

Enabling Smart Mobility.

Fluidtime





Fluidtime at a glance

Leading *B2B IT solution provider for Mobility Services*

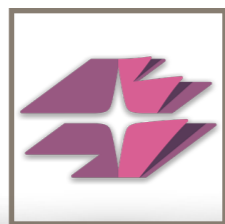
12+ years of experience

22 running Apps in GooglePlay & AppStore

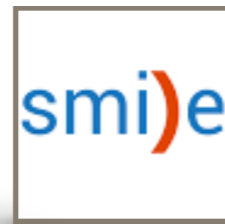
10+ R&D projects ensure innovation



WienMobil



BeamBeta



smile



Vienna



Klagenfurt



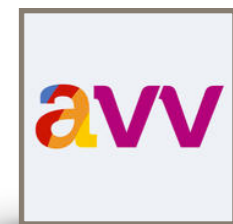
Salzburg



Graz



Linz

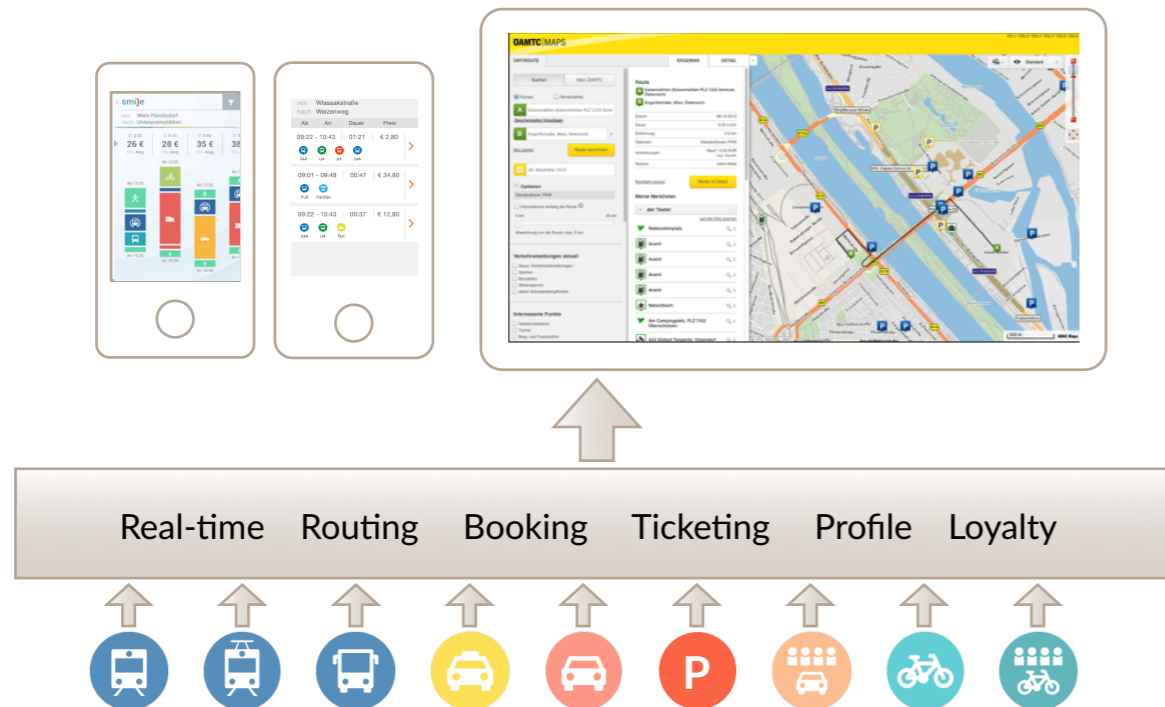


Aachen

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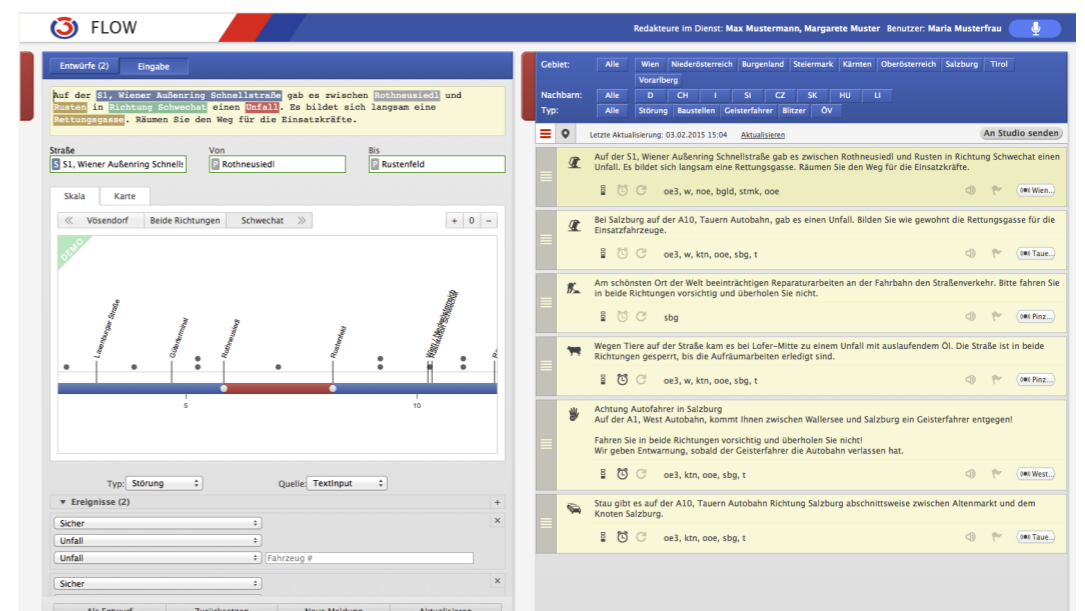
Integrated Mobility

- Intermodal Information, Booking and Payment, Incentive



Traffic Data Management

- Enterprise Tool for managing, co-ordinating and communication of disruption and traffic information



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Clients and Partners

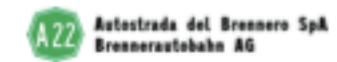
Österreich



Swarco Futurit GmbH



International



Verbände

edenspiekermann_





Fluidtime activities in Norway

Close cooperation with established local IT-companies & research institutes



On-going activities

- Horizon2020 project *Bonvoyage*
 - Provision of intermodal mobility services (Bilbao, Oslo)
 - <http://bonvoyage2020.eu/>
 - In cooperation with SINTEF
- Integrating *FARA Sales Service* at qando Salzburg
 - Extending established passenger information by domain ticketing
 - Go-Live beginning of October
 - Further cities are envisaged 2017

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Integrated Mobility and Mobility as a Service

