A-to-Be
MoveBeyond™
Advanced Mobility Platform for Smart City Players

THE BRAIN OF MOBILITY

All information included in this document is subject to change as the product evolves.

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Despite emission and air pollution reductions achieved by technology, hyper urbanization brings congestion and environmental unsustainability. At the epicenter of these global mega-trends, a new entity emerges – the MaaS (Mobility-as-a-Service) Provider, synthesizing the needs of the cities, citizens and mobility operators.

With the smartphone as the universal touchpoint and combining the seamless use of journey planners with online booking and ticketing systems, more and more customers will use public mobility services, both traditional and emerging ones. Due to the complexity of the means involved, MaaS Providers will have to rely on broad partnership networks, assuming themselves as operators of operators.

*A-to-Be MoveBeyond™* is the technological solution for the MaaS provider, providing an integrated answer for present and upcoming mobility challenges.

**BENEFITS FOR CITIZENS**

- **Comfort**: By having all services integrated in a single platform.
- **Simplicity**: Through a straightforward payment method, with a single bill.
- **Cost**: Applying smart-pricing, mobility packages, and customer loyalty programs.

**BENEFITS FOR OPERATORS**

- **Market**: More users and better data on their profiles, as well as a direct channel for simple feedback.
- **Flexibility**: An online platform enables dynamic commercial offering.
- **Profit**: Reduced operational costs using digital virtual tickets and bills.

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As a wider use of public transport reduces congestion.

Allowing to induce new mobility behaviors, by encouraging specific transport modes through fare tuning.

The inherent agility and low costs stimulate innovative solutions.

BENEFITS FOR CITIES

TRAFFIC FLOW

BEHAVIORS

INNOVATION

Allowing a better evaluation of service levels.

By knowing the past, measuring the present and anticipating the future.

Certified info for a reliable open data warehouse.

BENEFITS FOR AUTHORITIES

AUDIT

ANALYTICS

OPEN DATA
This is a paradigm shift. Instead of having different “currencies” from each mobility operator (e.g. transport operator), it’s all about open relationships. Between mobility service operators and MaaS providers, respecting each other’s autonomy. This way, a single operator can work with several MaaS providers. And vice-versa as well.

A single bill model issued by the MaaS provider allows new smart-pricing criteria, adjusted to consumers’ profiles, being it individuals, families or companies.

The objective is to reduce the implementation and integration efforts, ideally down to zero. A-to-Be MoveBeyond™ is a stand-alone solution that grants all support, before, during and after mobility services usage.

The goal is to provide every consumer with the same mobility services, using just one app. Resulting in just one mobility bill. A pier-to-pier integration that is perfect to MaaS providers.

User experience is a major factor on mobile-based solutions. Yet usability is more than interfaces. It’s also about coherent concepts, consistent workflows and reliable performances. And of course, providing feedback and sharing information.

Sometimes even usual tasks demand specific procedures, like opening a parking gantry. The answer lies on process automation, such as QRcode reading or Bluetooth interaction.

It’s about modularity and parametring. Modularity allows to create the solution according to each context, ensuring it stays adaptable and reliable. Each service configuration is made through parametring, which means bigger flexibility when it comes to implementation, maintenance and upgrade processes.

The data generated and managed by A-to-Be MoveBeyond™ provides a real picture of consumers’ profiles. This information is key to several processes, such as users segmentation, marketing campaigns’ analysis, business polls and custom mobility bundles’ design.