



SIEMENS

Integrating mobility services from various operators

3rd Florence Intermodal Forum, Mar 9th, 2015

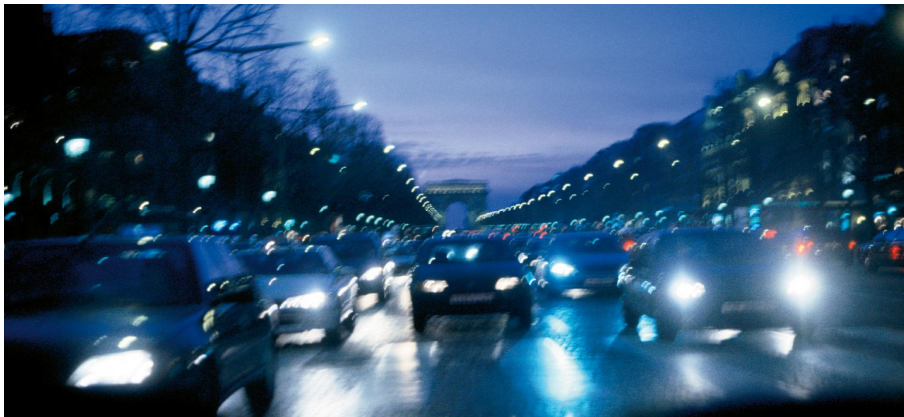
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Mobility is fundamental to modern life...

Individual Road and Public Transport are the most frequently used modes.

Road Traffic 'blues'

- Traffic jams (at peak hours)
- Delays during accidents
- Hard to find parking
- Expensive to own car
- Environmental impact
- High cost for road infrastructure



Public Transport 'blues'

- Over-crowding (at peak hours)
- Complex tariff system
- First & last mile might not be covered
- Delays during incidents
- Late bookings can be expensive
- High cost for public transport infrastructure



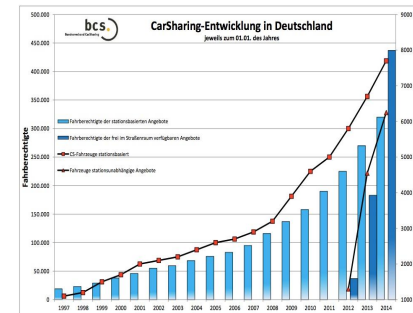
Urban mobility demand is expected to triple by 2050

A variety of new mobility services have emerged that complement traditional individual road traffic and public transport.

Bike Sharing



Car Sharing



Taxi Apps

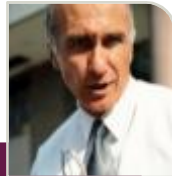


Ride Sharing

EV Charging

Parking Payment Apps

In the future, mobility services will be offered as integrated packages to the traveler. This trend has clearly started.



Business Package

- Road Usage Charge
- Premium Parking
- 120 min limo service
- 120 min car sharing
- Public Transport

300 €/ month



Student Package

- Public transport
- Ride Sharing (10 rides)
- 1000 min bike sharing
- 2 days Car Rental