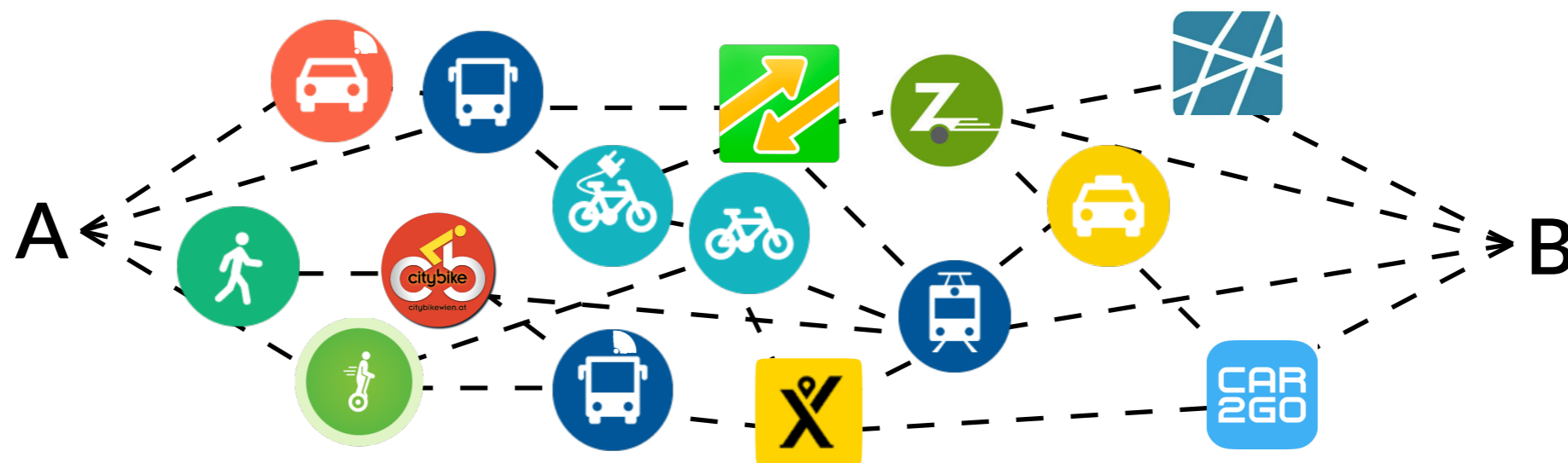


Diverse mobility landscape

New stakeholders are entering (urban) mobility market

- (e)Bike- & (e)CarSharing
- Shared Taxi
- Private bus operator
- RideSharing
- eScooter, ...

filling the gap between traditional individual and public transport





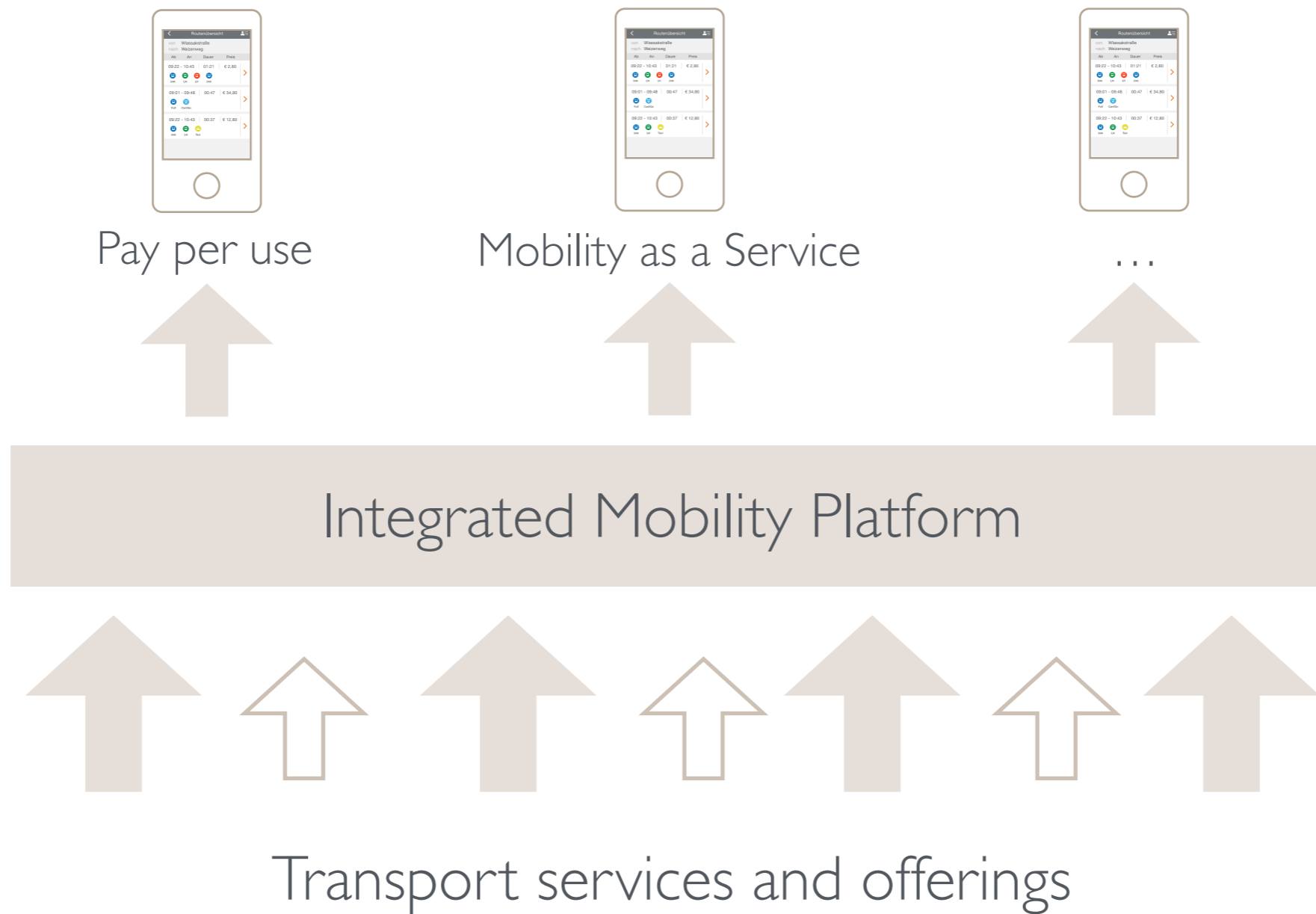
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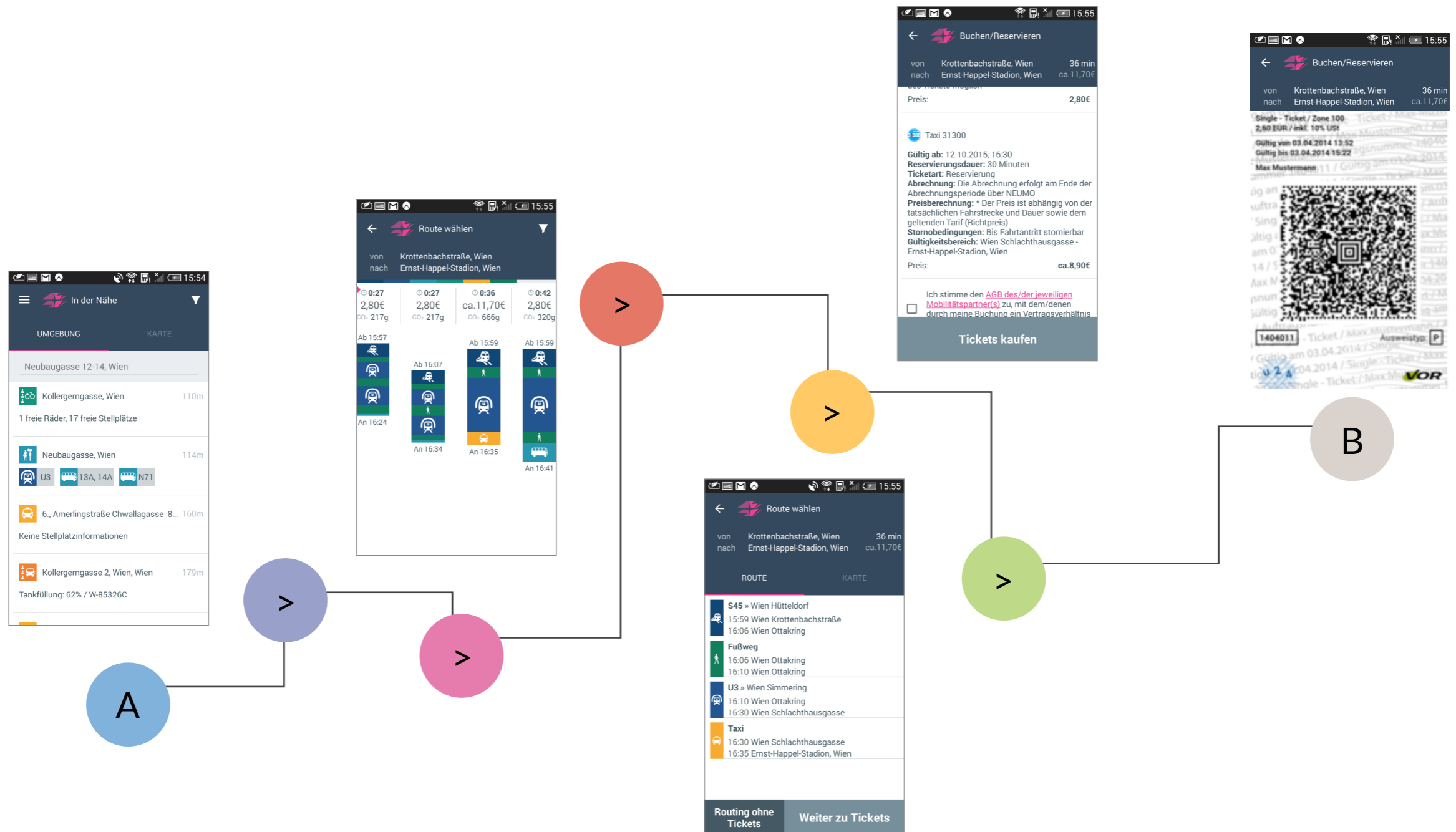
lead to even more complexity







