

smart mobility
made in austria



Go Digital - Die Mobility-Championsleague

Martin Russ, AustriaTech

1 Service First



about competition

about access to mobility

about the environment

Digital & Mobility

Mobility as a Service

→ „culture club“

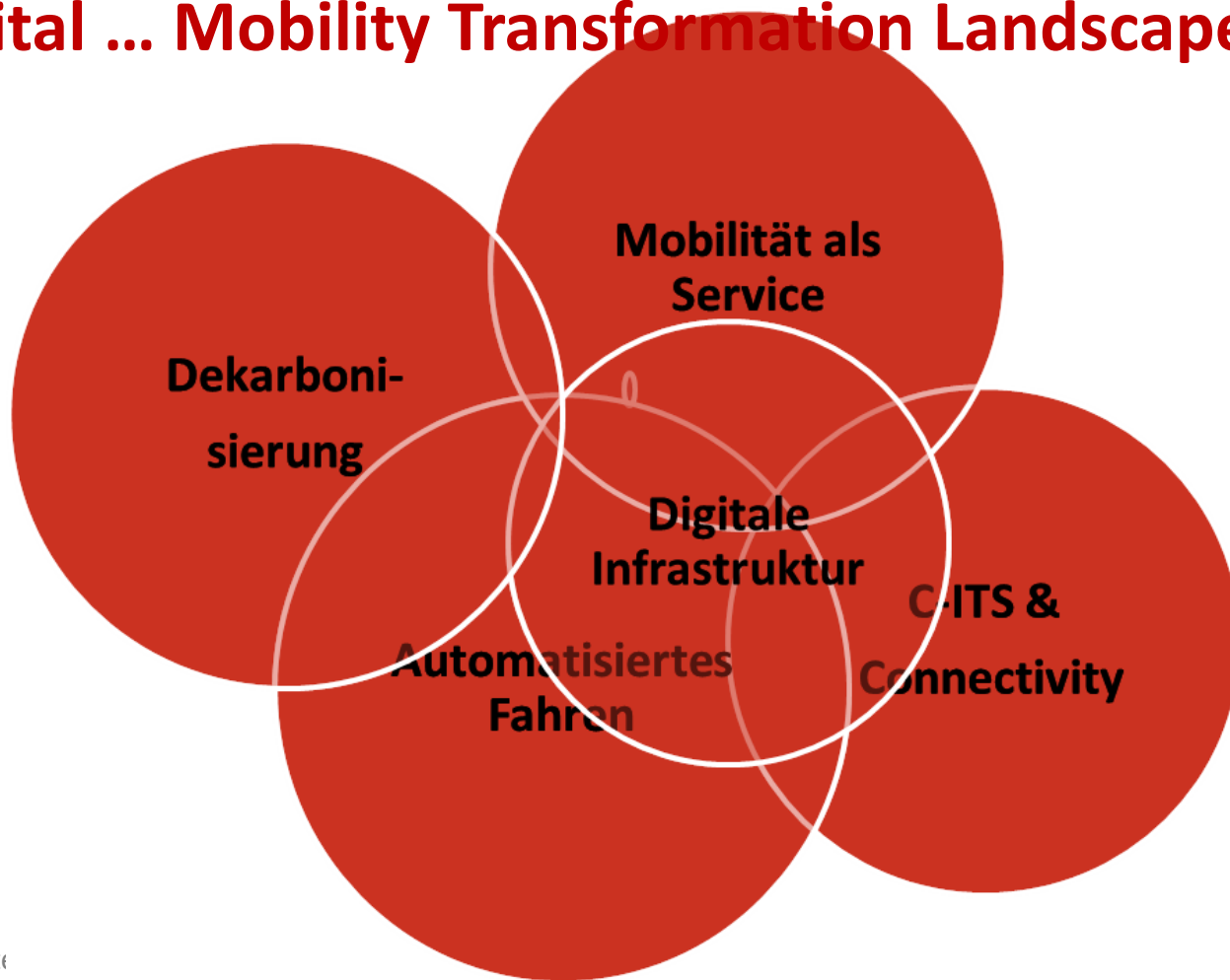
about bussiness

about user needs

about public transport

about co-operation

