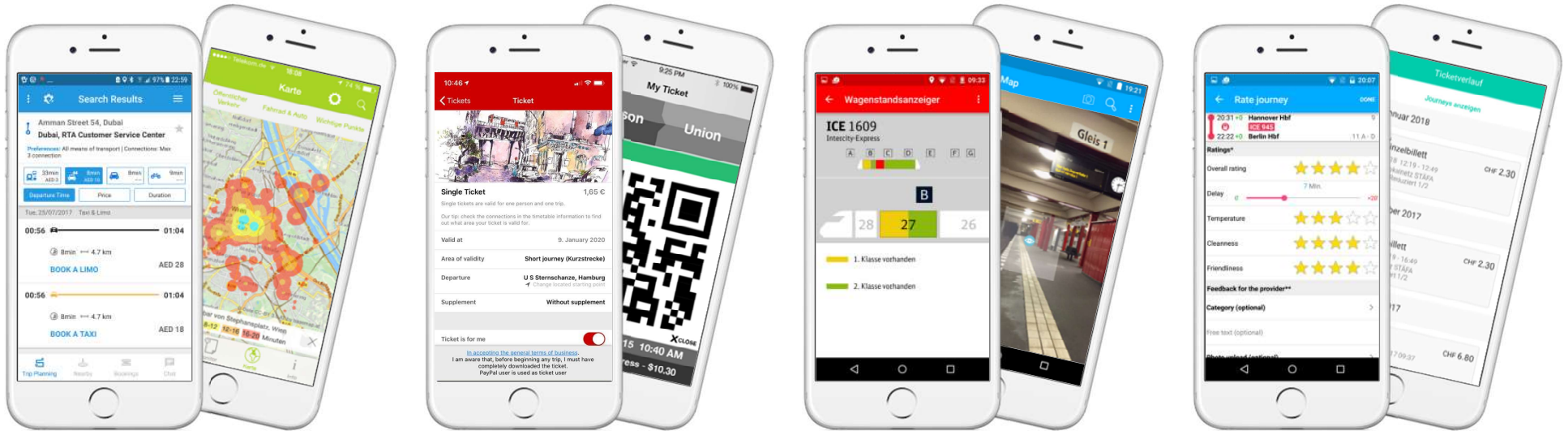


App based mobility: Open the treasure chest of your mobility data

Geert Vanbeveren,
Siemens Mobility, Intermodal Solutions

We provide solutions to create a comprehensive travel companion

SIEMENS
Ingenuity for life



Information
and Planning

Booking, Ticketing
and Payment

Travel

Management



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Page 2

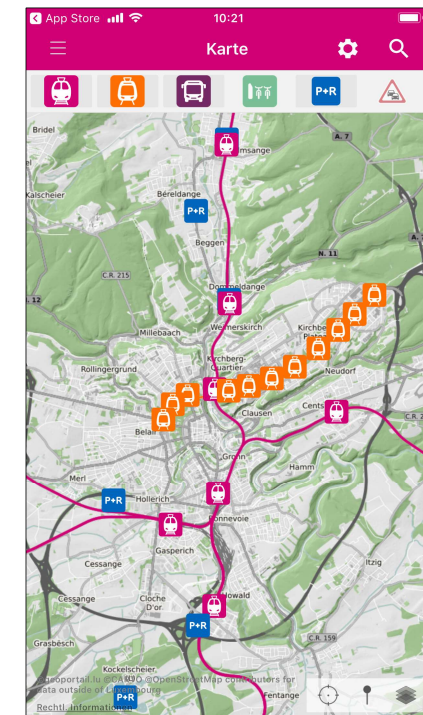
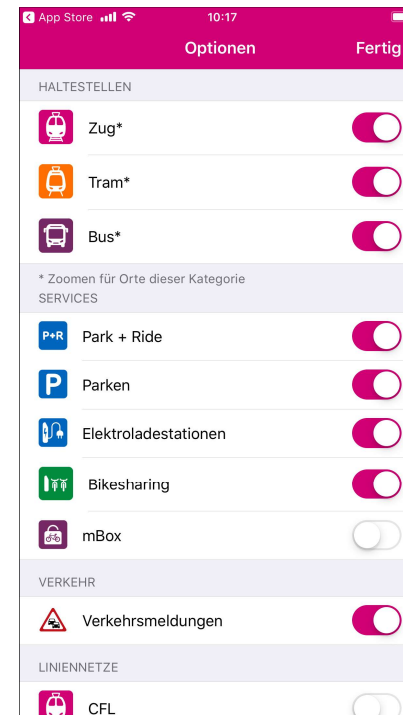
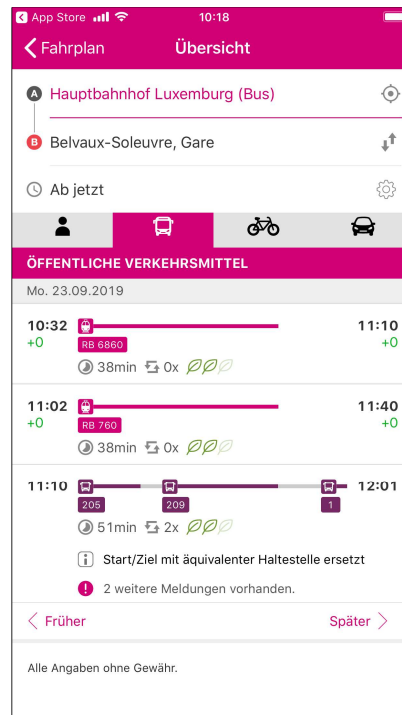
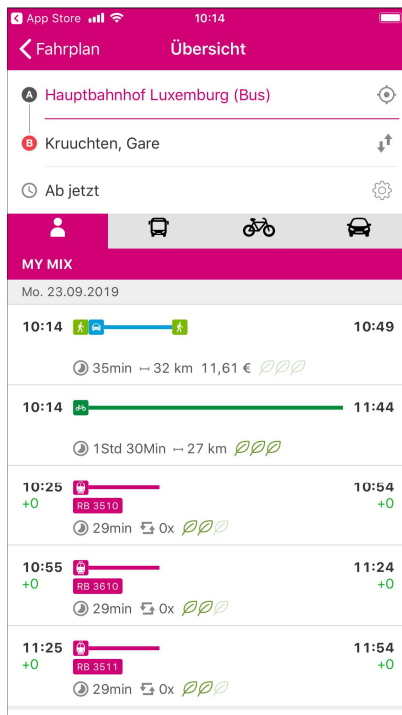
29.01.2020

