

A stylized blue figure on the left side of the slide, composed of a circle for the head and two thick, curved lines for the arms and legs, suggesting a person in motion.

MaaS – beyond the buzz

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19 février 2019



Season #1 – Public Transport as a Service

1971 – ep #1 « Train comes to town » - Opening 1st RER line

1975 – ep #2 « la Carte Orange » - Fare integration

2015 – ep #3 « Navigo toutes zones » - One price fits all



Season #2 – From Public Transport To Mobility

2007 – ep #1 « Velib' » opening in Paris

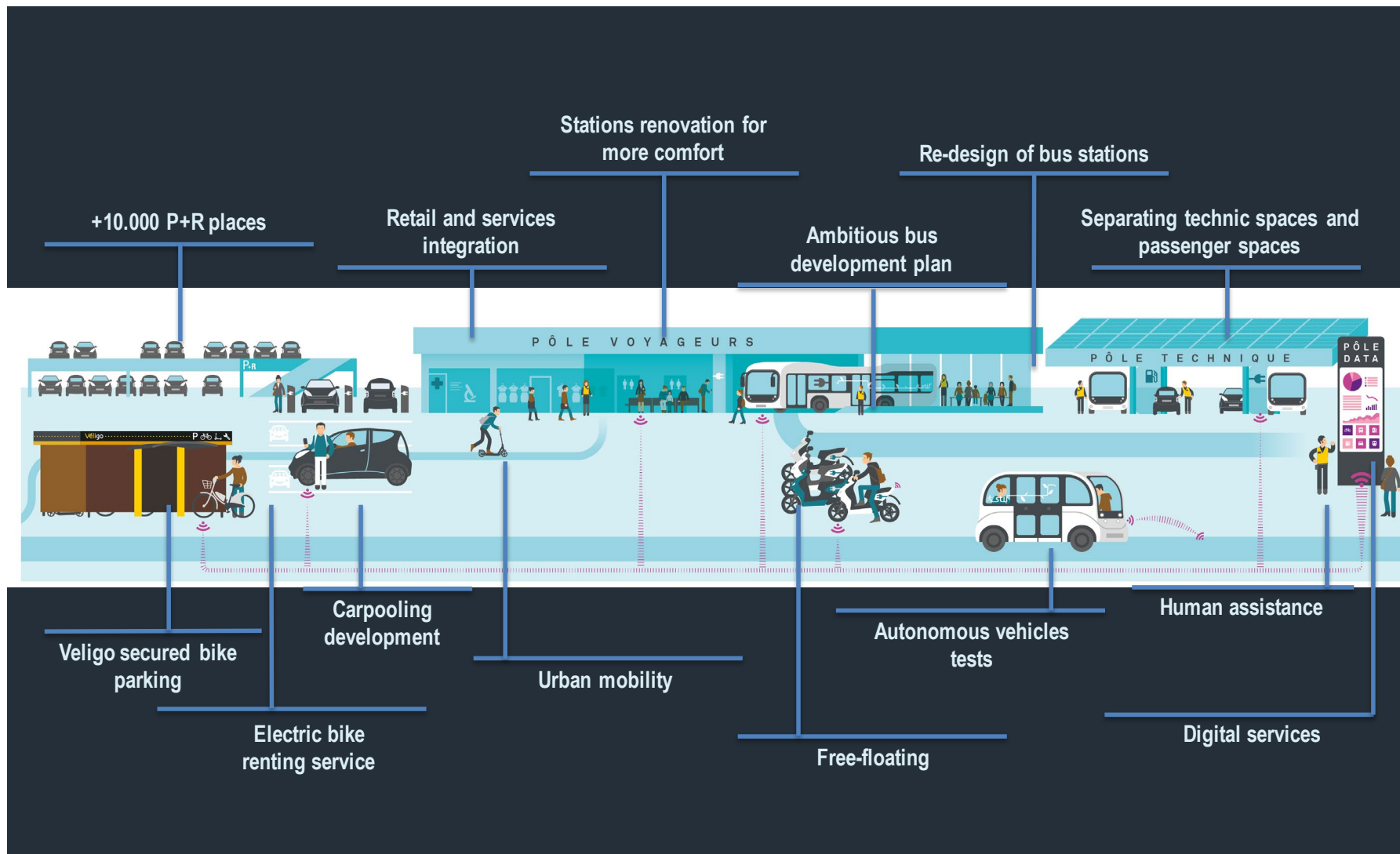
Cities gradually becoming more « new mobilities » compliant

Cars or not cars ?

