (technology platforms, information technologies).

Organizations

1. Organization 1
2. Organization 2
3. Organization n
4. Organization n+1

Customers, Subscribers, Payers

Concept 1
Concept 2
Concept 3
Concept 4
Concept 5
Concept 6
Concept 7
Concept 8
Concept 9
Concept n
Concept n+1

Services provided by third parties (technology platforms, information technologies).
Content illustration of the Traffic Lab Project Driven by Ministry of Transport and Communication

Communication & Media (common content and messages for the audience)

Legal & Official Requirements (definitions in accordance with the law)
- Constraints
- Principles
- Requirements

International cooperation and benchmarking
- "Standards"
- Markets
- Trends
- "Communities"

User centricity and customers
- Customer Segments
- Value Propositions
- Information System Services
- Service Levels
- Service Agreements

Business ecosystem and financial calculations
- Business Services
- Skills
- Actors
- Processes
- Business Entities
- Capabilities
- Information System Services
- Physical Data Components
- Data Entities
- Service Agreements

Technical specifications
- Technology Services
- Application Portfolio
- Service Levels

"Standards"
- Trends
- "Communities"

"Communities"

"Standards"

Trends

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International cooperation and benchmarking
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Technical specifications
- Service Levels

"Standards"

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Markets

International cooperation and benchmarking
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Technical specifications
- Service Levels
## Mobility as a Service - Roadmap 2014

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- **March 26.03:** Government Sector
- **April 23.04:** Logistics and Human mobility
- **May 27.05:** Customers & Users
- **14.05:** Vinnova
- **ITS European Congress**

**Programmes:**
- Electric Vehicle Systems programme
- Feelings programme
- Witty City programme
- Smart Procurement programme
- Innovative Cities programme
Interactive sessions, business sessions, workshops, a 2000 sqm exhibition, best European traffic apps competition, iMobility Challenge with F1 driver, technical visits, demo area, White Night Gala..→ www.itsineurope.com

The best ITS networking opportunity in Europe in 2014!
Ideahaku kansainvälistä kasvua hakeville yrityksille

Fiksu kaupunki -ohjelma hakee ideoita erityisesti sähköiseen liiketoimintaan ja palveluihin liittyviä ratkaisuja

- Onko yritykselläsi idea, joka vaatii jatkokehittämistä?
- Onko yritykselläsi jo tuote tai palvelu fiksujen kaupunkien tarpeisiin?
- Haetko yhteistyökumppaneita osaksi omaa ratkaisua?


- Tunnustelupalvelu uusille asiakkaille: http://www.tekes.fi/tunnustelu/
T&K&I- hankeidea, ota yhteyttä Tekesiin

Älyliikenteen tiimi
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