

THE BRAIN OF MOBILITY



A-to-Be MoveBeyond™

Advanced Mobility Platform
for Smart City Players

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



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A-to-Be

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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

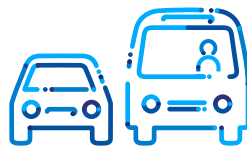
By having all services integrated in a single platform.

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.



BENEFITS FOR CITIES

TRAFFIC FLOW

As a wider use of public transport reduces congestion.

BEHAVIORS

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

INNOVATION

The inherent agility and low costs stimulate innovative solutions.



BENEFITS FOR AUTHORITIES

AUDIT

Allowing a better evaluation of service levels.

ANALYTICS

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

OPEN DATA

Certified info for a reliable open data warehouse.



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Advantages

SEAMLESS USER EXPERIENCE

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.

EASY LEARNING CURVE

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.

INTER OPERABILITY

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.

SINGLE MOBILITY BILL

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

LOW INVESTMENT

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.

PLUG&PLAY PARTNERSHIPS

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 services 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.

LEAN SET-UP AND EVOLUTION

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

OPERATIONS ASSESSMENT

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.