Geert Vanbeveren / Siemens Mobility

Mobility Platform MMI Luxembourg



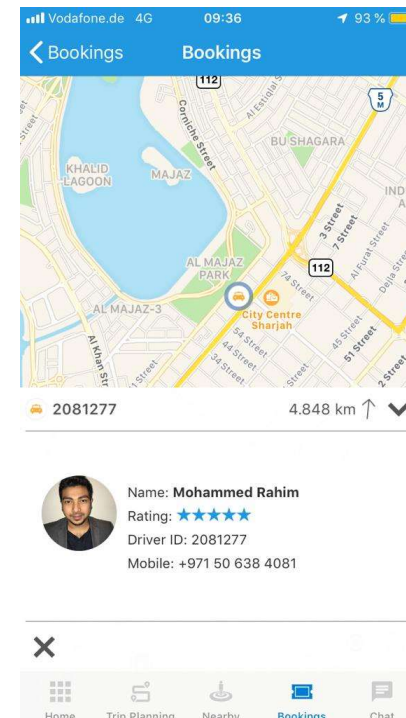
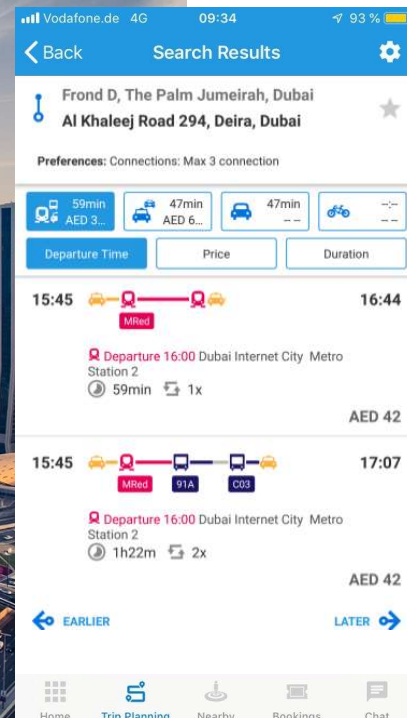
- Intermodal Trip Planner (PT, Car, E-Charging, CarSharing, P&R, BikeSharing)
- Comparison of CO₂-Emissions for all modes
- MyMix: User account for individual travel preferences



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MaaS Platform

in Dubai – 530 million passengers p.a.

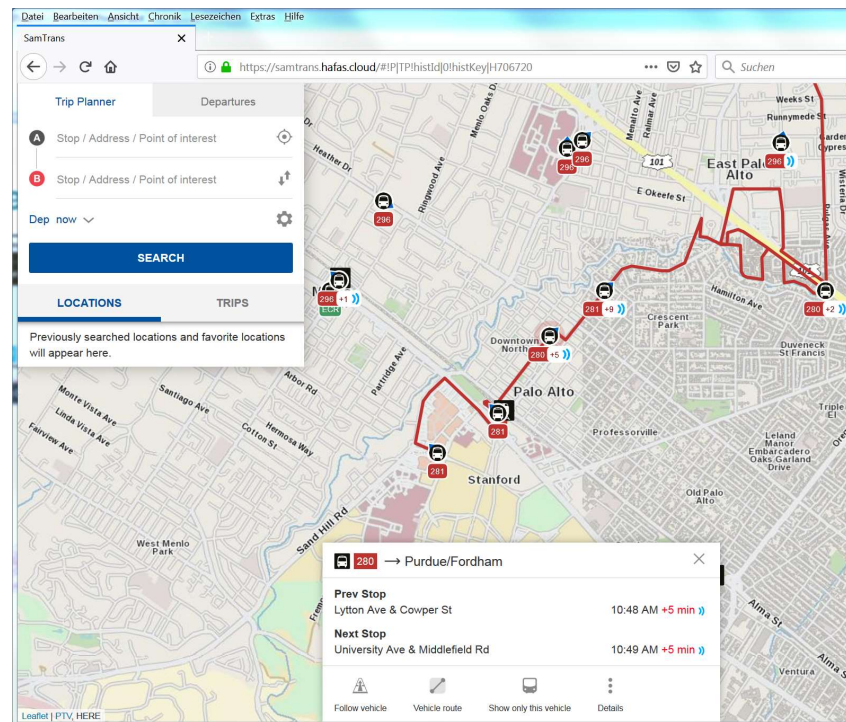
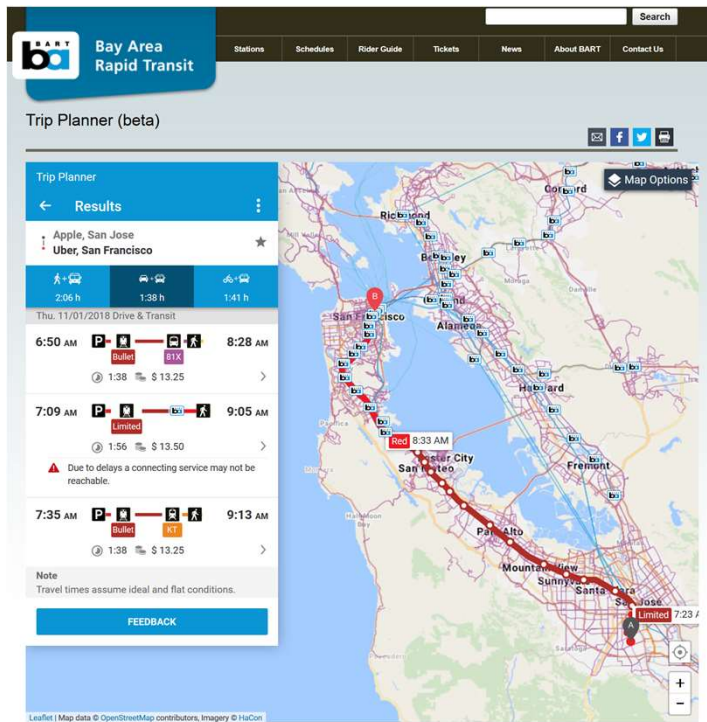


