

THE ROAD TO MAAS

Promises, Challenges, and Future of
MaaS

TRANSPORT SMART CLASS
Guy Sutherland & James Lewis



AGENDA

- Welcome & Introductions
- What is MaaS anyway?
- The MaaS Utopia
- The State of MaaS Today
- Challenges & Barriers
- Perfection: The Enemy of Progress?
- Roadmap to MaaS
- Q&A



SPEAKERS

Guy Sutherland



Head of Bids & Partnerships,
UrbanThings

James Lewis



Product Manager,
UrbanThings

ABOUT URBANTHINGS

We exist to make travel simple. More than a decade of experience with Customers across the UK, Europe, and North America. Part of Paragon ID. Powering 130m+ journeys each year.



WHAT IS MAAS ANYWAY?

- MaaS has been one of the biggest buzzwords in the industry for several years. But, what is it actually?
- Mobility-As-A-Service
- Creating **simple, fully integrated, seamless** passenger journeys.



THE PROMISES OF MAAS: THE MAAS UTOPIA

- End-to-end multi-modal journey planning
- Using as many modes needed as part of this simple journey

Those multi-modal journeys could involve:

- Bus
- Train
- Taxi
- Ride Hail
- Micromobility
- Walking or Cycling



THE PROMISES OF MAAS: THE MAAS UTOPIA

- No need for multiple apps
- Simplified and unified payments
- One single source of information and passenger communication



- Multi-operator ticketing standards
- Tap and pay contactless capping
- Fares easy to understand
- A single passenger app for information and planning

MAAS SHOULD DRIVE BEHAVIOUR CHANGE

For operators and authorities:

- Integrated back-office for reporting
- Analytics, apportionment and communications across the entire transport network
- Managing, promoting and understanding passenger behaviour



THE STATE OF MAAS TODAY

- **MaaSive vision, little progress**
- Long and complex procurements for the ideal specified MaaS system
- When procurements are completed: slow deliveries
- Expensive upfront capital cost with no sign of the benefits for years to come



CHALLENGES AND BARRIERS



- Commercial Barriers

- Competing operators
- Multi-operator fare
- The funding question

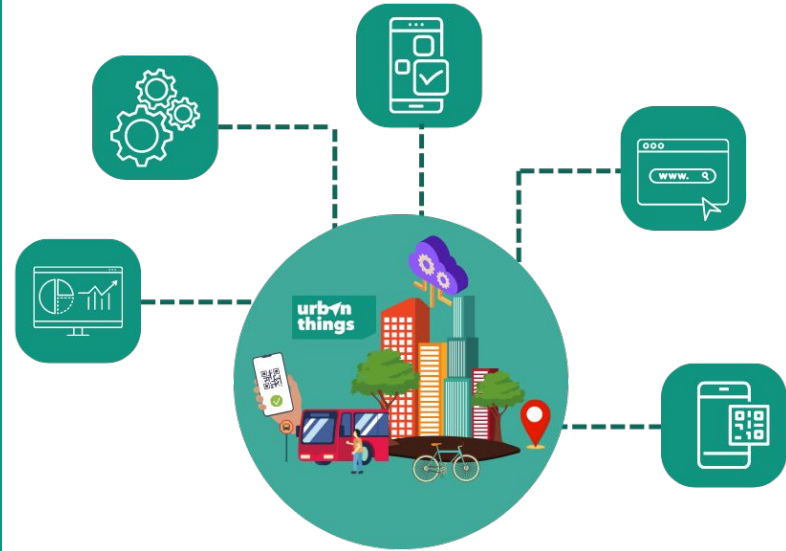


- Technological Barriers

- Different payment systems
- Account integrations
- Need for data standardisation

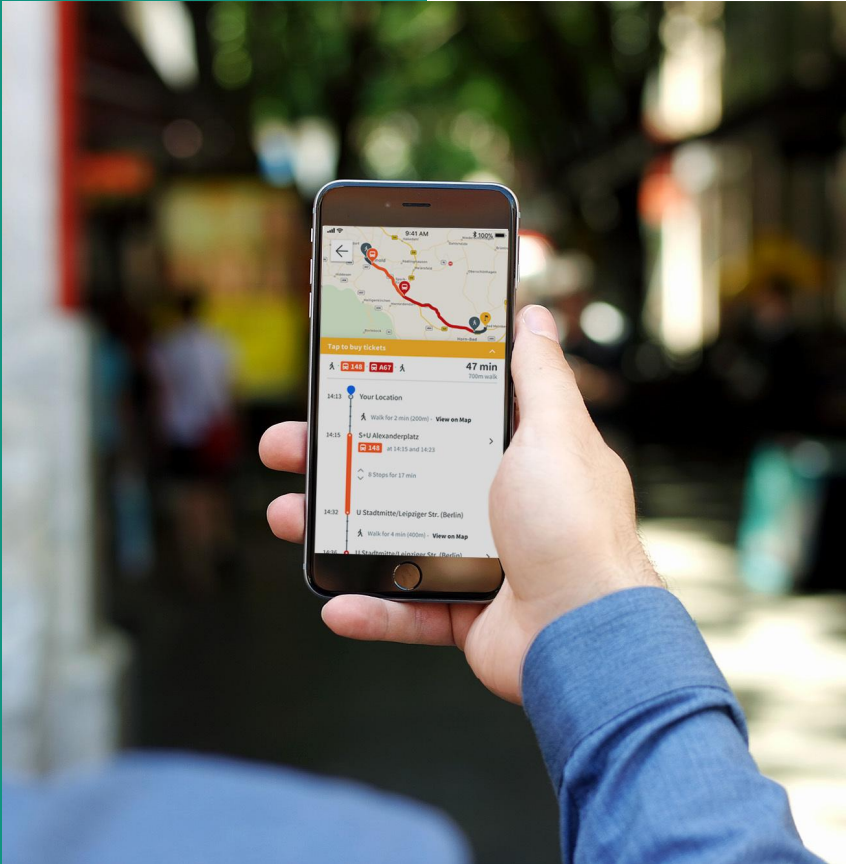
PERFECTION: THE ENEMY OF PROGRESS

- Maybe perfection doesn't exist
- Technologies are always changing
- Passenger demands are changing
- Use what's available now and deploy it on a flexible platform



“NOW” FIRST APPROACH

- Use available technologies now to enhance the travel experience for passengers
- Smart Transport Platform



THE ROADMAP TO MAAS

ALREADY LIVE

Multi-modal, multi-operator realtime information and journey plans

COMING NOW

Multi-operator smart ticketing, Integrated cEMV information, deep-link integration with micromobility.

NEXT

Deeper integrated services with in-app payments and account linking for centralised customer MaaS experience.

FUTURE

Policy-based behavioural change supported by combined loyalty schemes within the MaaS platform.

THANK YOU!



guy@urbanthings.co



james.lewis@urbanthings.co



020 7043 1680



UrbanThings



urbanthings.co

