

Mobility Marketplace



Mobility as a Service – yes, we can!

Enhancing the Passenger Experience

Combined Power for Mobility

Establishing Mobility as a Service (MaaS) – this is what Siemens Mobility, HaCon, eos.upgrade and Bytemark are working on together. Based on our Mobility Marketplace, a flexible and secure MaaS platform, a wide variety of data and interfaces are integrated into one comprehensive trip planner – from public and private transport to demand-responsive services (DRT), road traffic information, carsharing providers, taxi, bike and pedestrian routing. Automatic best-price calculation at the end of the trip guarantees utmost flexibility and comfort across all transport modes, beyond tariff zones.

A platform sounds like a big thing. And its effects truly are! But, don't worry – thanks to our modular software, you can always start small, for example by integrating one additional mode with your own public transport offerings. Just get started – and provide your passengers with a true plus!

Intermodal routing creates the basis for an individual, efficient, and eco-friendly mobility. At the same time, our personalized and proactive features provide users with their individual travel companion. Data gathered by our system can also help you understand passenger behavior even better and improve your service offerings.

Whether native app or web browser – many of our applications already incorporate much more than just bus and rail data of a single operator or transport association. Our Mobility Marketplace allows connecting different data sets and interfaces and combines them via one platform. Its task is not to find the best stand-alone means of transport, but rather to suggest the smartest combination of different options. Our Mobility Marketplace allows intermodal trip planning and integrated ticketing in several countries and major cities, including Germany, Switzerland, Dubai and the United States.

The functional modules of the Mobility Marketplace

(White label) Apps
for MaaS Providers



Service API



Account

- Customer Data
- Profile and Preferences
- Loyalty



Offering

- Service Packaging
- Incentives
- Marketing Campaigns



Reports & Monitoring

- Bookings/ Transactions
- Quality of Service
- Events & Disruptions



Information

- Intermodal Trip Planning
- Real time
- Disruptions



Transactions & Sales

- Tariff/Pricing
- Booking
- Ticketing & Payment



Partner

- Contracts/SLAs
- Business Partner Accounts
- Access Rights

Partner Interface

Partner Plugins
for Transport Providers



MinRejseplan: DRT Integration in Denmark

In the countryside, where the school bus is often the only available option, it is even more important to ensure mobility by providing residents with flexible auxiliary services. Under the lead of Denmark's national trip planner Rejseplanen and in cooperation with Nordjyllands Trafikelskab (NT), we have developed the new multimodal app MinRejseplan which integrates Flextrafik's DRT services, taxis as well as carpooling.

This ensures that, even in the rural areas of North Denmark, mobility is possible – independent of private car ownership.



SBB Reiseplaner: MaaS in Switzerland

With SBB Reiseplaner, Swiss Federal Railways (SBB) offers all-encompassing trip planning from door to door and addresses all those who want to combine the SBB services with additional modes of trans-

port. Integrated services include public transport connections, the largest car sharing providers in Switzerland (Mobility and Catch a Car), Swiss-wide taxi service, bike rentals, private cars or bikes as well as Park&Rail. Our intelligent algorithm ensures optimized search results that will be tailored to individual requests and needs. Once the user has opted for an intermodal connection, all corresponding tariff details will be listed to facilitate booking and ticketing. In addition, the app provides an overview of all bookings and reservations, allowing for easy changes or cancellations.



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Together, Siemens Mobility, HaCon, eos.uptrade and Bytemark provide a unique and holistic ecosystem of digital services and solutions. From trip planning across passenger communication to mobile ticketing, payment and comprehensive Mobility as a Service (MaaS) solutions, fleet management to train planning systems and mobility data analytics, we share one common goal: enhancing the passenger experience – with our combined power for mobility.