Integrated Mobility from a user perspective





4 areas of activity of Integrated Mobility

Inform about mobility offerings



Intermodal routing
Navigation
Real-time information
Disruption information

Sell transportation services



Booking
Reservation
Ticketing
Combined tariffs

Target offerings to users



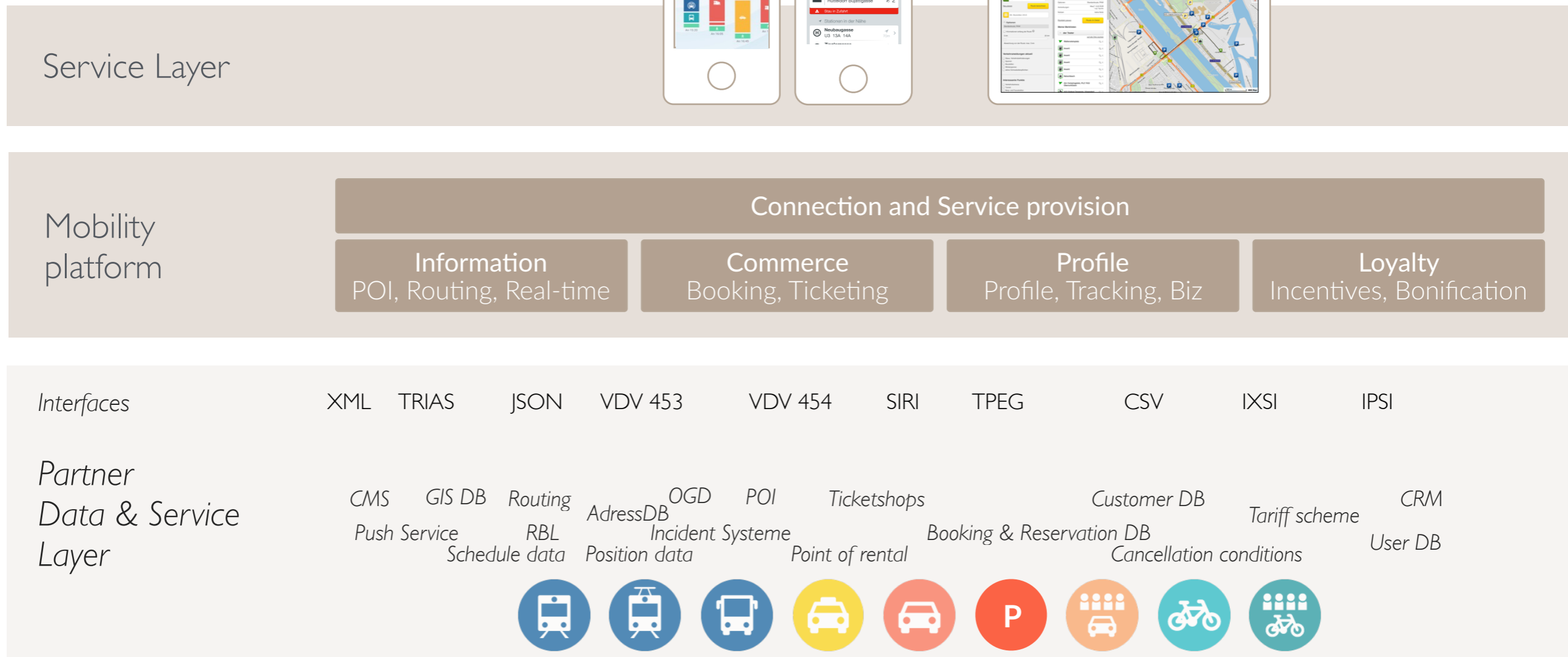
Feedback
Tracking
Profiles
Organisations

Motivate travelers



Loyalty and bonus programs
Quizes
Advertising

Integrated Mobility Solution Architecture





From 1st generation towards the 3rd generation of integrated mobility

smi)e einfach mobil



Beam 
Beta



WienMobil



Research project smile

Austrian research project to establish an integrated mobility platform

- Two largest mobility providers of Austria, Wiener Stadtwerke and Austrian Federal Railways (ÖBB), as lead partners
- 15 mobility partners
- January 2012 till May 2015
- 3-years project (2012 - 2015) including 1-year pilot (ended May 2015)

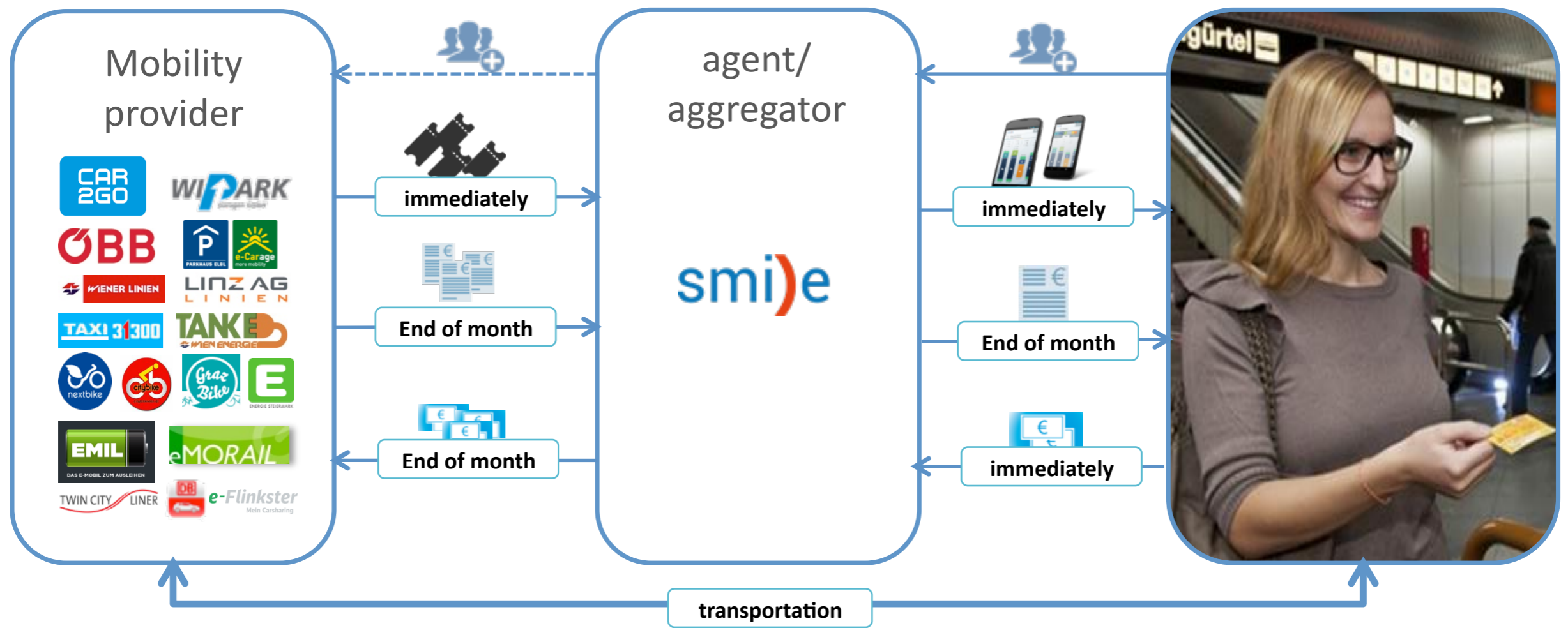
Internationally awarded

- UITP Award 2015 (User Experience)



