Making Mobility Management Work in the Real-World

STUART DONNELLY
SENIOR DIRECTOR – GROUP INTERNATIONAL SALES – NORTHERN EUROPE & USA
SIXT
MOBILITY
What is mobility?
What is mobility?

Dictionary

Search for a word

mobility

/nəʊˈbɪlɪti/

noun

the ability to move or be moved freely and easily.
"this exercise helps retain mobility in the damaged joints"
synonyms: ability to move, movability, moveableness, motility, vigour, strength, potency

- the ability to move between different levels in society or employment.
"industrialization would open up increasing chances of social mobility"
synonyms: adaptability, flexibility, versatility, adjustability
"an increasing mobility in the workforce"
What is mobility?
What is mobility?
What is mobility?

Mobility

From Wikipedia, the free encyclopedia

Mobility may refer to:

Social sciences and humanities

- Economic mobility, ability of individuals or families to improve their economic status
- Population mobility, migration within a population
- Mobilities, a contemporary paradigm in the social sciences and humanities that explores the movement of people, ideas and things
  - Individual mobility
  - Hypermobility (travel), the social aspects and environmental impacts of excessive travel
  - Private transport, e.g., car-based
  - Transport
    - Sustainable transport, refers to the broad subject of transport that is or approaches being sustainable
- Social mobility, movement of people between one social classes or economic levels

Arts, entertainment, and media

- Mobility (chess), the ability of a chess piece to move around the board and chess game
- "Mobility" (song), a 1990 song by Moby
- Mobility (video game), a 2001 computer game
What is mobility?

Mobility at Sea

Your first Port of Call for Mobility Equipment at sea
What is mobility?
DISRUPTING THE CAR
Alternatives to car ownership by trip length

- **Micromobility**
  0-5 miles
  - Bikes & Scooters
  - Motivate
  - Lime
  - Scoot
  - Spin
  - Skip
  - Razor
  - Bird

- **Medium distance**
  5-15 miles
  - Ride Hailing
  - Uber
  - Lyft
  - Via
  - Gett

- **Long distance**
  15+ miles
  - Car Sharing
  - Maven
  - Car2Go
  - Getaround
  - Turo

60% of trips in the US
25% of trips in the US
15% of trips in the US

Source: NHTS
Smart mobility ecosystem

Connectivity provider
- Telefónica
- O₂
- Orange
- AT&T
- T-Mobile
- Vodafone

Platform technology provider
- Fluidtime
- kapsch
- Siemens
- Nokia
- Ericsson

Traffic flow monitoring
- Waze
- Remix
- INRIX
- Cisco

Mobile application provider
- moovit
- Citymapper

Public transport & OEMs
- Tesla
- Mercedes-Benz
- UBER
- Lyft

Payment engines
- Visa
- MasterCard
- PayPal
- Bitcoin

Mobile ticketing
- Siemens
- Cubic
- Masabi
What is maas?
What is MaaS?
The Customer Experiences View
What is MaaS?
What is MAAS?
What is MaaS?
What is MaaS?
MaaS: provision of multimodal, demand-driven mobility services, whereby customers are offered tailor-made travel options via a digital platform based on real-time information, including payment and the handling of transactions.
MaaS is an integrated platform solution broken down into three main layers:

1. **Client App Interfaces**
   - B2C
   - B2B
   - B2G

2. **Functional back-end layer**
   - Passenger information
   - Planning
   - Booking
   - Ticketing
   - Access
   - Payment / Compensation
   - Value-add services (insurance, assistance, etc.)

3. **Data aggregation layer**
   - Data model / data aggregation

**Transport & Infra. raw data**
- Plane
- Ferries / boat
- Long-distance Bus
- Public transit
- Taxi / chauffeur-driven car
- Car rental
- Trains
- Car sharing / pooling
- AV / private car
- Bike / Scooter
- Walking
- Toll operator
- Parking
- Gas stations
Motivations for Business Mobility-as-a-Service

**Employee Benefit**
- 42% in the proportion of UK 17-20 year olds learning to drive in 1984 vs 2014

By providing BMAaaS as an alternative to traditional business travel, benefits employees empower employees to spend their mobility budget as they see fit within defined policy parameters.

**Cost Saving**
- 41% of the Total Cost of Ownership of a fleet vehicle is depreciation over the term

BMAaaS provides organisations with complete flexibility. Cost savings can be achieved versus traditional TCO by understanding the organisation’s TCM (Total Cost of Mobility) by utilising big data produced to drive further efficiencies once in operation.

**Fleet Replacement**
- 22% increase YoY in average tax yield on the individual company car

Innovation is required to combat the yearly increase in cost to individuals to operate a company car. By offering BMAaaS to replace or supplement the traditional benefit, employers provide a solution with a focus on the needs of the individual.

**CSR**
- 61% of UK businesses have not set specific numerical targets for reducing emissions

BMAaaS allows comprehensive visibility of the environmental impact for all forms of travel. Employees can make an informed decision for each journey. Big data can then be analysed at an organisational level, to drive further efficiencies & measure progress.
**What is maas?**

- **Once in a while**: €0 / MONTH
  - **Per hour**: €6 / €7.50 / €11
  - **Per km**: €0.34 / €0.39 / €0.20
  - **Longer road**: €49 / €59 / €89

- **Regularly**: €10 / MONTH
  - **Per hour**: €4 / €5.50 / €9
  - **Per km**: €0.29 / €0.34 / €0.15
  - **Longer road**: €39 / €49 / €79

- **Often**: €25 / MONTH
  - **Per hour**: €3 / €4.50 / €6
  - **Per km**: €0.24 / €0.29 / €0.12
  - **Longer road**: €29 / €39 / €69