Go Digital ... Mobility Transformation Landscape



Benefits of Digitalisation

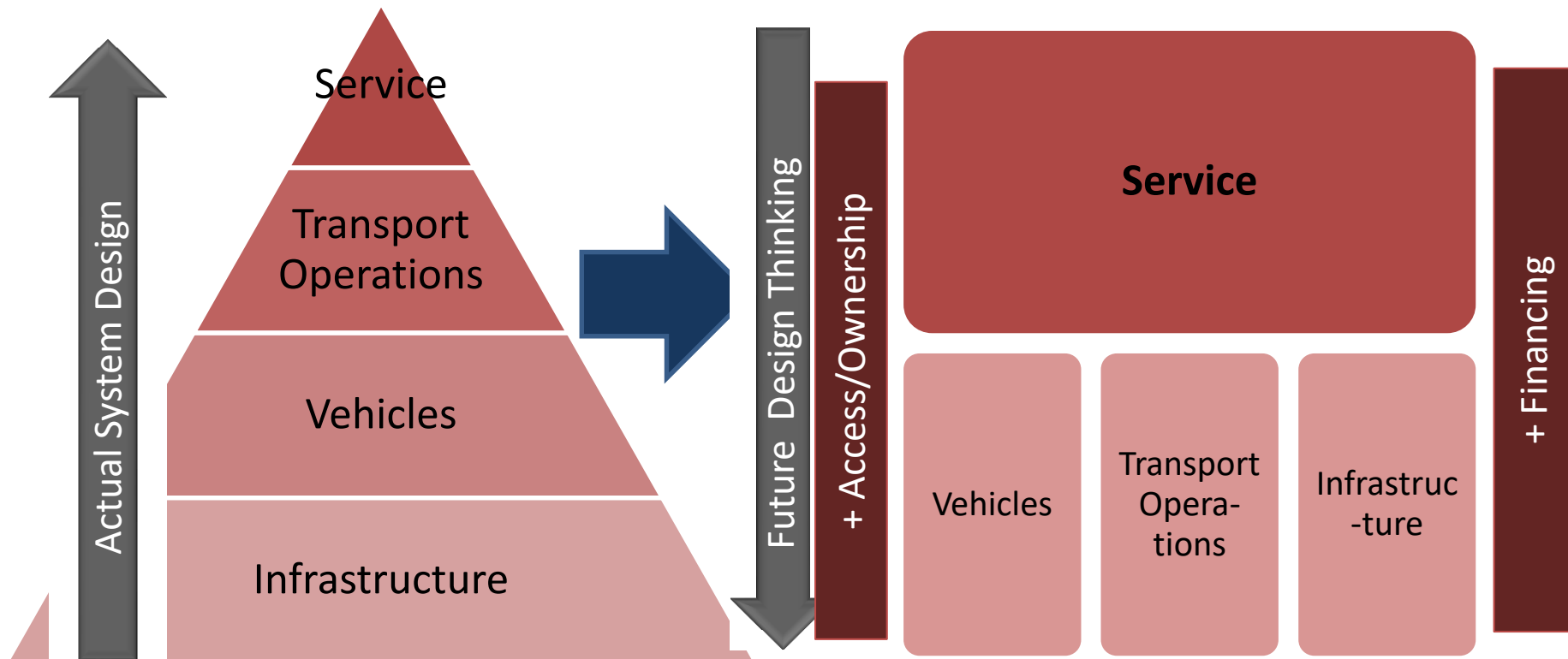


- Efficiency
- Sustainability
- Safety
- Social inclusion
- Business opportunities

Problems to tackle

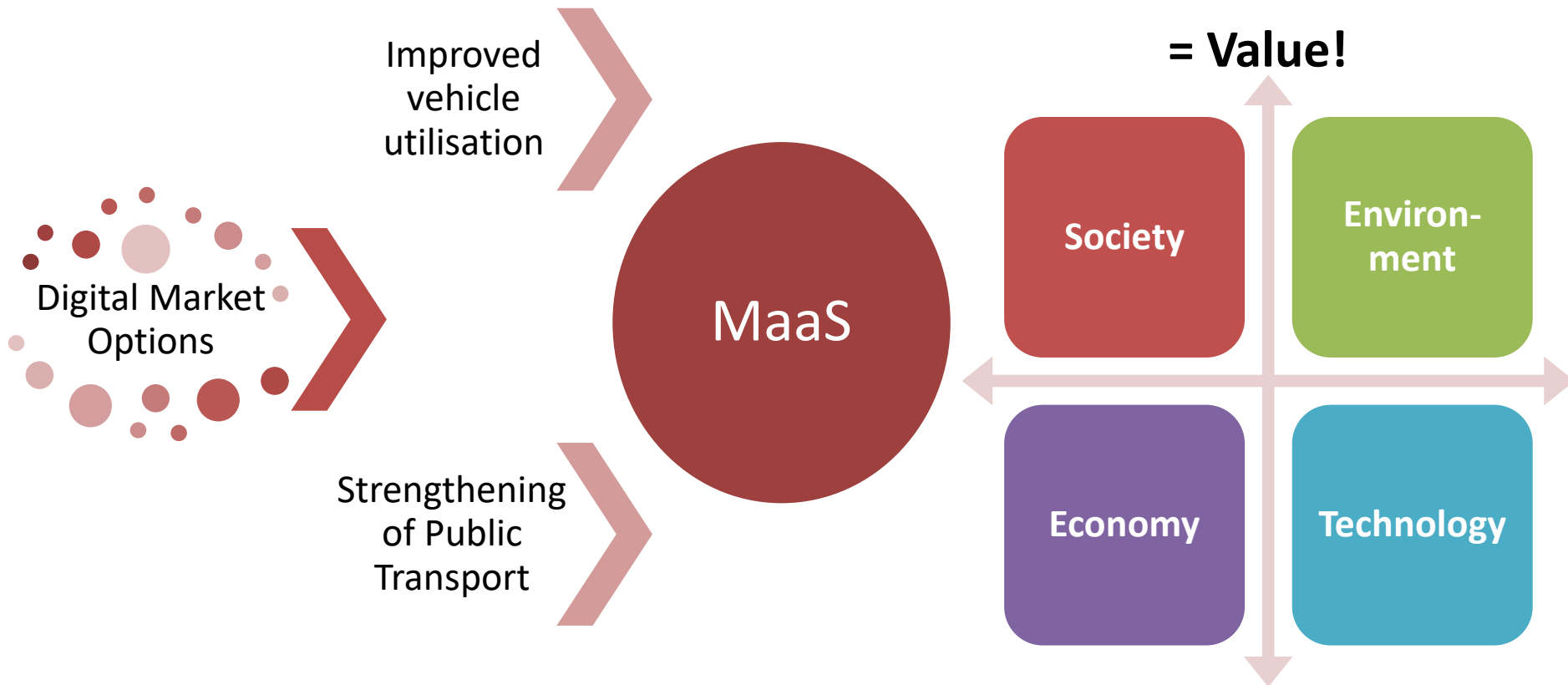
- Interoperability
- Data ownership, access ...
- Data protection and privacy
- Liability, Cybersecurity
- **Infrastructure**
- Business models
- Skills