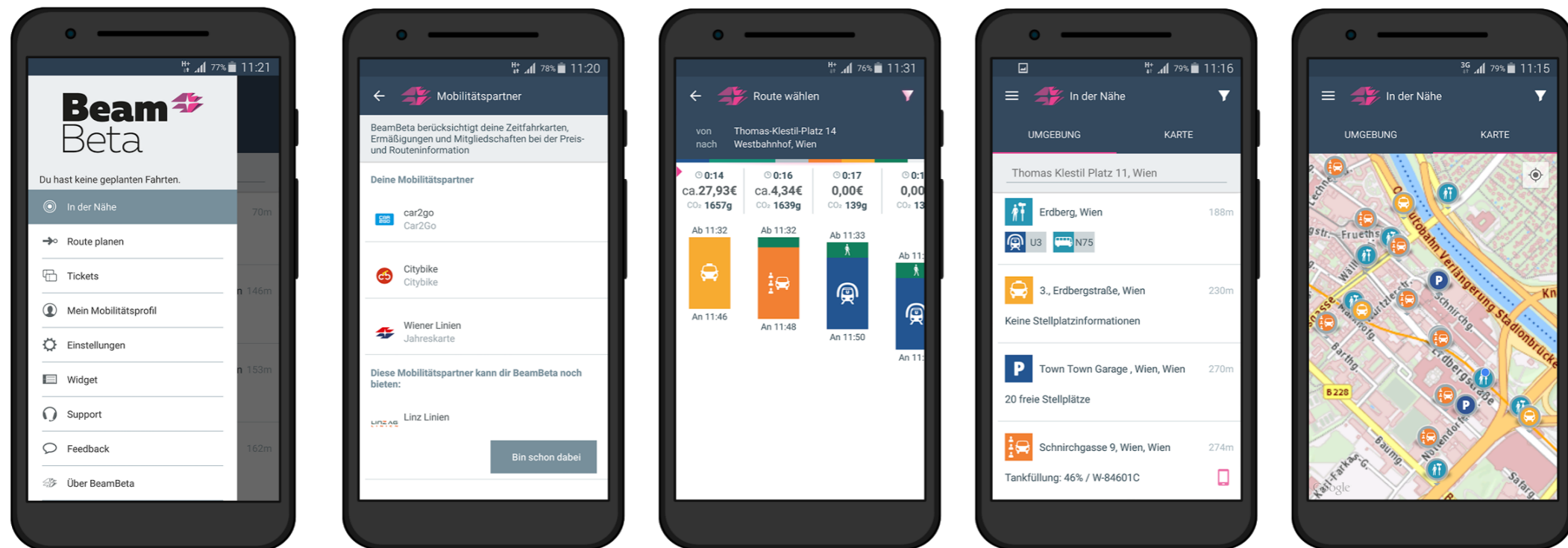


SMILE system overview





After finishing SMILE, the development was continued. The 2nd generation resulted (pilot):
BeamBeta

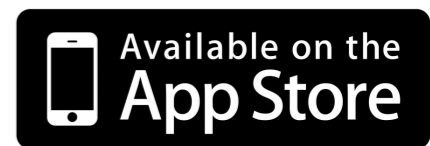


First publicly available combined mobility solution enabling integrated intermodal routing, -ticketing and -payment!

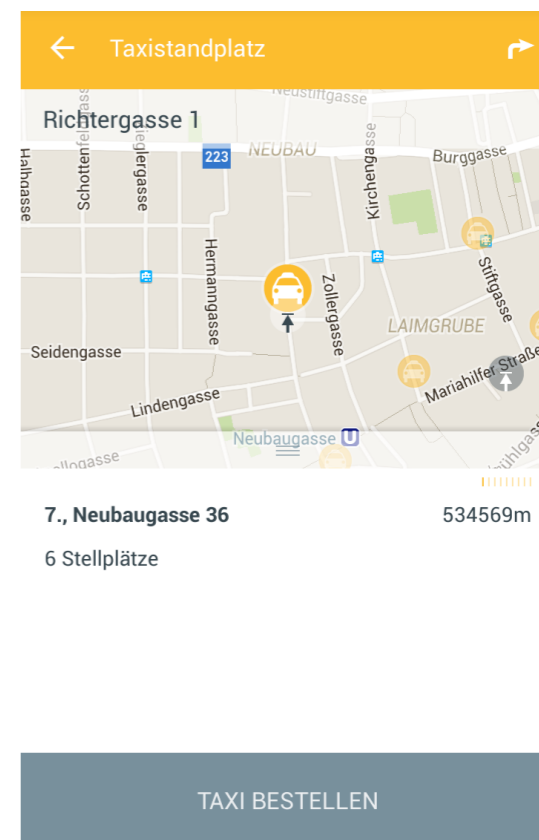
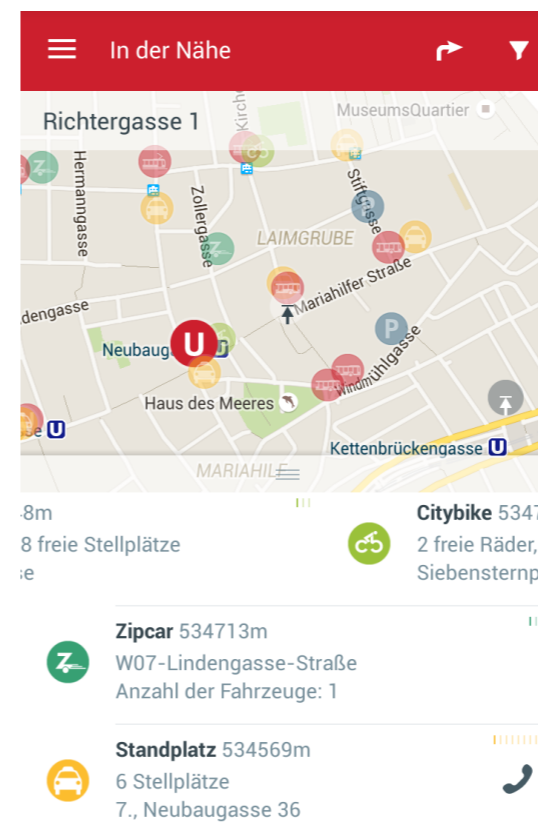
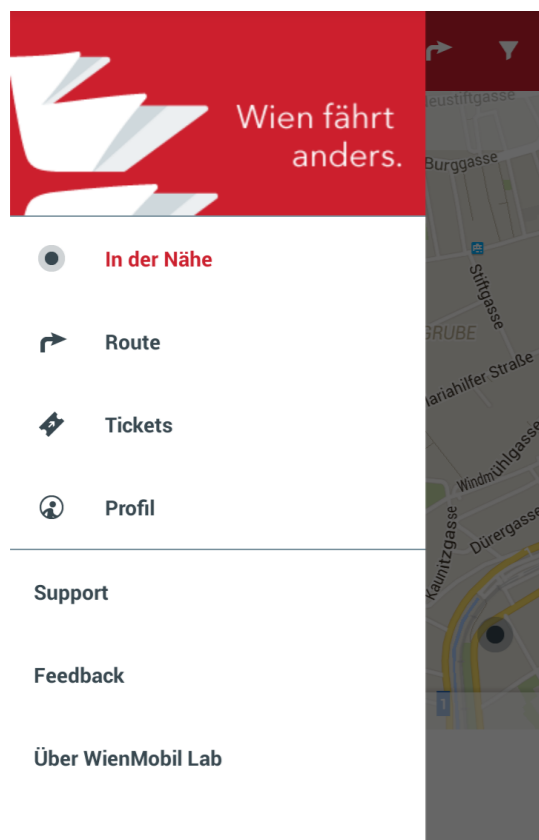
3rd generation is ready since May 2016 „WienMobil lab“