- 79 metros
- 3000 buses
- 9500 taxis
- 11 trams
- 5 ferries
- 1 mono rail

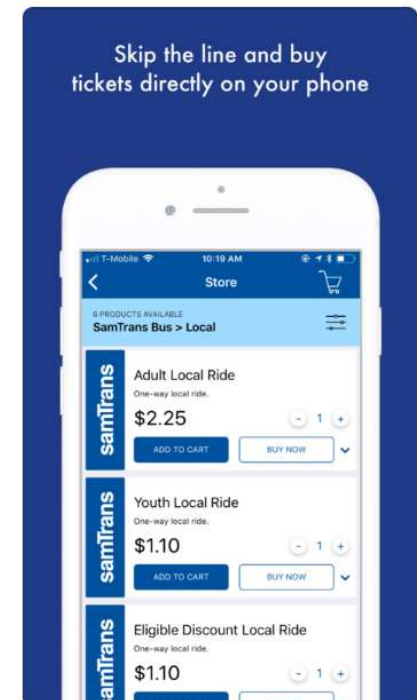


Intermodal Routing and Ticketing (Bay Area, San Francisco)

- Trip planner (BART): Door to door with public transport + car + bike
- Trip planner, live map with animated vehicles, mobile ticketing (Samtrans)



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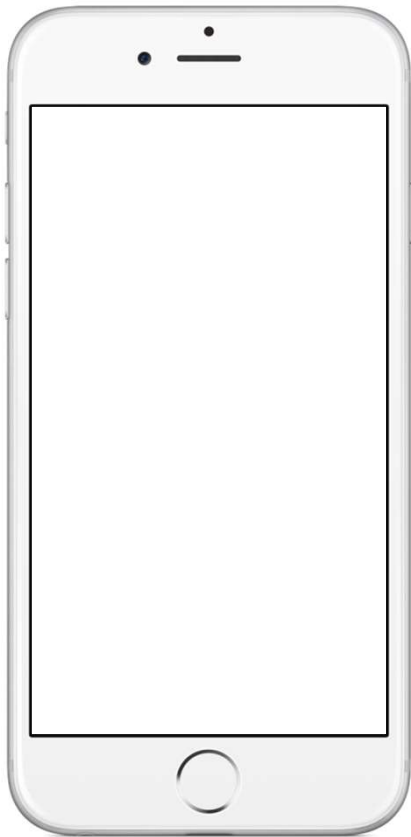
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We have already integrated more than 80 providers for all kinds of mobility services

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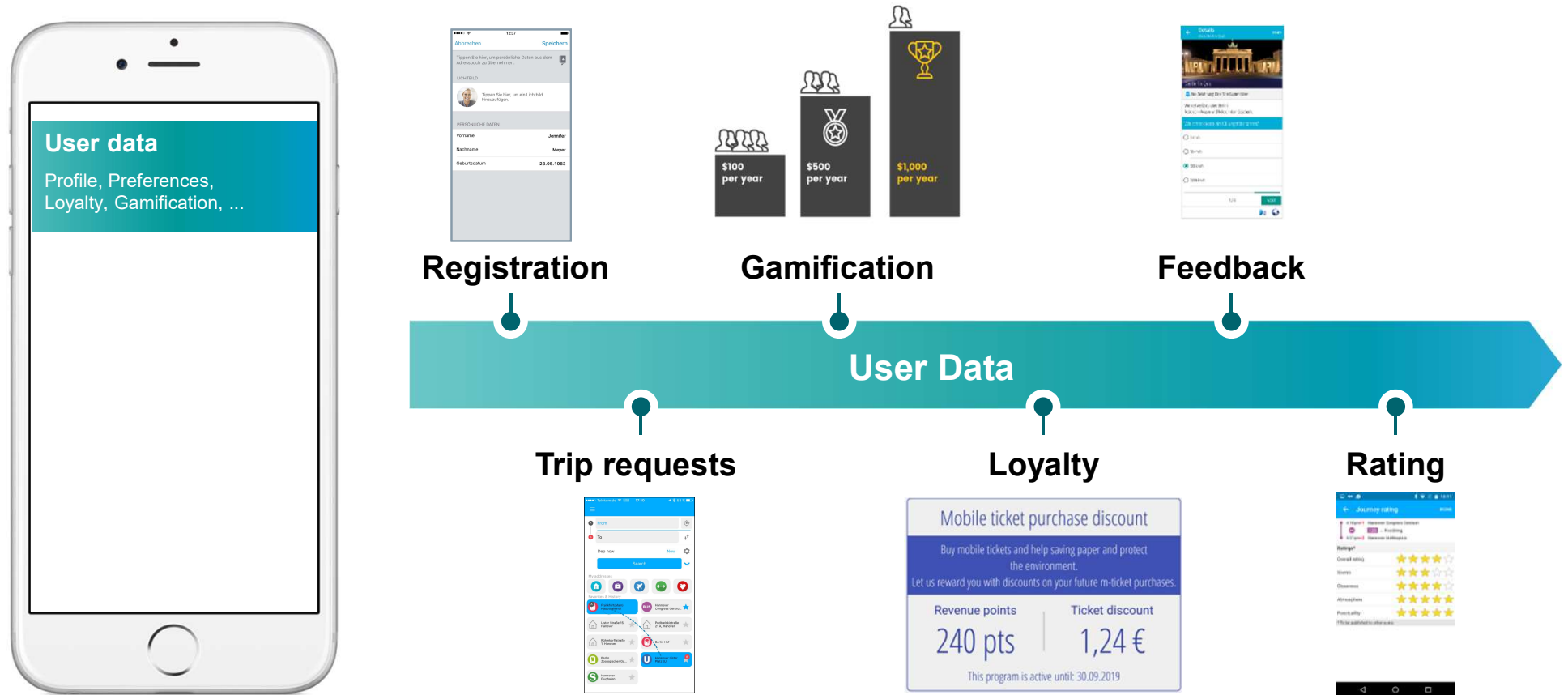
How can we gather data ?