Designing the Future - Service Thinking

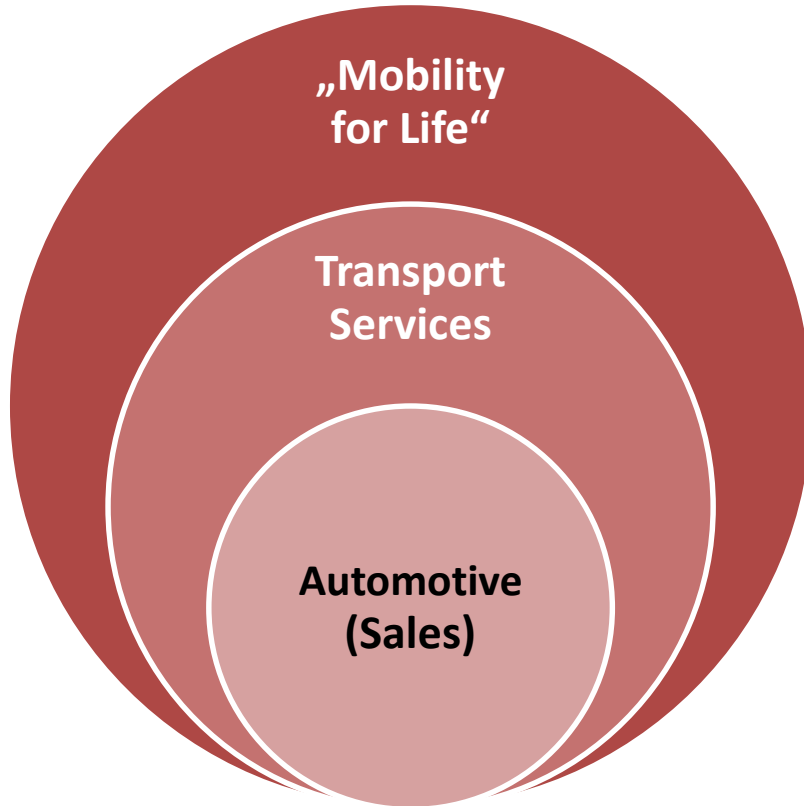


2 Single Market?

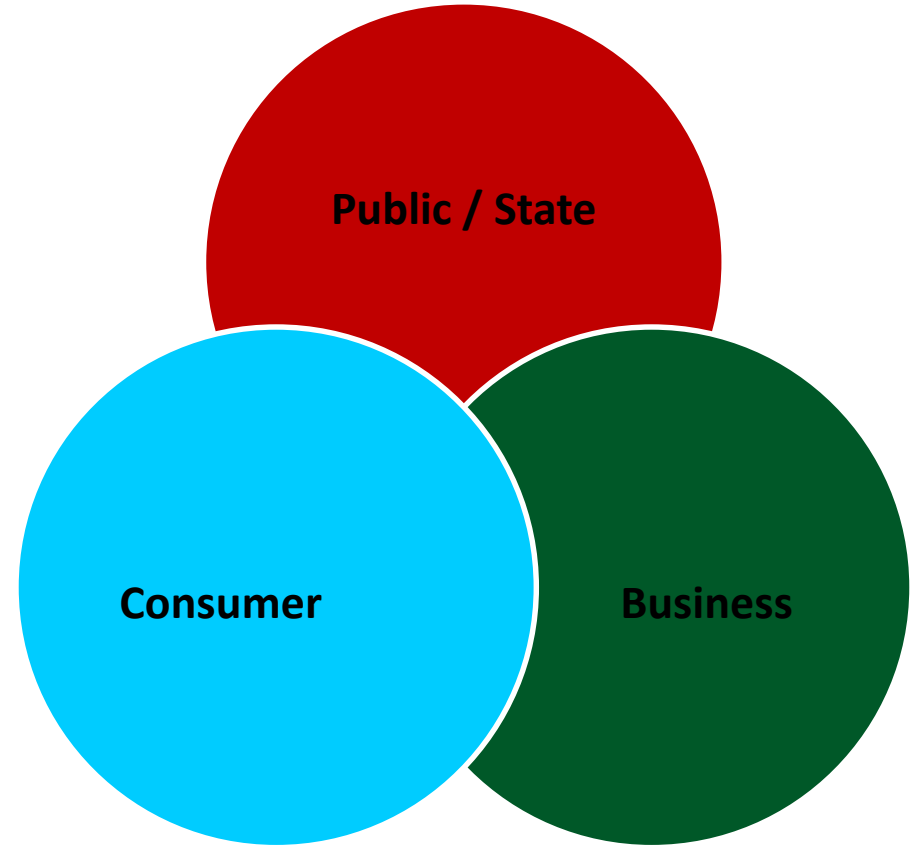
Drivers/Motivation

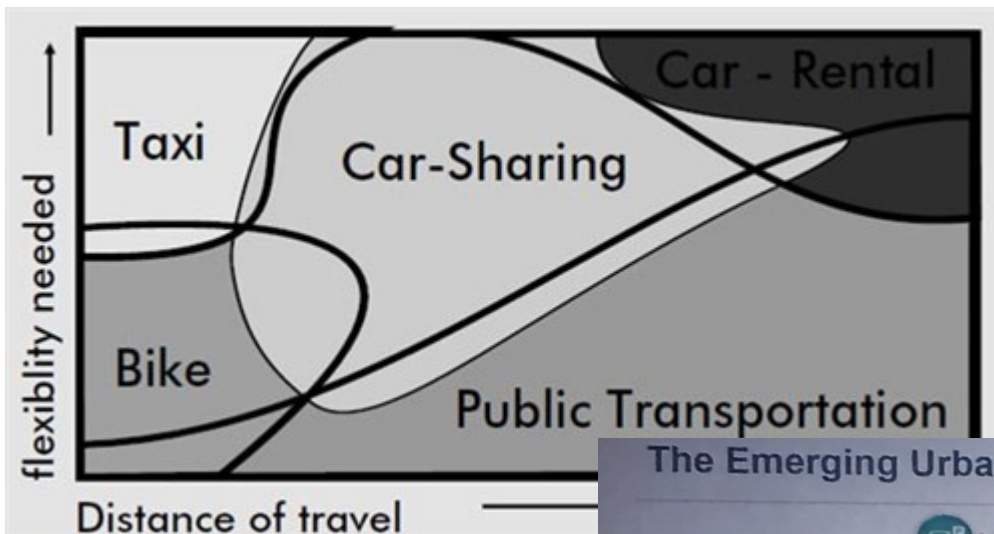


A simple market perspective...



A simple value perspective ...





The Emerging Urban Mobility Landscape

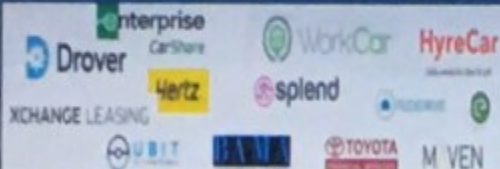


Disruption in the Auto Industry from Techs and Start Ups – A Snapshot

Carsharing Fleet Providers



Taxi Fleet Providers



Ridesharing Operators



Carsharing Technology



Taxi Technology



Taxi Hailing Operators



Carsharing Operators



Integrated Mobility Operators



„Promise Land“



MOBILITY

OPENING THE HIGHWAYS TO ALL MANKIND

Back of all the activities of the Ford Motor Company is this Universal belief — a whole-hearted belief that riding on the people's highway should be within easy reach of all the people.

An organization, to render any service so widely useful, must be large in scope as well as great in purpose. To conquer the high cost of motoring and to stabilize the factors of production — this is a great purpose. Naturally it requires a large program to carry it out.

It is this thought that has been the stimulus and inspiration to the Ford organization's growth, that has been the incentive in developing inexhaustible resources, boundless facilities and an industrial organization which is the greatest the world has ever known.

In accomplishing its aims the Ford institution has never been daunted by the size or difficulty of any task. It has spared no toil in finding the way of doing each task best. It has dared to try out the untried with conspicuous success.

Such effort has been amply rewarded. For through this organization, the motor car which is contributing in so large a measure toward making life easier, pleasanter and more worthwhile has been made available in millions.