Google play



Completely revised User Experience Design
Android and iOS clients available
Additional mobility partners (DriveNow, ZipCar)



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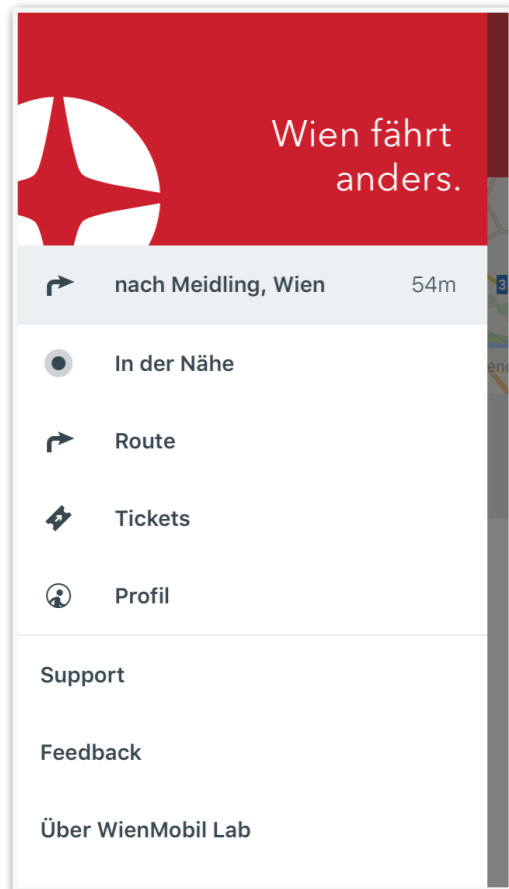


Information
Inform about mobility
offerings.





WienMobil lab | Information



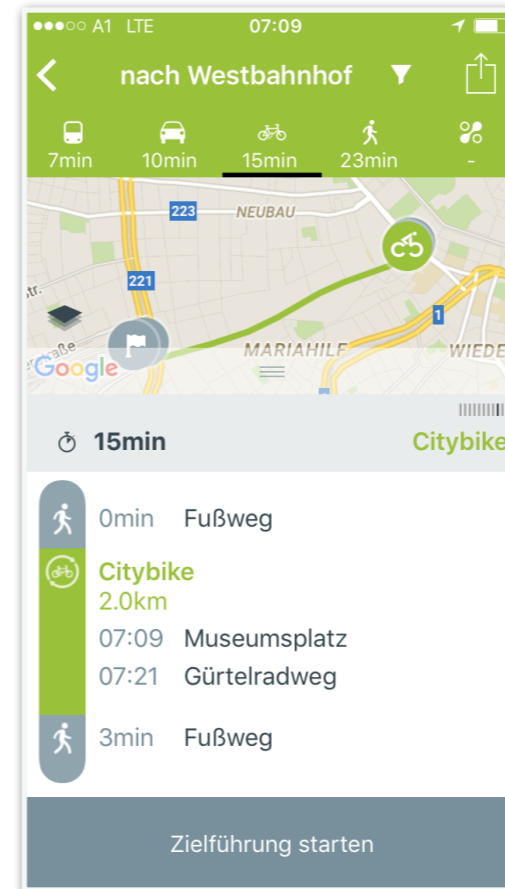
Saved routes for future

Access to all functionalities happens in the sidebar menu



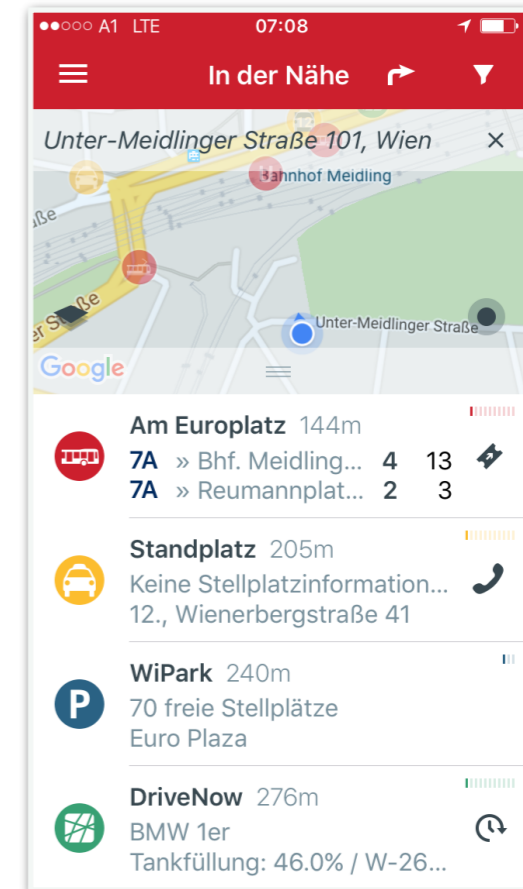
Intermodal Meta- Routing

eMobility Router
Verkehrsauskunft Österreich (VAO)
Local Router for Vienna / Graz / Linz



Filter

Filtering of mobility offerings and selection by price, duration and CO2



Routing and POIs

Detailed routing-information and mobility offerings based on actual location

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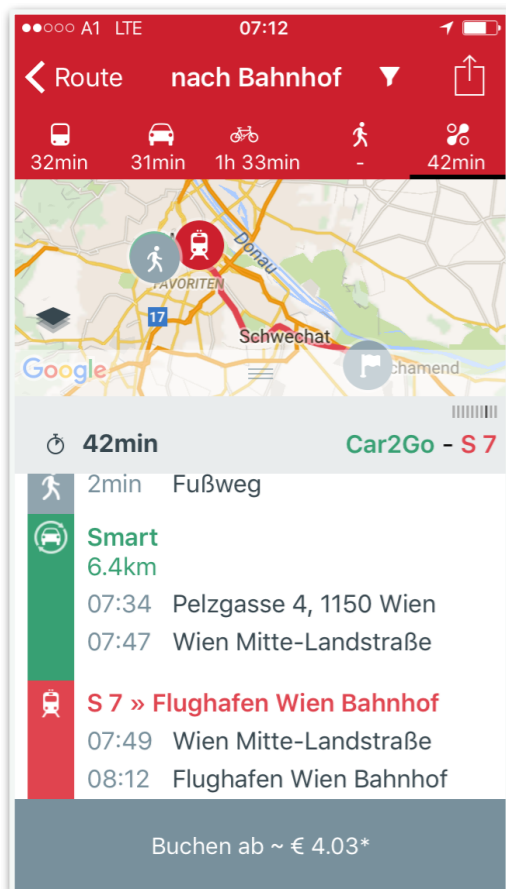


Purchase
Sell transportation
services.



