

# Mobility Marketplace



## Mobility as a Service – yes, we can!

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.

### Combined Power for Mobility

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.



B2C Ticketing



B2B Ticketing



CiCo/CiBo/BIBo



Bike Sharing



Car Sharing



DRT-Services



Taxi

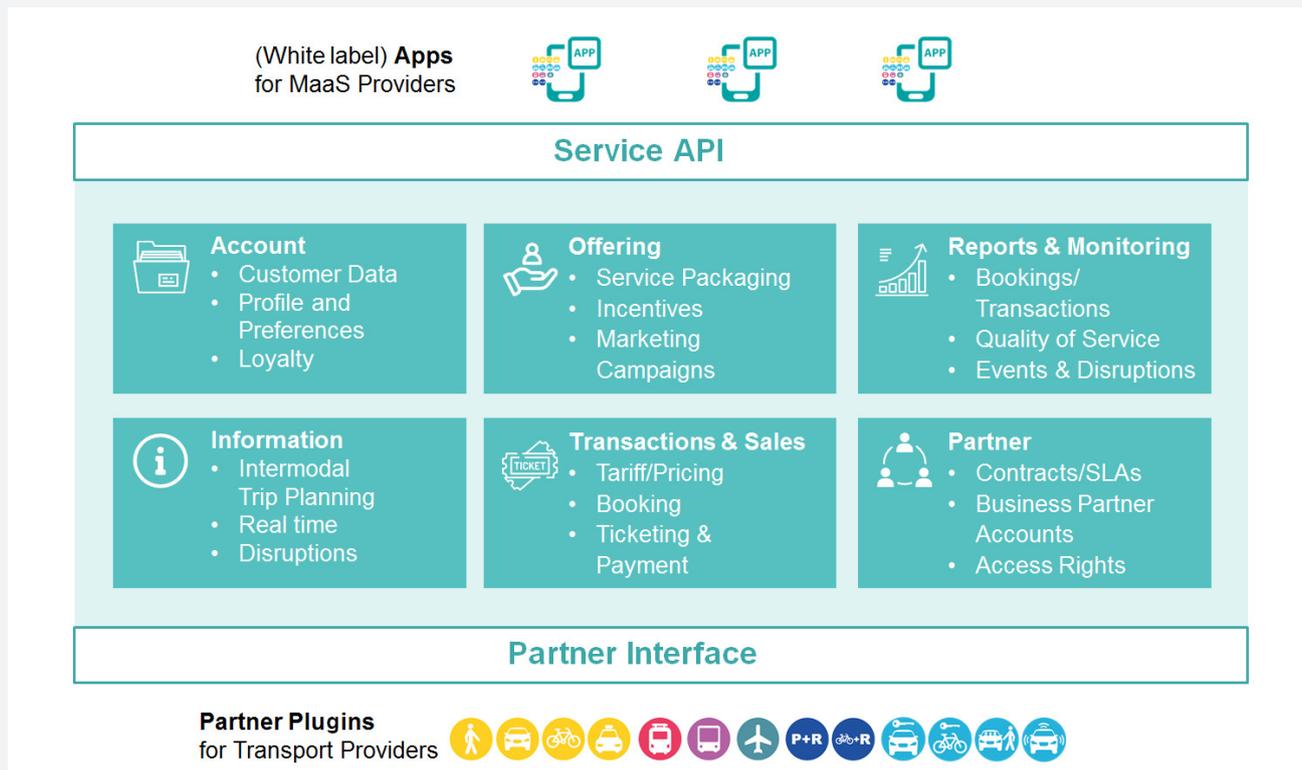


Car Rental



Parking

# The Functional Modules of the Mobility Marketplace



## 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 Trafikselskab (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.



## Bay Area goes MaaS

Bay Area Rapid Transit (BART) in California has successfully teamed up with HaCon to provide its riders with the brand-new BART Trip Planner: Available both as a

web app and native apps for iOS and Android, the application guarantees a seamless, multimodal door-to-door travel experience including real-time information. It integrates transit data from more than 30 operators in the nine Bay Area counties, including buses, trains, ferries, and cable cars. In addition, the BART Trip Planner goes beyond just public transportation, by featuring walking, bicycling and car routes, in order to give users a realistic comparison of their transportation options.

Combined Power for Mobility



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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.