70 €/month



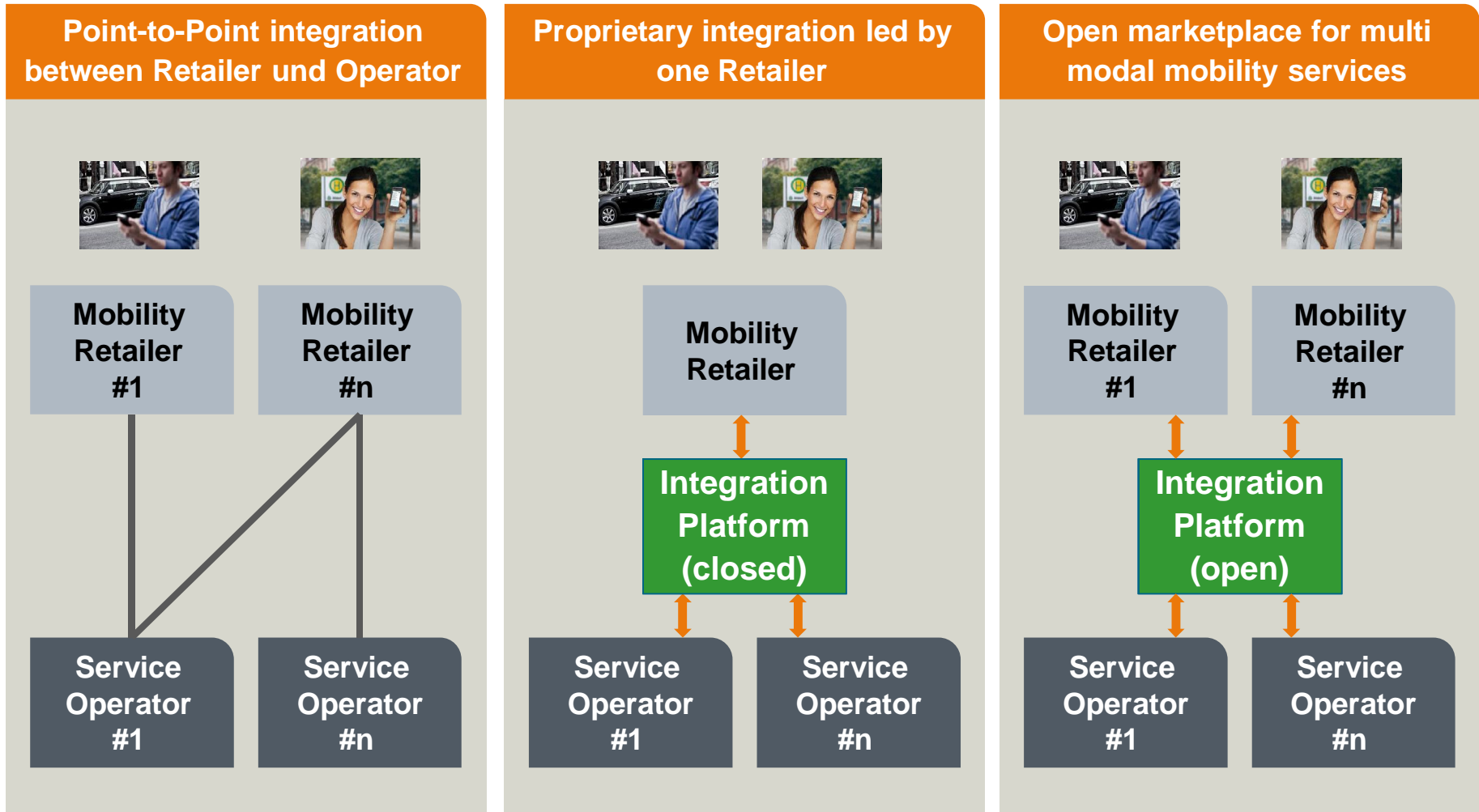
Family Package

- Public Transport (family)
- Ride Sharing (30 rides)
- 240 min Car Sharing
- 1000 min Bike Sharing
- 5 days Car Rental