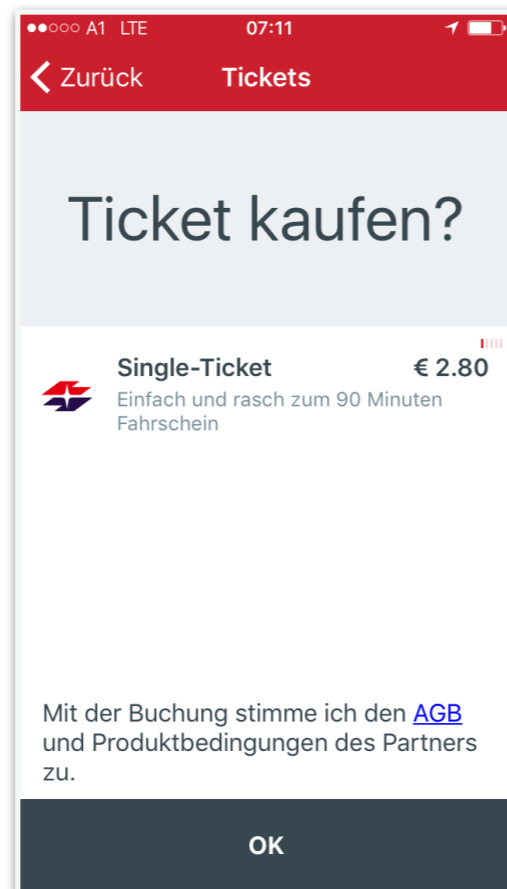


WienMobil lab | Purchase



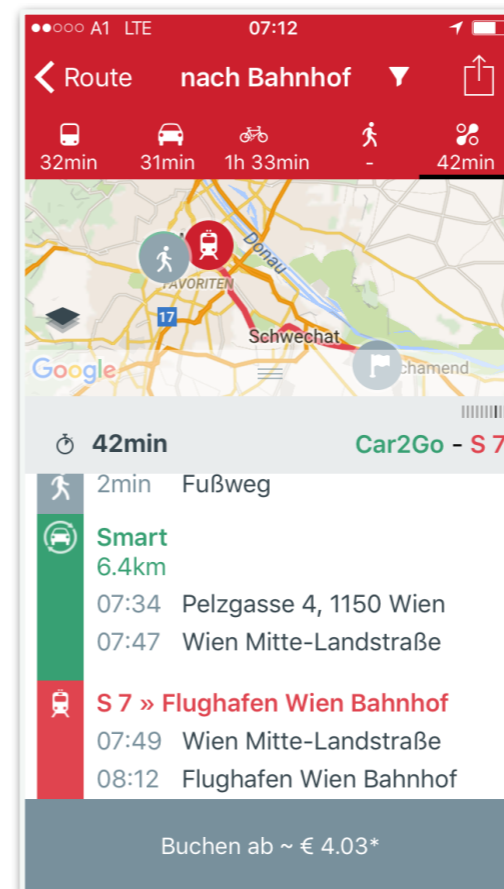
Intermodal price calculation

Based on stored tariffs and connected ticket shops



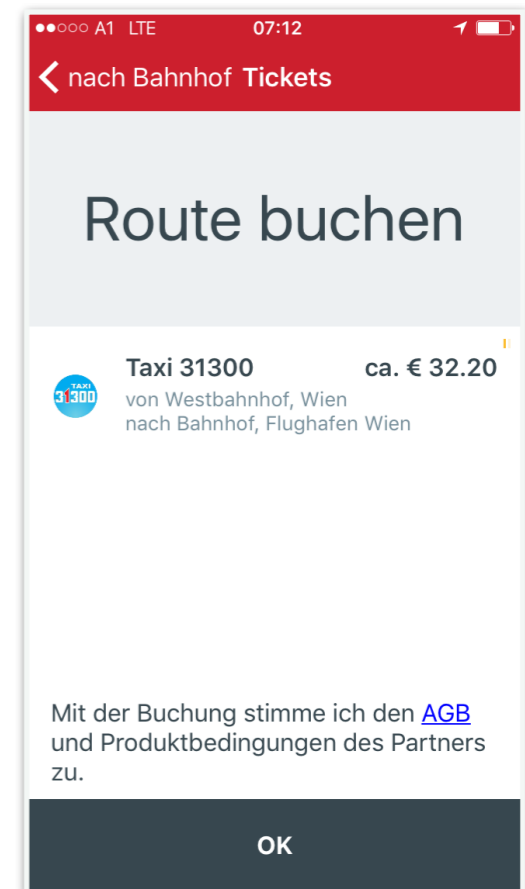
Spontaneous ticket purchase

Purchase of pre-defined mobility offers via integrated ticket shops



Intermodal ticket purchase

„1-Touch“ purchase of the overall intermodal trip



Booking

Taxi ordering, parking garage reservation, car-sharing reservation (car2go, Flinkster), Twin City Liner Booking

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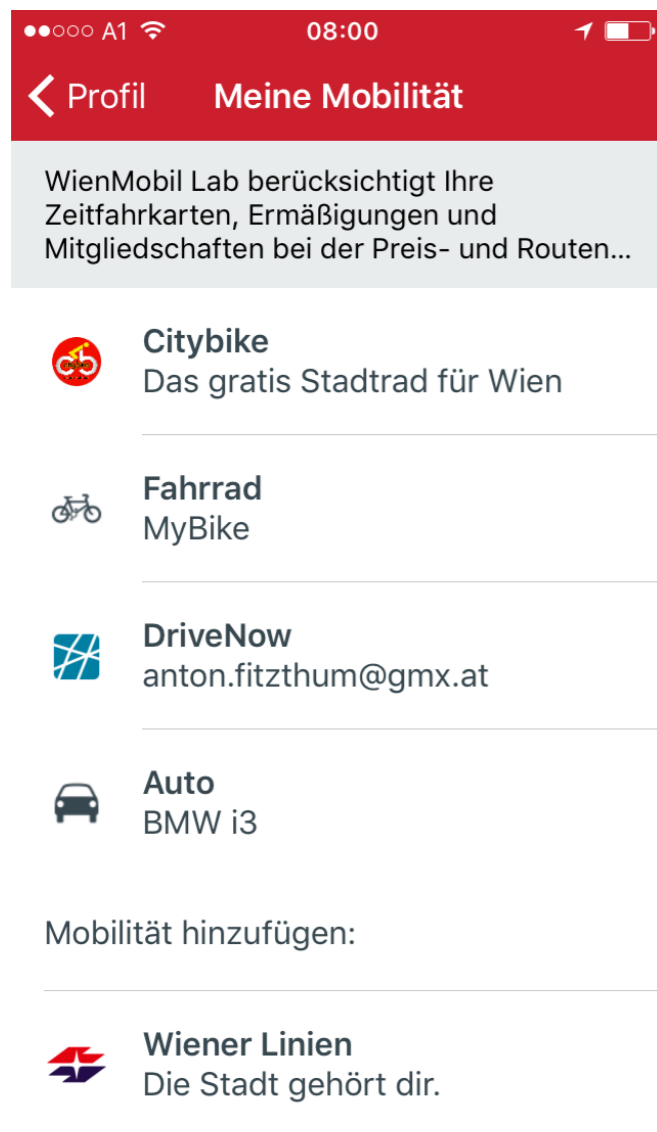
Profile

Learn from users.





WienMobil lab | Profile



Mobility profile

- Central administration of memberships and personal mobility preferences

Memberships

- Inclusion of memberships and bonus programs for routing decision and pricing

Own vehicles

- Management of private cars and bikes (to be considered for route planning)

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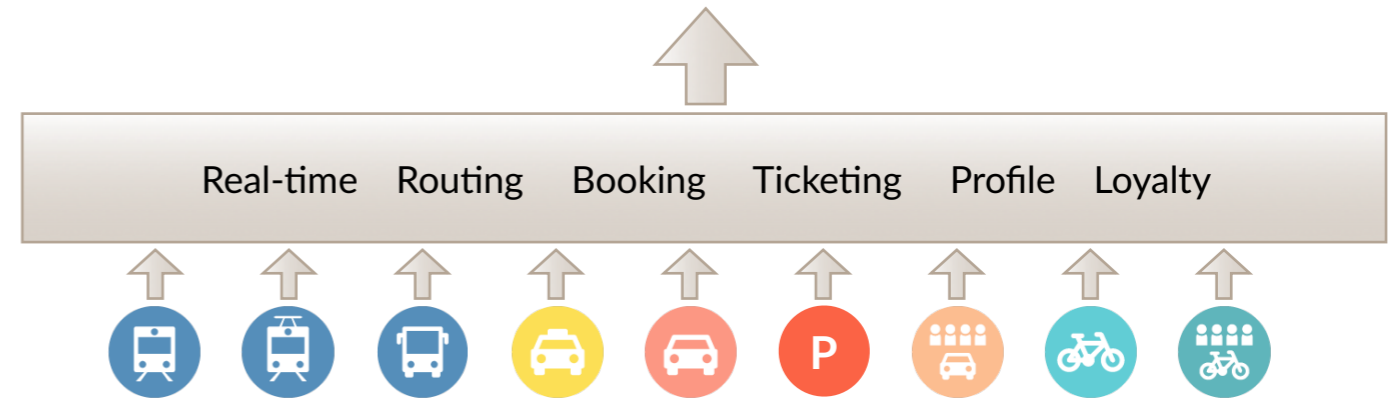
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Platforms and hubs will
fundament tomorrow's
mobility services



„Platform“?