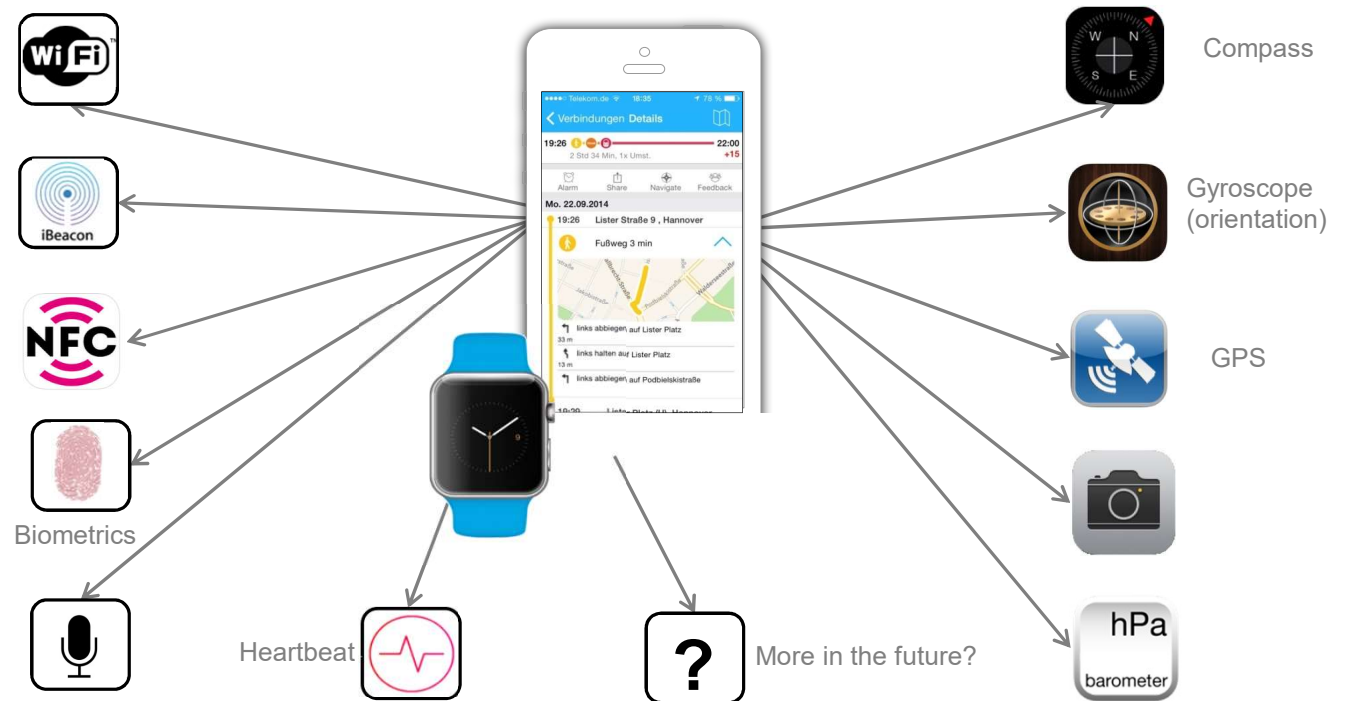
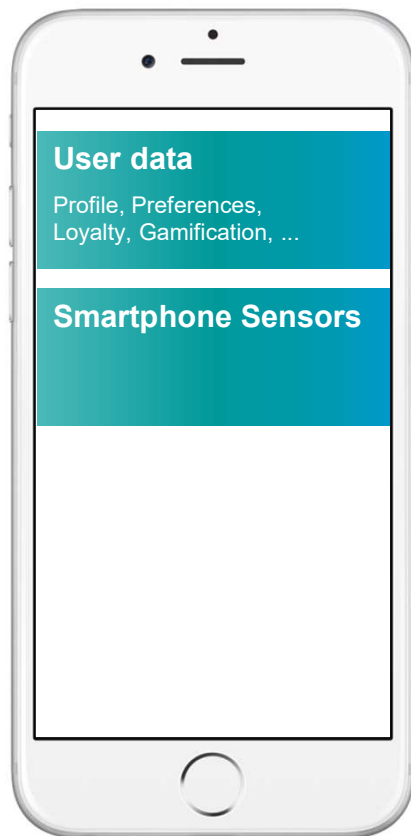


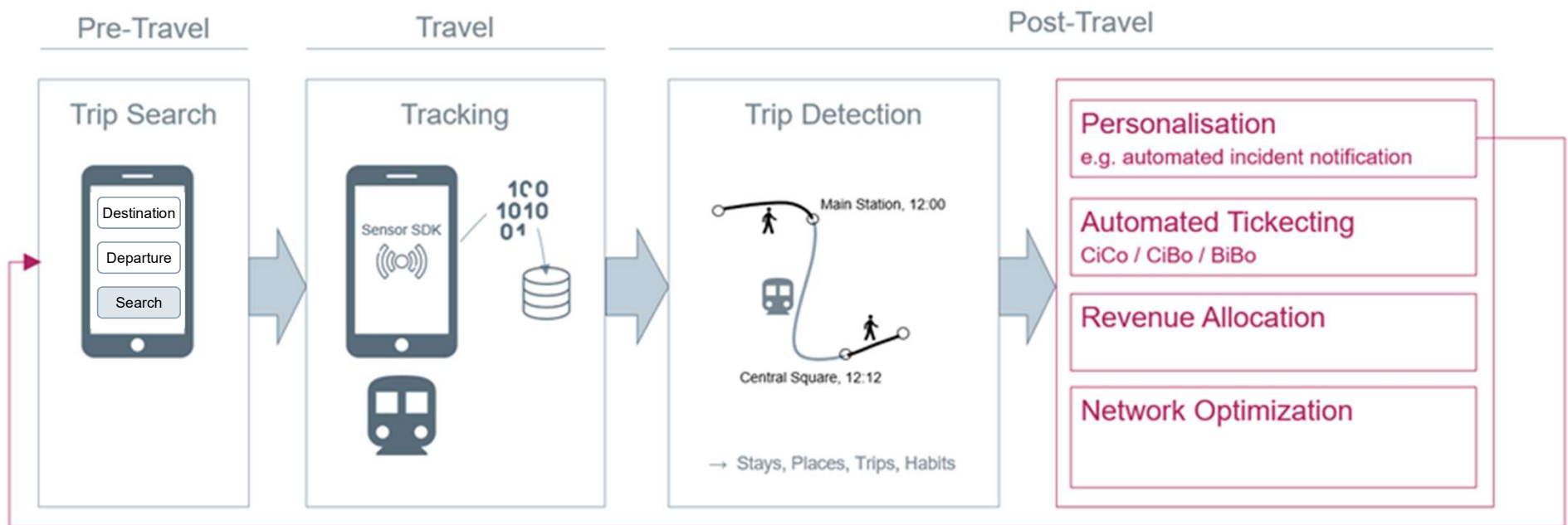
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Several data streams can be used for our analytics services