1967 – « La voie Georges
Pompidou »
« *Paris must adapt to cars* »

2016 – Anne Hidalgo gives « la
voie Georges Pompidou » back to
pedestrians





Season #3 – From Stations to Mobility Hubs

2016-2017 – Valérie Pécresse launches smart mobility program



Season #4 – Mobility as a Platform (as a Service?)

Digitalizing Customer Interaction



Benefits for users



MaaS offers a wide choice to users and simplifies door-to-door transportation

I use the bus, bike, carpooling ... with one account



My mobility account directs me to the path adapted to my profile and gives access to new transportation services



I have a single bill regardless of the mode of mobility used



MaaS ensures the effectiveness of PDUIF Action 1.1 by encouraging :

- "soft" transport modes
- carpooling, car-sharing
- a reduction of greenhouse gas emissions by 20%.



Benefits for Île-de-France Mobilités



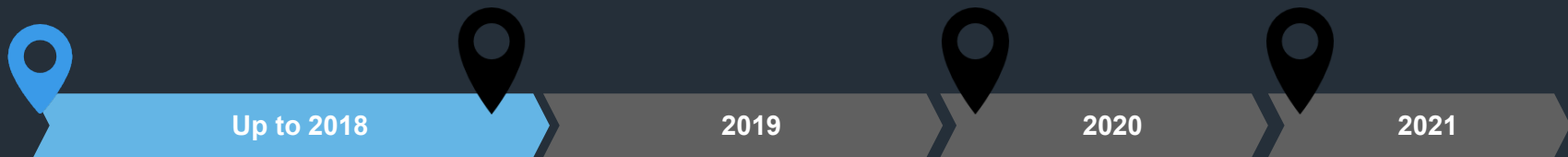
We have a privileged communication channel to propose an offer tailored to the needs of travelers

We offer targeted proposals according to customer profiles (commercial advantages, adapted pricing, loyalty)

We reinvent the mobility offer based on customer knowledge : MaaS limits cases where public transport is underused and therefore more expensive

We reduce the physical distribution costs





Open Data Platform and multimodal app

- Legacy activities in conformance with national regulation (Macron / Lemaire laws)
- Vianavigo app : multimodal planning for public tpt, bike and carpooling integration



Integrated regional platform (planning, booking, ticketing)