Marketplace for mobility offerings

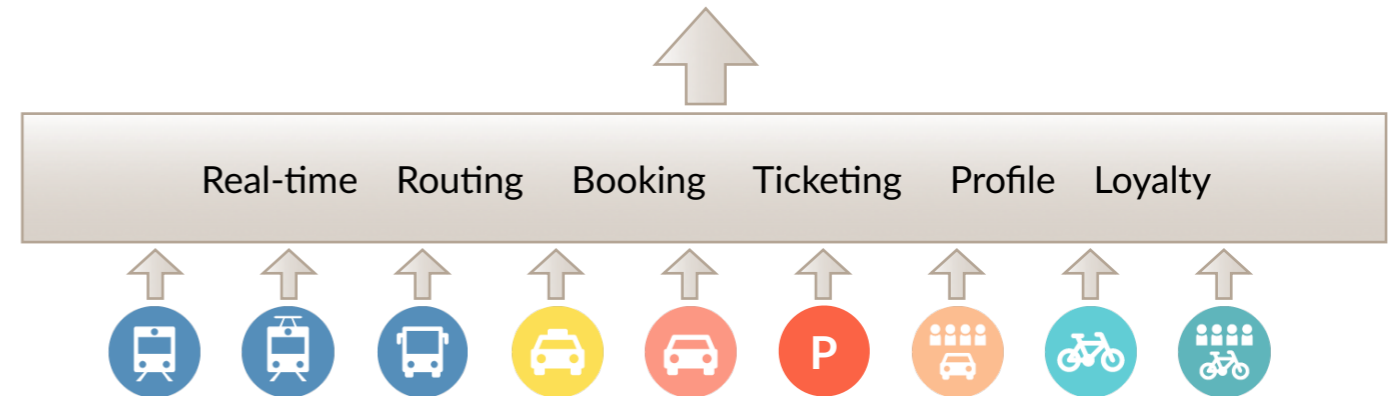
- To be distinguished between „own“ and 3rd-party offerings

Supporting certain target groups

- access a bundle of mobility offerings
- various use cases (areas of activity)
- regional limitation



„Platform“?



Marketplace for mobility offerings

- To be distinguished between „own“ and 3rd-party offerings

Supporting certain target groups

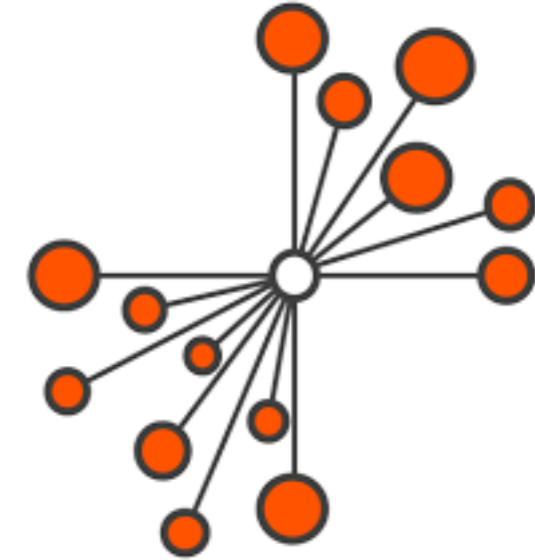
- access a bundle of mobility offerings
- various use cases (areas of activity)
- regional limitation

Local platforms are going to be established already

- „Mobility“ can be identified mainly a „local“ phenomenon
- Effort (Integration, partnering, operation, etc.) limits the spatial expansion, supported use cases and extent mobility offerings (compare e.g. rome2rio)



„Hub“?



Hubs are going to interconnect various platforms

- „Interconnection“ from a certain regional to another regional context
- „Roaming“ between platforms will enable trans-regional integrated mobility services

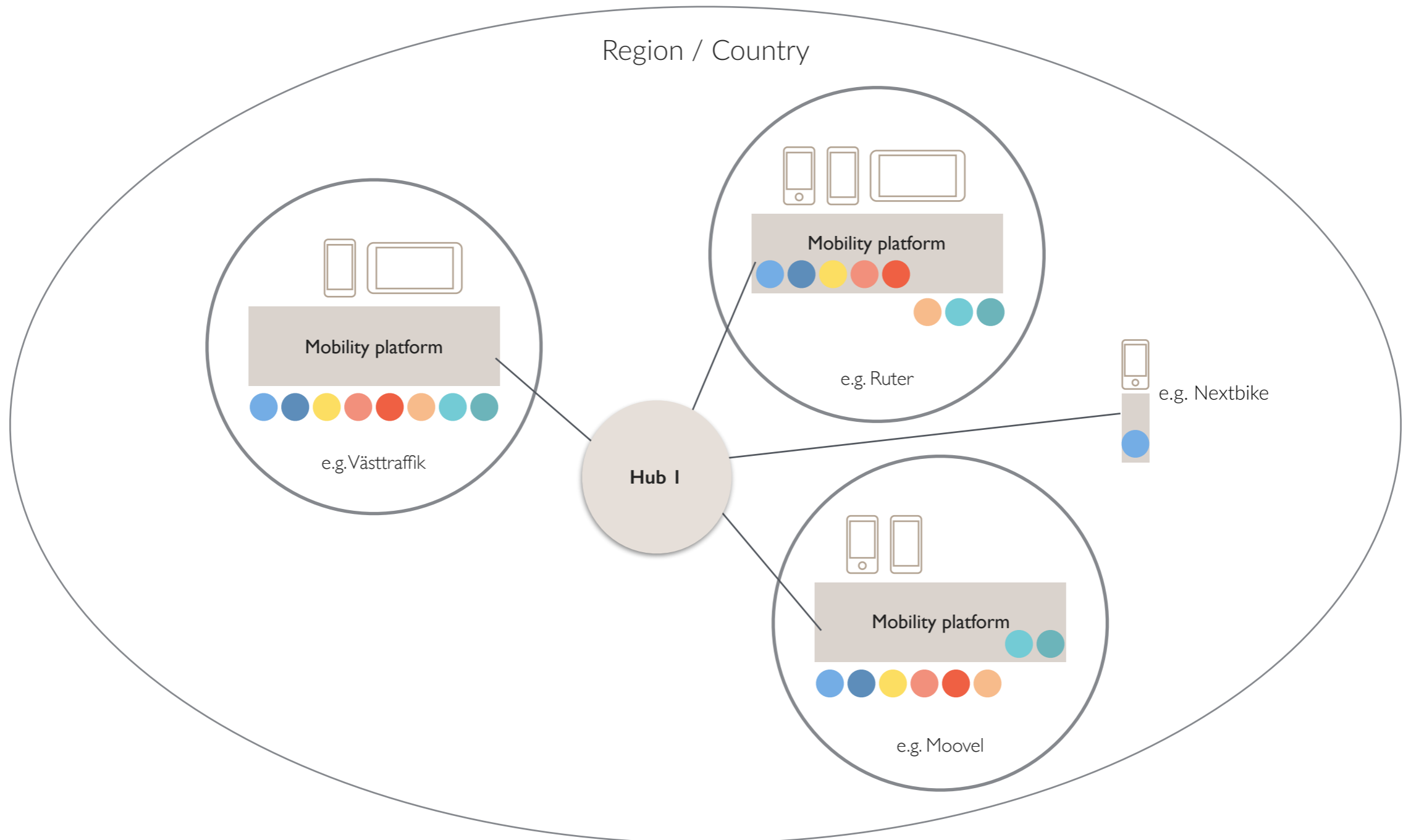
Similarities to telecommunication industry