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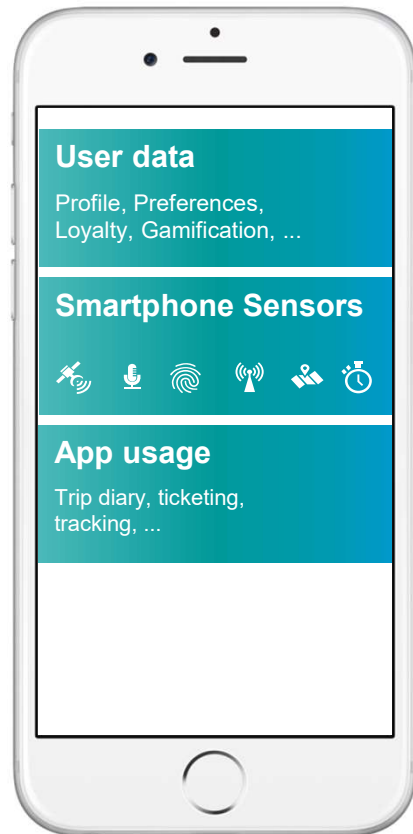




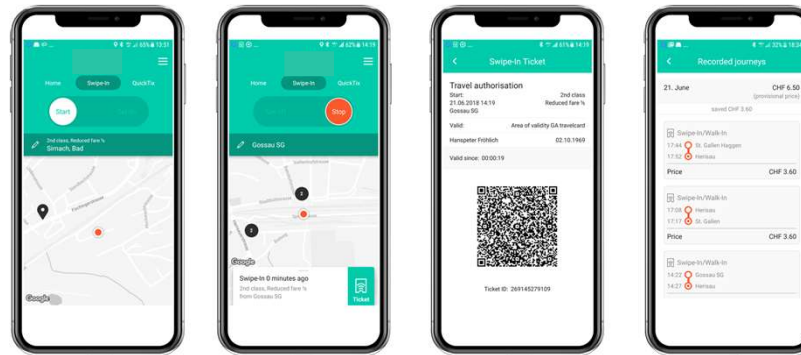


Several data streams can be used for our analytics services

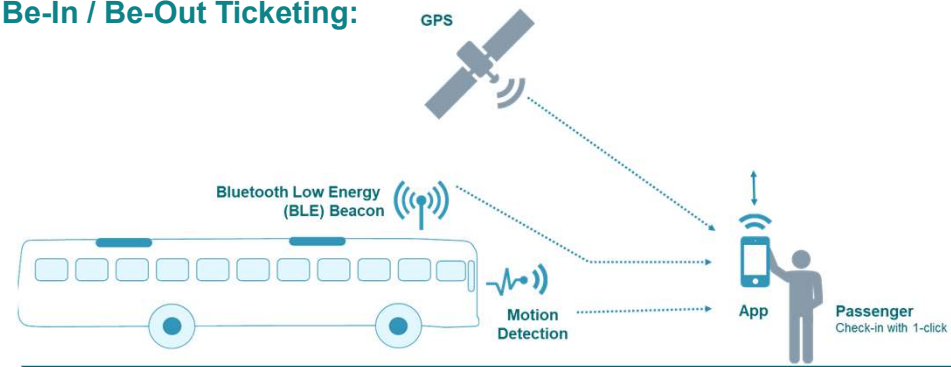
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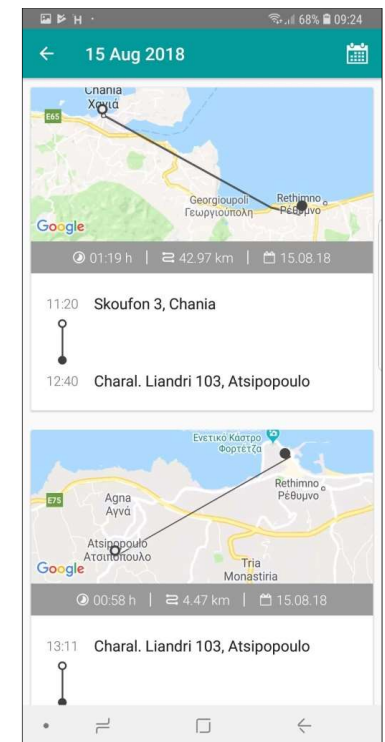
Check-In / Check-Out Ticketing:



Be-In / Be-Out Ticketing:

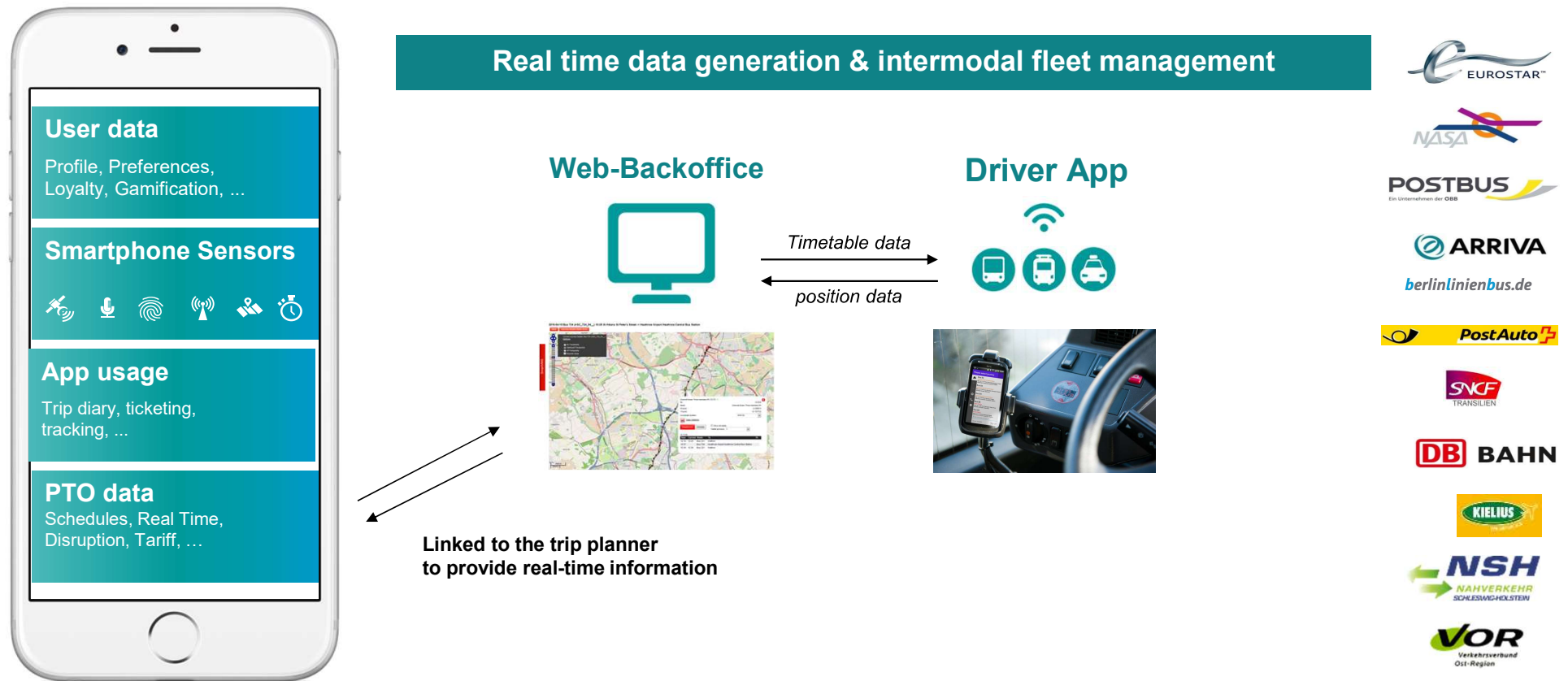


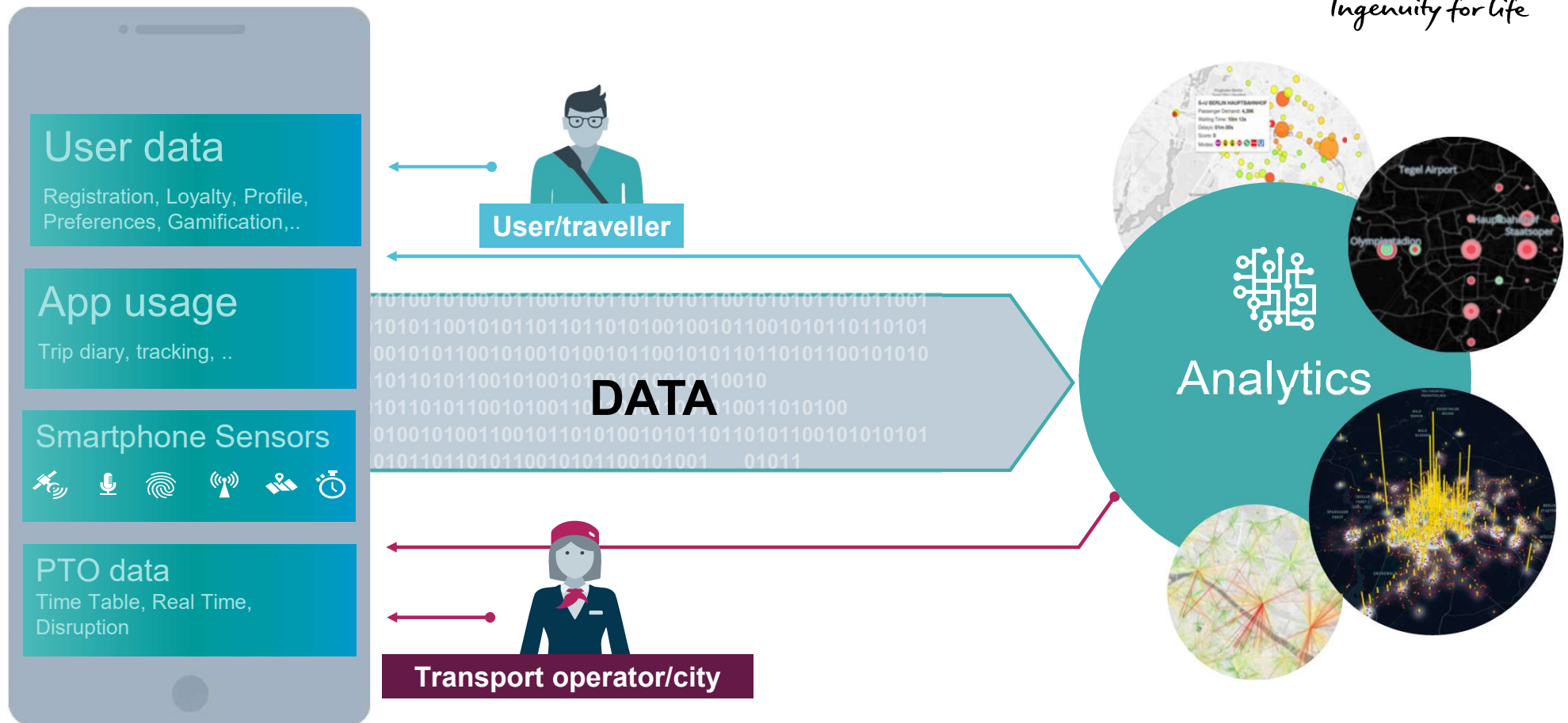
Trip Diary:



Several data streams can be used for our analytics services

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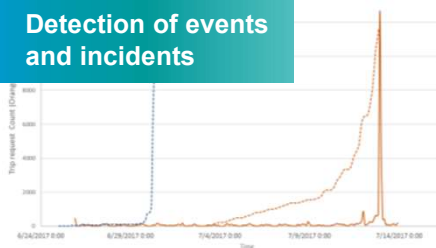




... and can be used for multiple use cases for Data Analytics

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Detection of events and incidents



Demand prediction



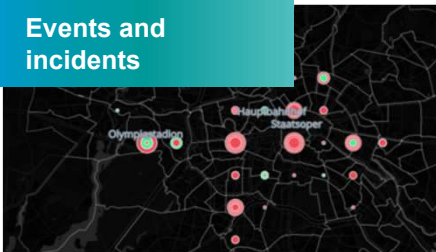
First/Last mile coverage



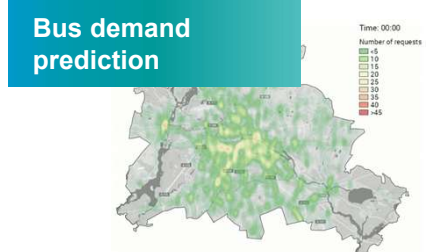
Quality of transfer points



Events and incidents



Bus demand prediction



Public vs. individual transport



Geolocation preferences



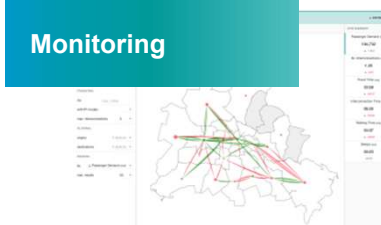
Disruption management



Rail Replacement Service



Monitoring



**What answers
lie in your data?**

Use-Case: Incident detection in real-time and event prognosis

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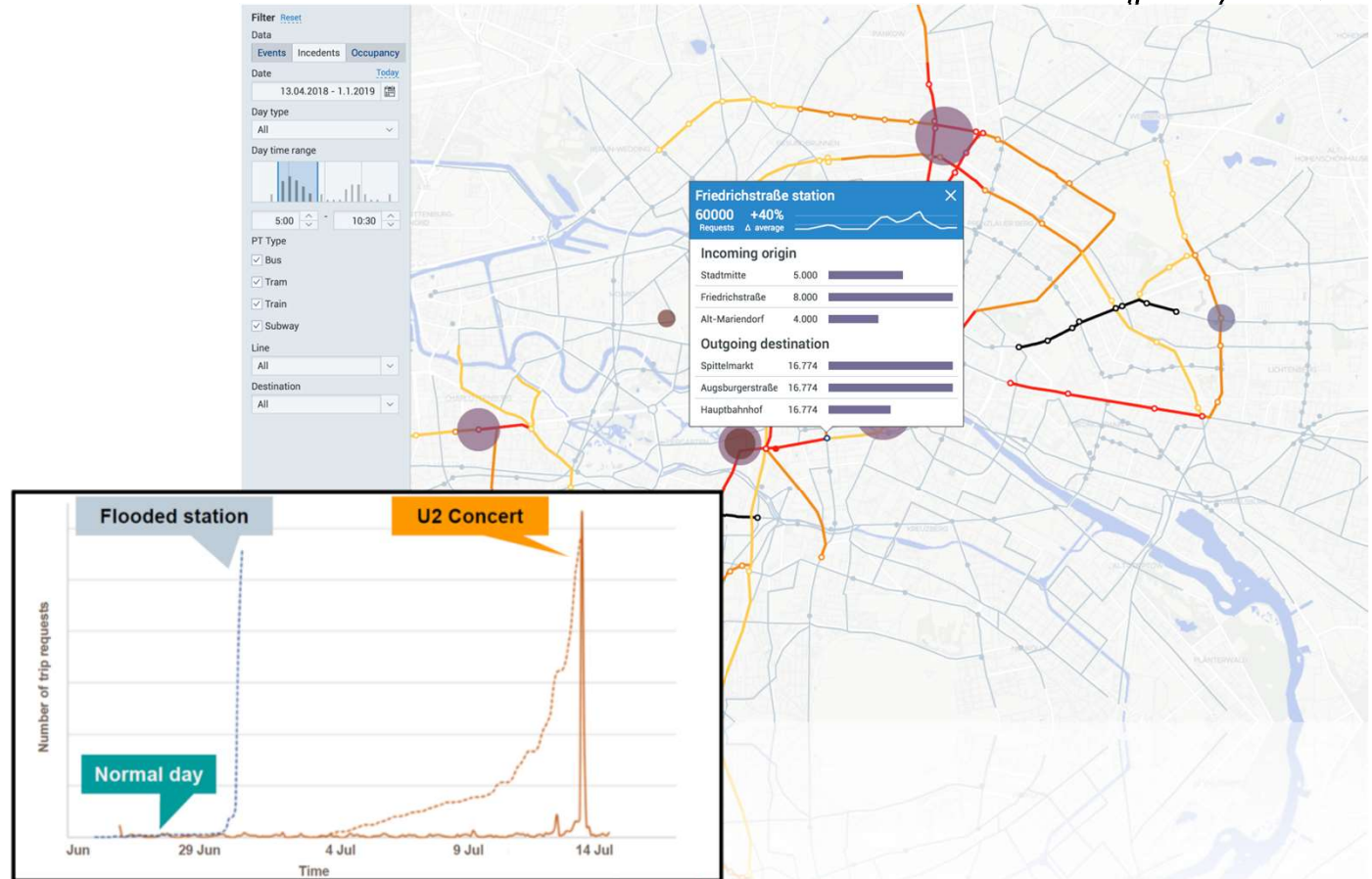
Operations

