Using a MaaS Platform to Enable a MaaS Ecosystem
MaaS Ecosystem | Achieving a common objective

- **Smart Cities & Regions**: Initiate and orchestrate Mobility-as-a-Service ecosystems.
- **Transport Service Providers**: Provide optimized and connected local transport offerings.
- **Enabling Services**: Support the setup and operation of collaborative MaaS.
- **Mobility Service Providers**: Offer intermodal mobility services for customers.
- **Mobility Service Customers**: Demand and pay for a seamless travel experience.
MaaS Operator | solution components

**INTEGRATION**
- PUBLIC TRANSPORT
- SHARED TRANSPORT

**PAYMENT**
- PAY AS YOU GO
- SUBSCRIPTION

**PERSONALIZATION**
Fluidtime offering for MaaS operators

Fluidtime connects and standardizes (shared) transport offerings, makes them book- and payable from a personalized device.

**INTEGRATION**

FluidHub

A cloud service providing a **standardized access point** to all integrated Transport services.

**PAYMENT**

FluidBiz

A set of services to **manage customers**, their **bills** and **payment**

**PERSONALIZATION**

FluidGo

The **white-label app** as face to the customers.
Offering for MaaS Operators
Enabling various approaches towards MaaS based on a modular SaaS
Integration Levels of TSPs

Level 0: Static Data
Level 1: Dynamic Data
Level 2: Direct Booking
Level 3: Pay as you Go
Level 4: Account based billing
Level 5: Account based subscriptions
Cities, Regions and MaaS ecosystems

Smart Cities & Regions

Transport Service Providers

Enabling Services

Mobility Service Providers

Mobility Service Customers

ORCHESTRATION

Regulation & Governance

Optimization

FluidHub

FluidBiz

FluidGo
Benefits - orchestrate the MaaS ecosystem

Regulate coverage & business areas, see which zones get transport and govern the mix of offerings
Benefits – optimize transportation

Transport Service Providers

OPTIMIZATION

See coverage vs. transportation demand and optimize service
MOD in Conjunction with FluidHub

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MOD | Operator dashboard

Example: Helsinki
Thank you.

John Horner  
john.horner@kapsch.net

Vlad Marica  
vlad.marica@fluidtime.com