- Accessing „global“ offerings via „local“ service provider

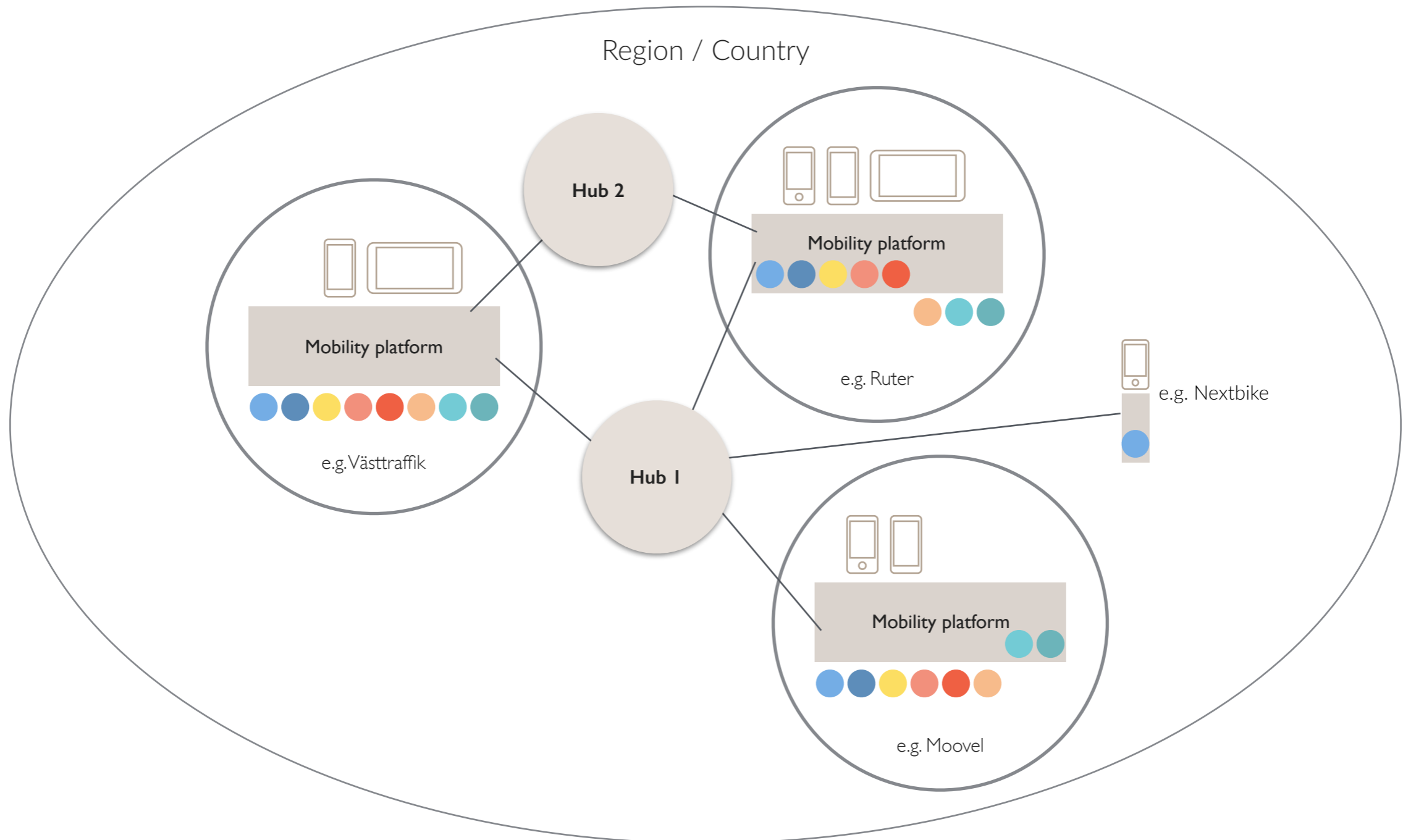
Tomorrow's mobility landscape



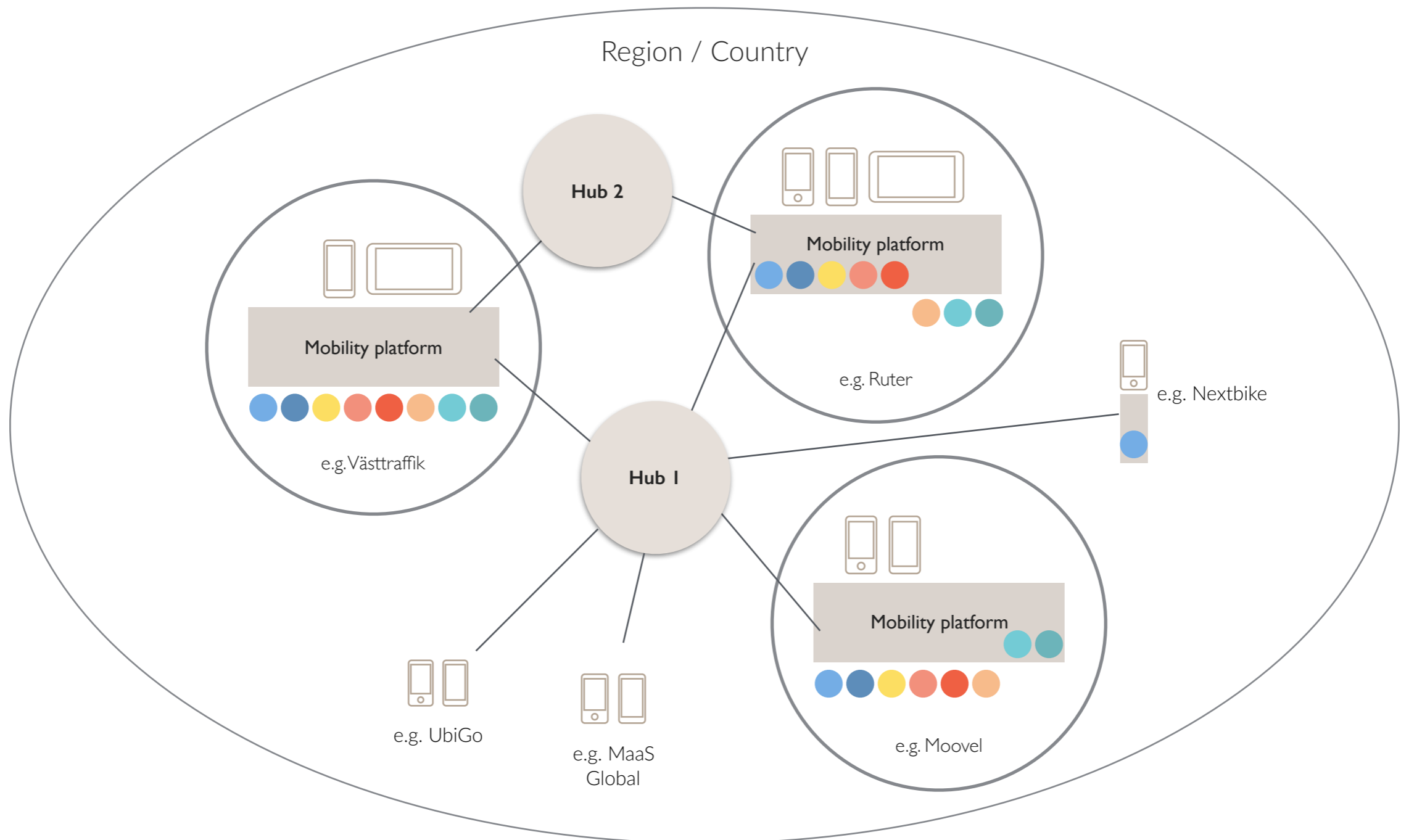
Tomorrow's mobility landscape



Tomorrow's mobility landscape



Tomorrow's mobility landscape



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