Does transportation demand stay as planned? ▶

Where do we have to prepare for increased demand? ◀

Where do we need additional security personnel? ◀

Input for passenger communication ◀

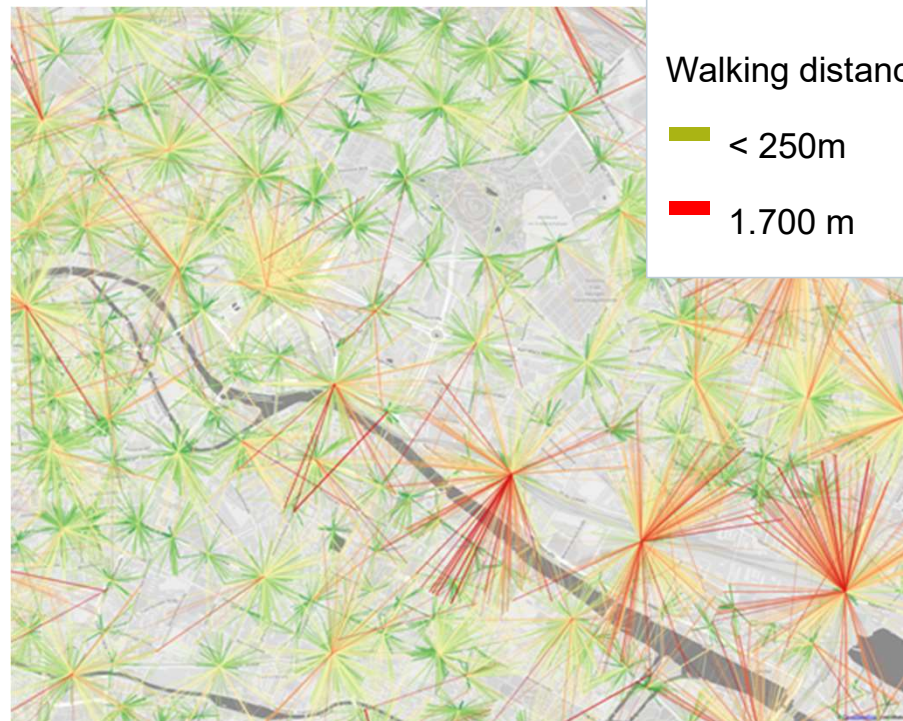


Use-Case: First/Last Mile Coverage

Strategy and Planning

**Walking distance
to next public
transport station**

**Where should we set
up a flexible Demand
Responsive Transport
(DRT) offering?**



Use-Case: Quality of Interconnections

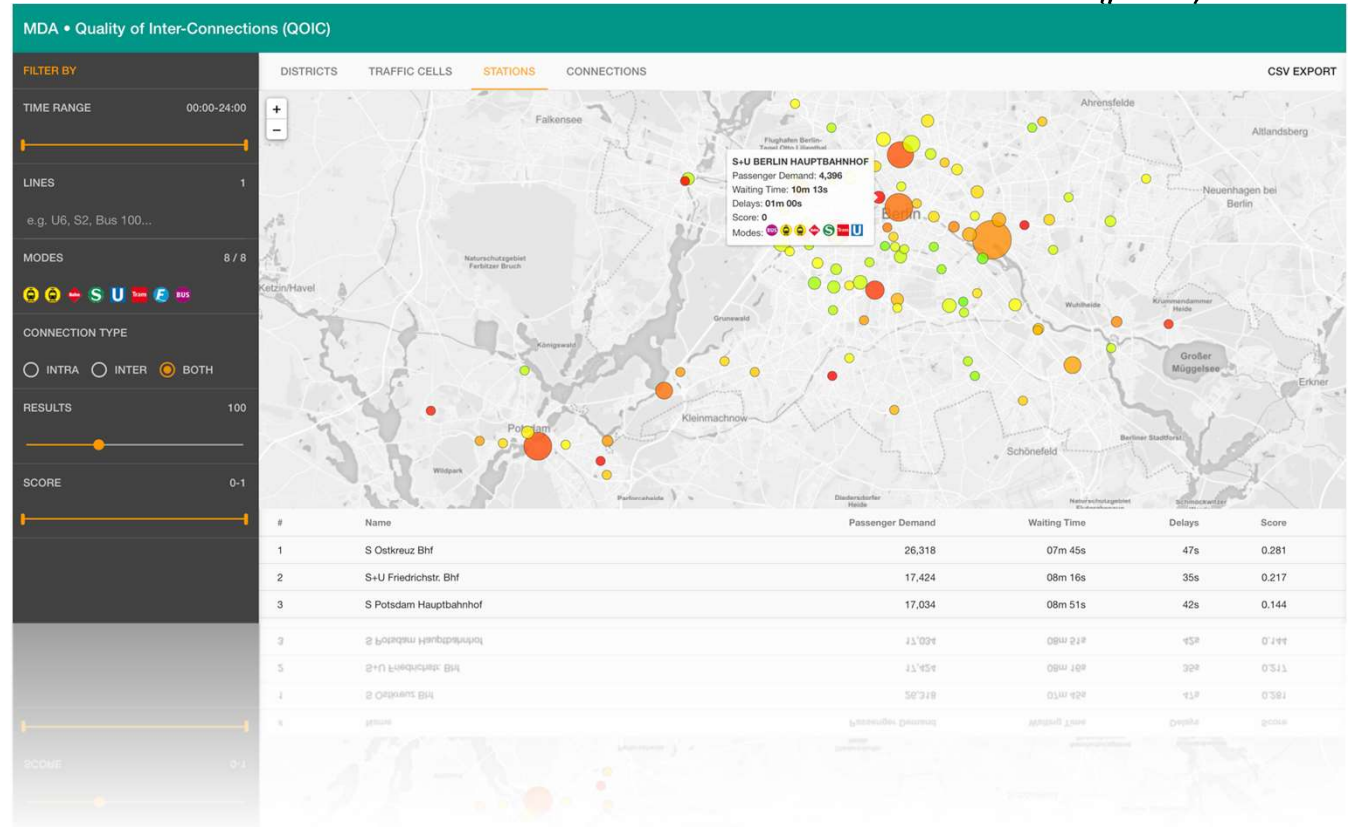
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Strategy and Planning

Most frequently
used Inter-
connections?

Where/when do
many travelers have
to wait for too long?

Optimized
schedules to reduce
waiting times



Data is your most valuable asset

Customer Focus

- Personalized services
- Faster and better services

Cost Efficiency

- Reduced cost of sales
- Offer demand-oriented services (e.g. DRT)



THE VALUE OF DATA

Revenue Generation

- Marketing of data to 3rd parties
- Sales increase through targeted marketing

Operational Excellence

- Optimised planning
- Flexible services
- Faster boarding

Please contact for further information

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