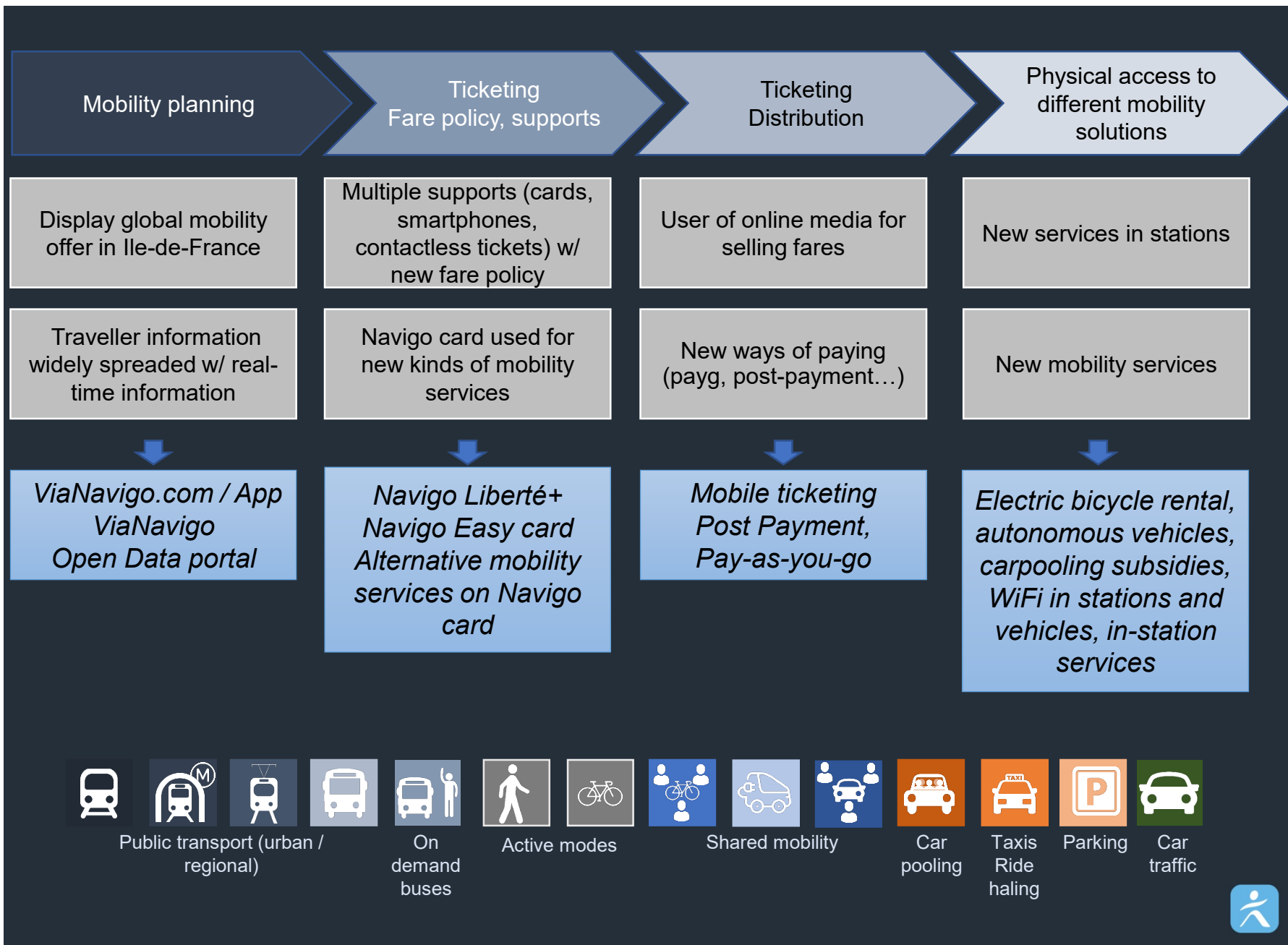
- Navigo connect SSO
- Multimodal regional platform
- Renewed app w/ real time info and booking
- Mobile ticketing (SMS and NFC)



Integrated regional platform (mobility as a service)

- Navigo connect SSO
- Multimodal regional platform
- Renewed app w/ real time info and booking
- Mobile ticketing (SMS and NFC)
- New ticketing platform
- Global pay as you go fare policy
- Mobility account
- Alternative mobility operators integration
- Opened distribution





Get information and buy mobility like any other facility

Multi-mobility gathered in a global customer experience

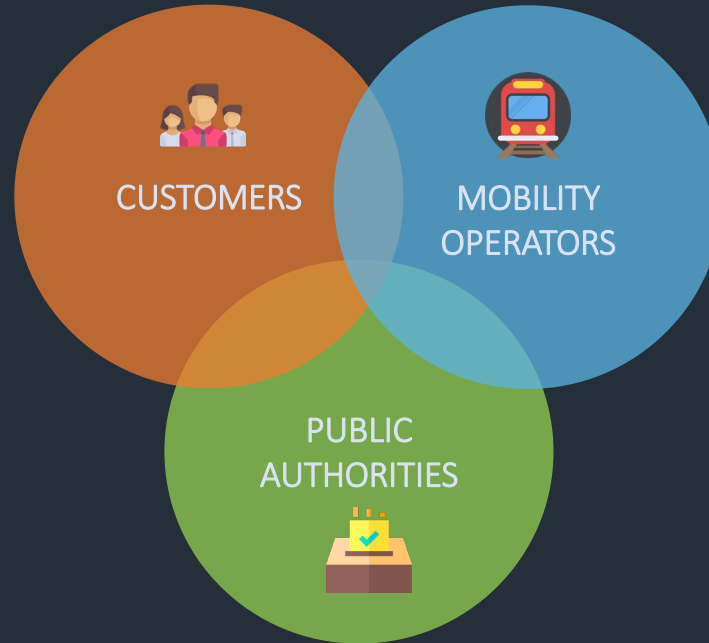
Mobility integrated as a facility in packages of services

Universal mobility access (comuters, occasional users, tourists,...)

Answer to Ile-de-France local mobility issues

Better knowledge of mobility / usage / customers

Need for alternative mobility regulation



Build sustainable business models

Data and service regulation, links between public actors and authorities and private operators

Local distributors vs global wholesalers (GAFAM)





Thank You

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