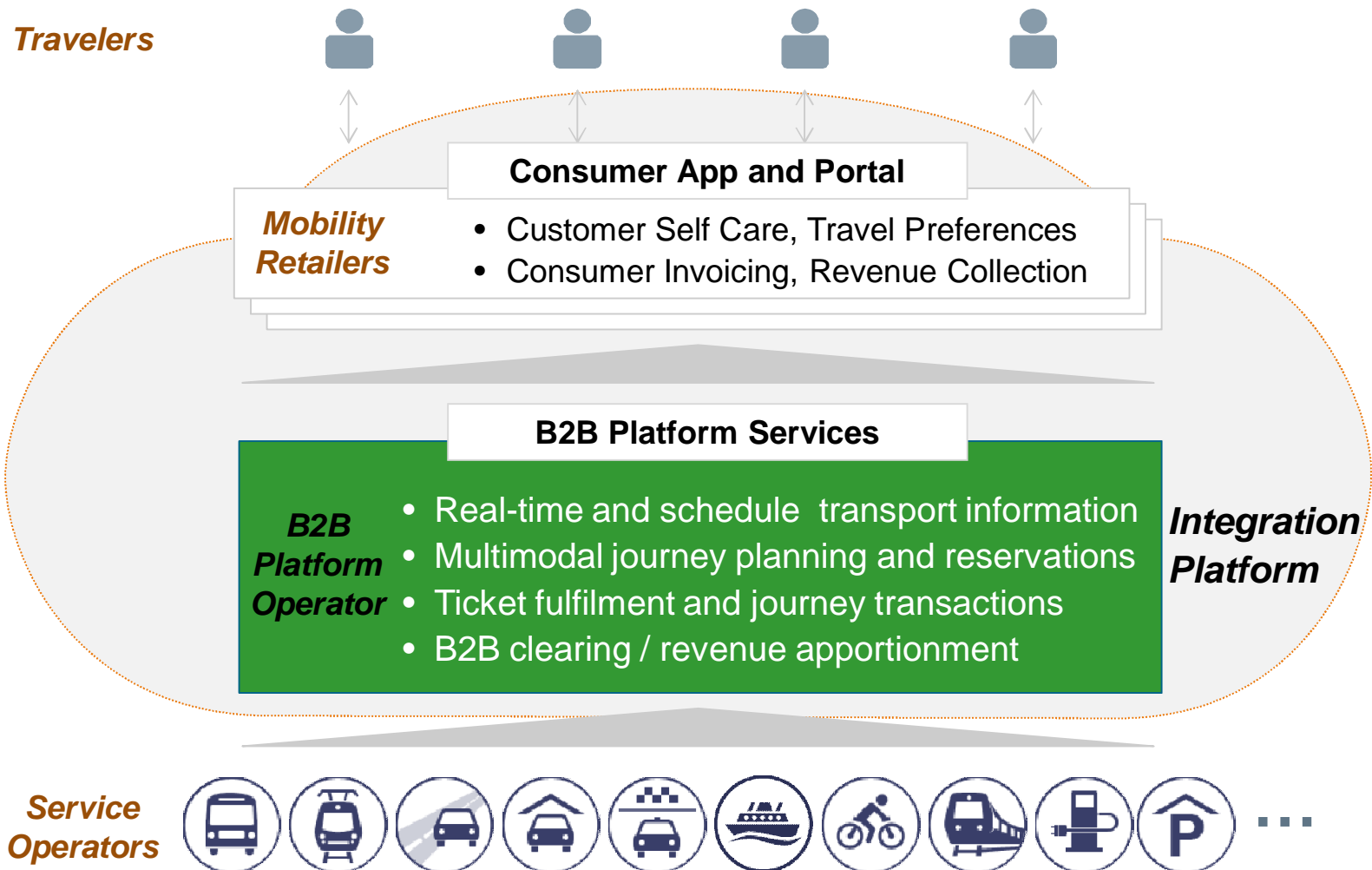
170 €/ month



An integration platform allows to easily connect mobility services from various providers. The B2B platform can be open or closed.



The integration platform connects mobility providers so they can offer value added services to the traveler, but leaves the customer relationship with each party.



An Integration Platform for mobility services supports is beneficial for travelers, transport operators, and public authorities.

1

Seamless and easy-to-use multi-modal mobility services



Travelers

2

Collaboration between transport operators in open environment at shared cost



Transport Operators

3

Support of modal shift and optimized utilization. Cost efficient provisioning of digital infrastructure



City / Public Authorities

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