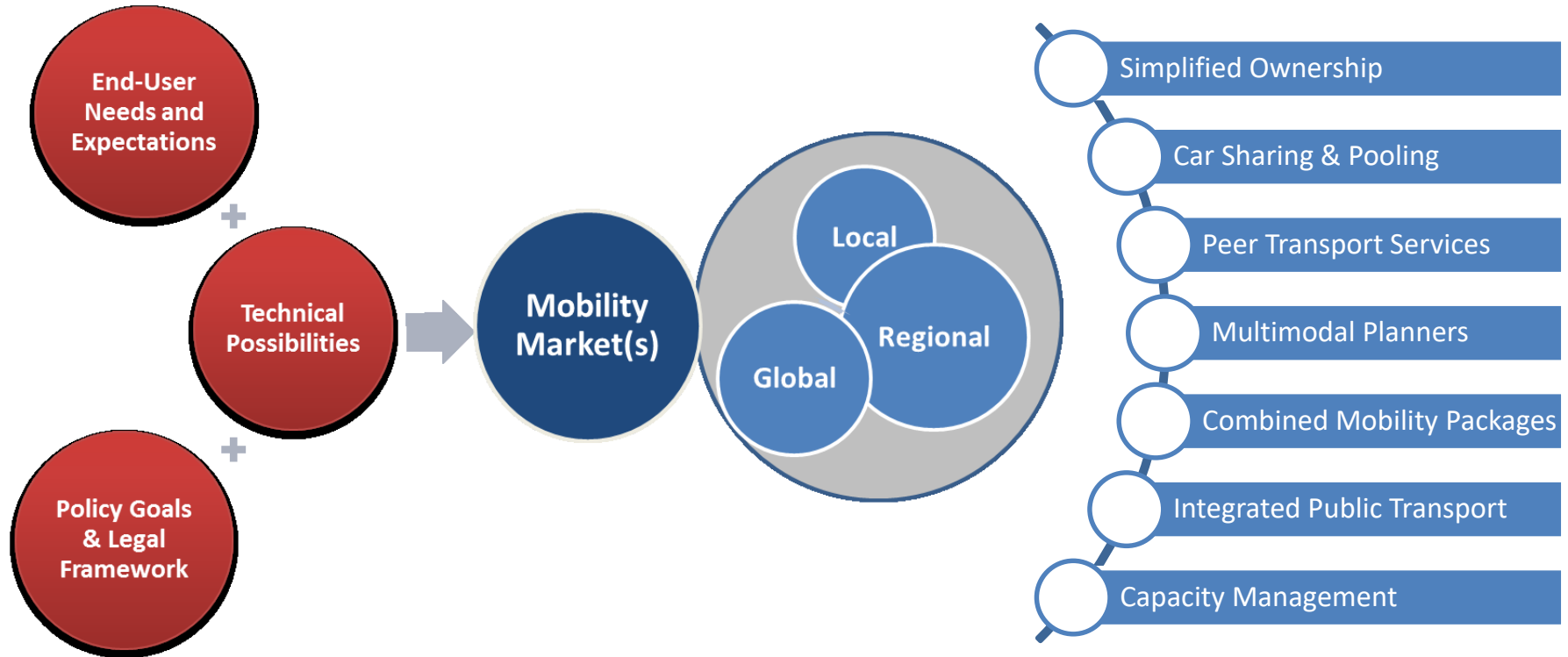
The Ford Motor Company views its situation today less with pride in great achievement than with the sincere and sober realization of new and larger opportunities for service to mankind.

Ford Motor Company

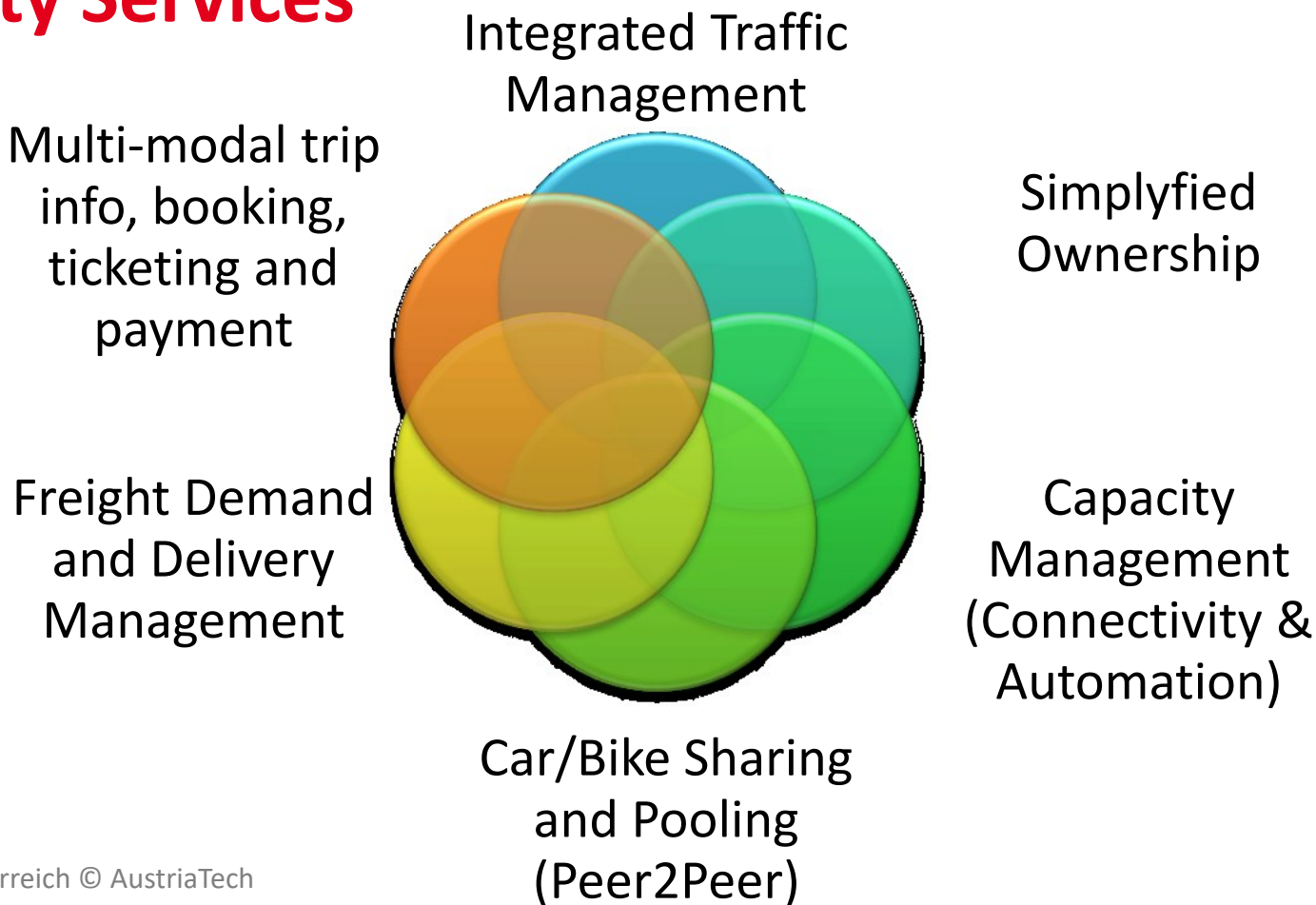
Mining and operating coal and iron mines, rubber lands, sawmills, coke ovens, foundries, power plants, steel furnaces, manufacturing industries, lake transportation, power mines, glass plants, wood distillation plants and other fields.