**Conclusion**
- Cheapest choice for incidental use
- Most affordable choice from 1 ride per month
- Most affordable choice from 3 journeys per month
SETTING A MOBILITY POLICY & MANAGING COMPLIANCE
SETTING A BUDGET – WHAT SHOULD BE INCL VS THE TCO?
WILL WE INCENTIVISE BEHAVIOUR VS PARKING, TAXI, TRAIN…
BUSINESS / PRIVATE / COMMUTING USAGE & REPORTING

FIG. 14

698

348

125
PEAK USAGE
WHICH MODALITIES SHOULD BE INCLUDED?
WHICH SUPPLIERS SHOULD WE USE? OR SHOULD WE LEAVE OPEN?
HOW TO PAY? PAYMENT CARD?
ON ACCOUNT? CONCUR?
HOW TO MANAGE ROUTE PLANNING?
PERSONAL PREFERENCE SETTINGS....
TIME, DISTANCE, COST, LIFESTYLE, FITNESS, ENVIRONMENT?
PAY ON USE VS SUBSCRIPTION
MONTHLY CASH ALLOWANCE VS NOTIONAL BUDGET
HOW TO TREAT SURPLUS?
OPTION TO FLEX MOBILITY WITH OTHER BENEFITS?
CREDITS VS CASH
EXCLUSIVE MEMBERS ONLY CLUB
WHAT IS OUR UNIQUE CLUB?
MEMBERS WILL DRIVE CHANGE!

OWNERSHIP
MEMBERS WILL DRIVE CHANGE!

USERSHIP
UNIQUE OPPORTUNITY TO TASTE MAAS
CLUB MEMBERS INVITED TO TAKE PART IN EXCLUSIVE PILOT, LARGEST OF ITS KIND KNOWN!
PILOT ACROSS A MULTITUDE OF...

- GEOGRAPHIES
- COUNTRIES / CITIES
- AGE GROUPS (GEN X,Y)
- INDUSTRY SEGMENTS
- JOB TYPES / ROLES
EACH MEMBER INVITED TO PLACE 10-20 EMPLOYEES INTO THE PILOT FOR UPTO 6 MONTHS
TO BE SHARED AMONGST MEMBERS
IN PARALLEL SIXT TO CONDUCT QUANTITATIVE SURVEY AMONGST MEMBERS/EMPLOYEES

- Demographics: Age, Location etc
- No. of Employees
- Mobility options used today (Non Co Car)
- % of Spend
- Frequency of Travel
SIXT WILL INTERVIEW ALL PILOT PARTICIPANTS FOR QUALITATIVE FEEDBACK
RESULTS TO BE PUBLISHED IN WHITE PAPER AT END OF PILOT
WHAT DO WE EXPECT TO LEARN?

- How much should you pay as a mobility budget vs the company car?
- What will be the distribution of spend? Rent, ride, share, rail?
- How frequent will people upgrade/downgrade
- How frequent will people change cars (weekly/monthly etc)
- What will be the true carbon footprint of MaaS
- What will be the feedback of my employees
- What % of the spend will still be car
- How much cross over of spend is there with T&E
- What % of usage relates to business/private
- Can the company save money from this
- Will cash out or flex be a driving force
HOW WILL OUR CLUB WORK
SIGN UP & SELECT EMPLOYEES
MEMBER / EMPLOYEE WORKSHOP: PROCESS, COMMS, REPORTING DEFINED
BUDGET ASSIGNMENT PER EMPLOYEE
SIXT RENT, RIDE, SHARE ACCOUNT SET-UP

PRE-BOOKED CAR & TRUCK RENTAL

CARSHARING

ON-DEMAND & PRE-BOOKED RIDE HAILING
MILO APP SET-UP & ACCOUNT CONFIGURATION

- CAR RENTAL
- VISA
- CAR WASH
- CARSHARING
- ELECTRIC CAR CHARGING
- TAXI
- INTERNATIONAL TRAVEL
- PARKING AND TOLLS
- PUBLIC TRANSPORT

Features:
- Mobility Services
- Total available Mobility budget
- Available mobility services
  - Business travel
  - Car sharing
  - Car wash
  - Charging electric vehicle
  - Meeting rooms
  - Parking
  - Public transport
  - Refuelling
  - Mileage
  - Taxi

Options:
- MILO APP SET-UP
- UP & ACCOUNT CONFIGURATION
- PARKING
- PUBLIC TRANSPORT
- PARKING AND TOLLS
- CAR RENTAL
- CAR WASH
- CAR SHARING
- TAXI
- INTERNATIONAL TRAVEL
SIXT ISSUES VISA MOBILITY CARD
MEMBERS DOWNLOAD SIXT & MILO APPS & CHOOSE SUBSCRIPTION PACKAGE
MaaS SUBSCRIPTION MODELS: Packages tailored by client/country – for NL simply select a L/M/H package which can be used for Rent, Share, Ride

- **LIGHT:**
  - €400
  - 10 days
  - Rent

- **MEDIUM:**
  - €800
  - 20 days
  - Rent

- **HEAVY:**
  - €1200
  - 30 days
  - Rent
### THREE CORE PACKAGES AS ALTERNATIVE TO REPLACE FLEET CAR:

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Assumptions: Rent: €40 p/day – Share: €0.25 p/m – Ride: €25 per ride – Annual Opt in/out. All services interchangeable with each other.
SIXT WILL SUPPORT ALL FRONT & BACK OFFICE

A/C Setup

Card Distribution

Login details

Budget mgmt/load

Invoicing

Reporting dashboard

Business / Private Reporting

Payroll

Consulting & Implementation
EXCLUSIVE MEMBERS ONLY CLUB
EXCLUSIVE MEMBERS ONLY CLUB