3 Service Eco-System

Digital Eco- vs. Ego-Systems

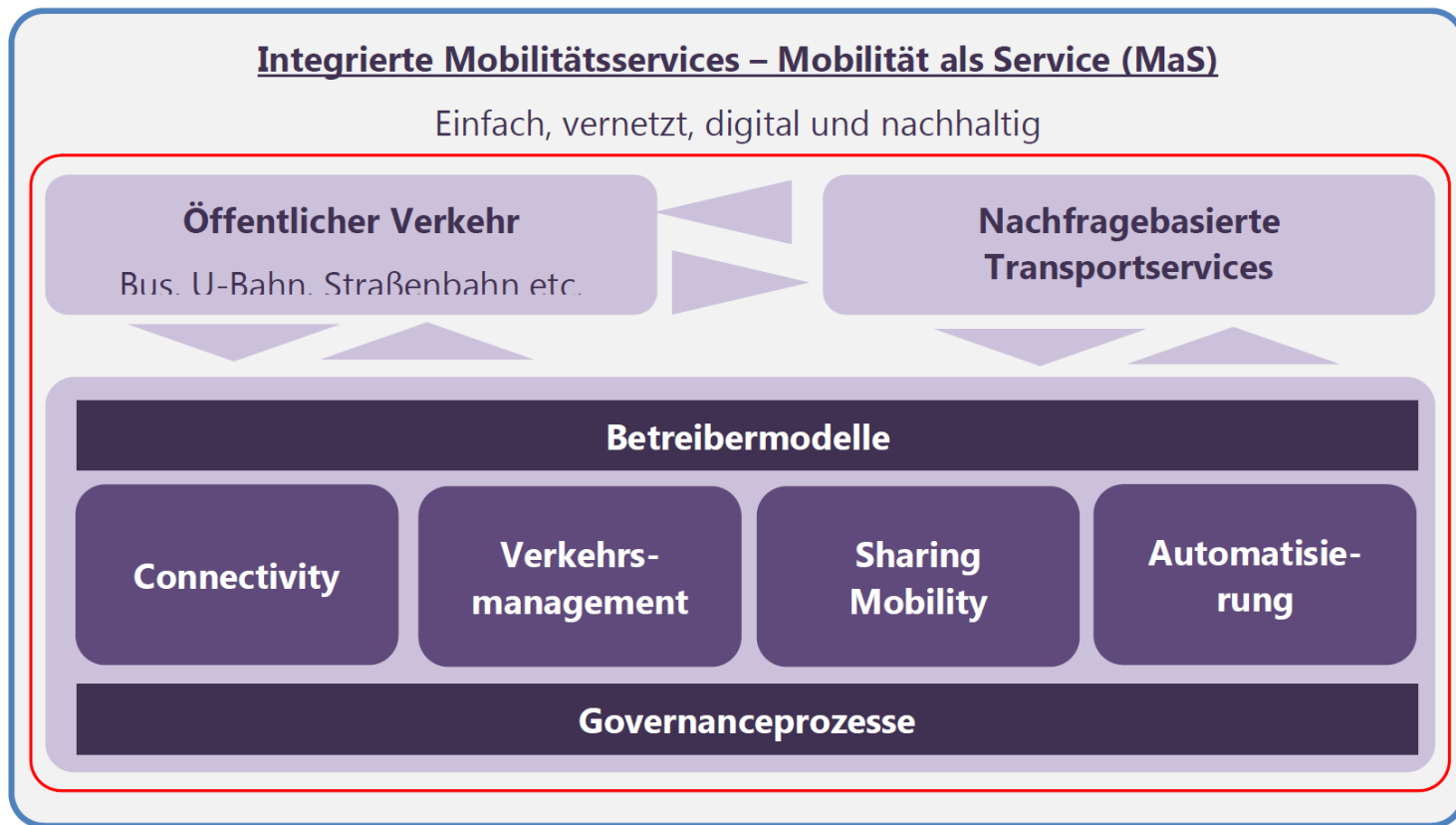


Mobility Services

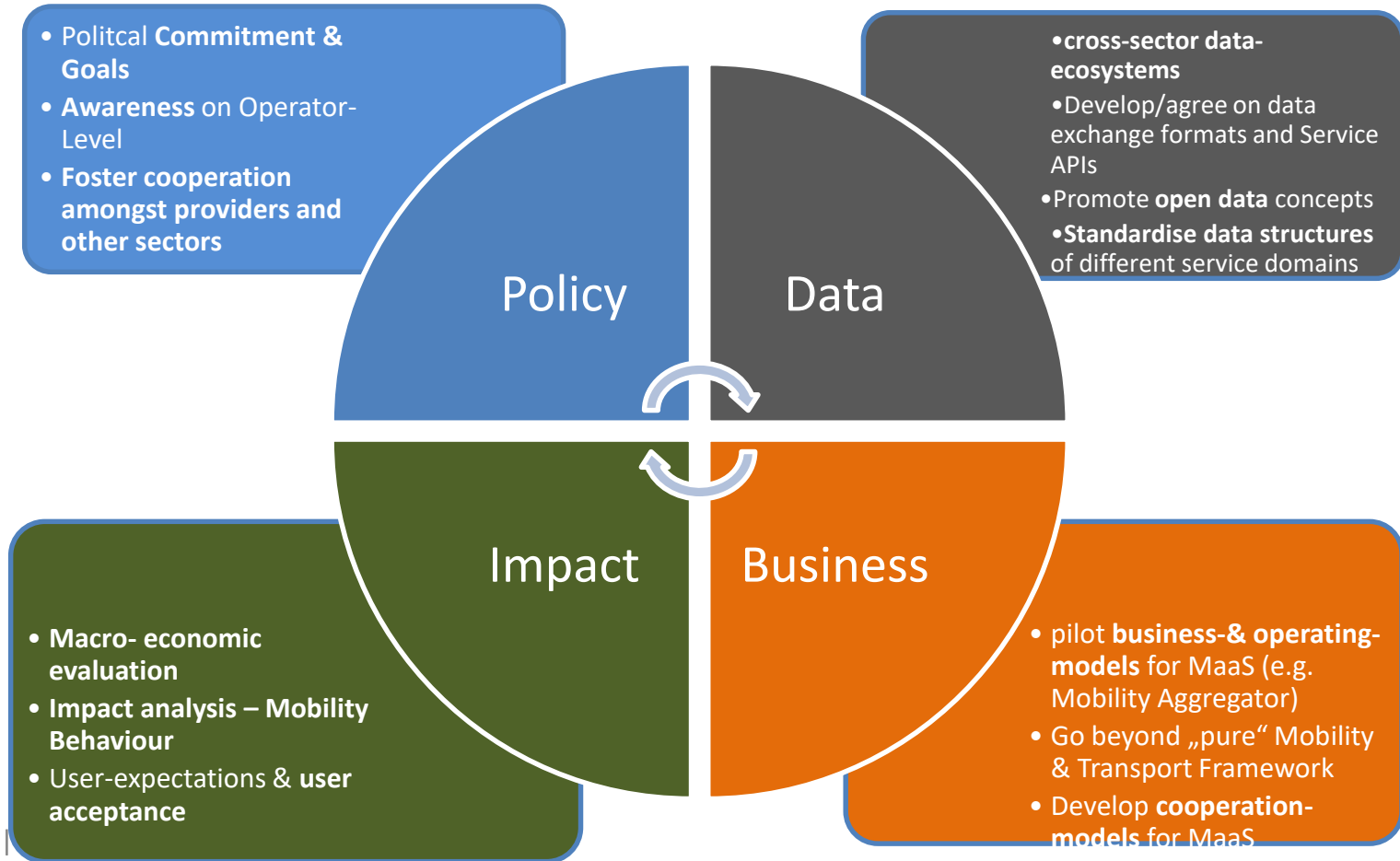


4 Strategies

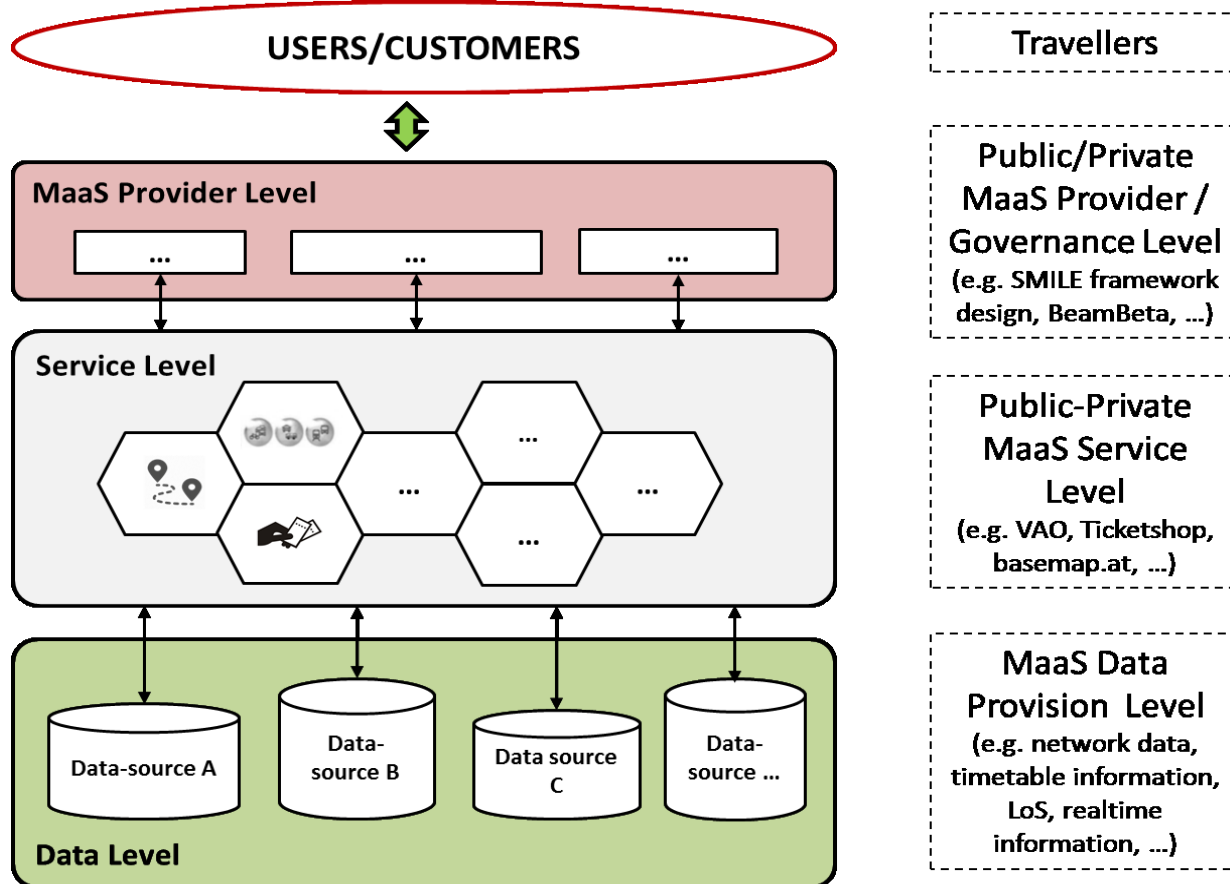
ITS Austria - FTI Roadmap Integrierte Mobilität



FTI Roadmap - MaaS Action Areas



MaaS Architecture & Day 1 Actions



Transport Policy Transition Matrix

Where do you intend to act? **Be specific!**

	DATA	BACKEND	CUSTOMER
Legal Framework			
Functional Requirements			
Business Models			
Partnership & Cooperation			

5 Steps ahead

Select key service domains

Clear goals & KPIs!
(Access, Costs, Environment)

The way forward

It starts with a Vision!

Clear Target groups

Architecture
(data-backend-customer)

MaaS – Levels of integration

5

Policy integration
Governance & PP-cooperation

4

Contractual integration
Bundling/subscription - responsibility

3

Integration of payment:
Single trip - find, book and pay

2

Integration of information:
Multimodal travelplaner, price info

1

No integration:
Single, separate services

UbiGo
whim

HANNOVERmobil

smi)e einfach mobil

moovit

Qixxit Google
Einfach. Unterwegs

TRANSPORT FOR LONDON

lyft

Hertz **sunfleet**

In practice...

- **VAO, EVIS, Eco-AT, C-Roads, ...**
- *White label „Mobility-Platforms“*
 - **Wien.Mobil.Lab** → IÖ
 - **KombiMo/TIM** (Graz)
- **Link Services - Linking Danube** (AT & CZ, SK, HU...)
- **Data Market Austria** - Cross-Sector Ecosystem
- **Regulate & support data exchange standards** (IVS-RL)
- + *Sharing Mobility – (De-)Regulation (local/regional)*
- + *Pricing schemes*

**Digitalisierung als neuer
„Mobility Policy Narrative“**

**It's about future business
& value creation to ensure
sustainable mobility!**



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WATERBORNE

ETRA

