



CUBIC™ | Transportation Systems

Big Data and MaaS

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WHAT IS MAAS?

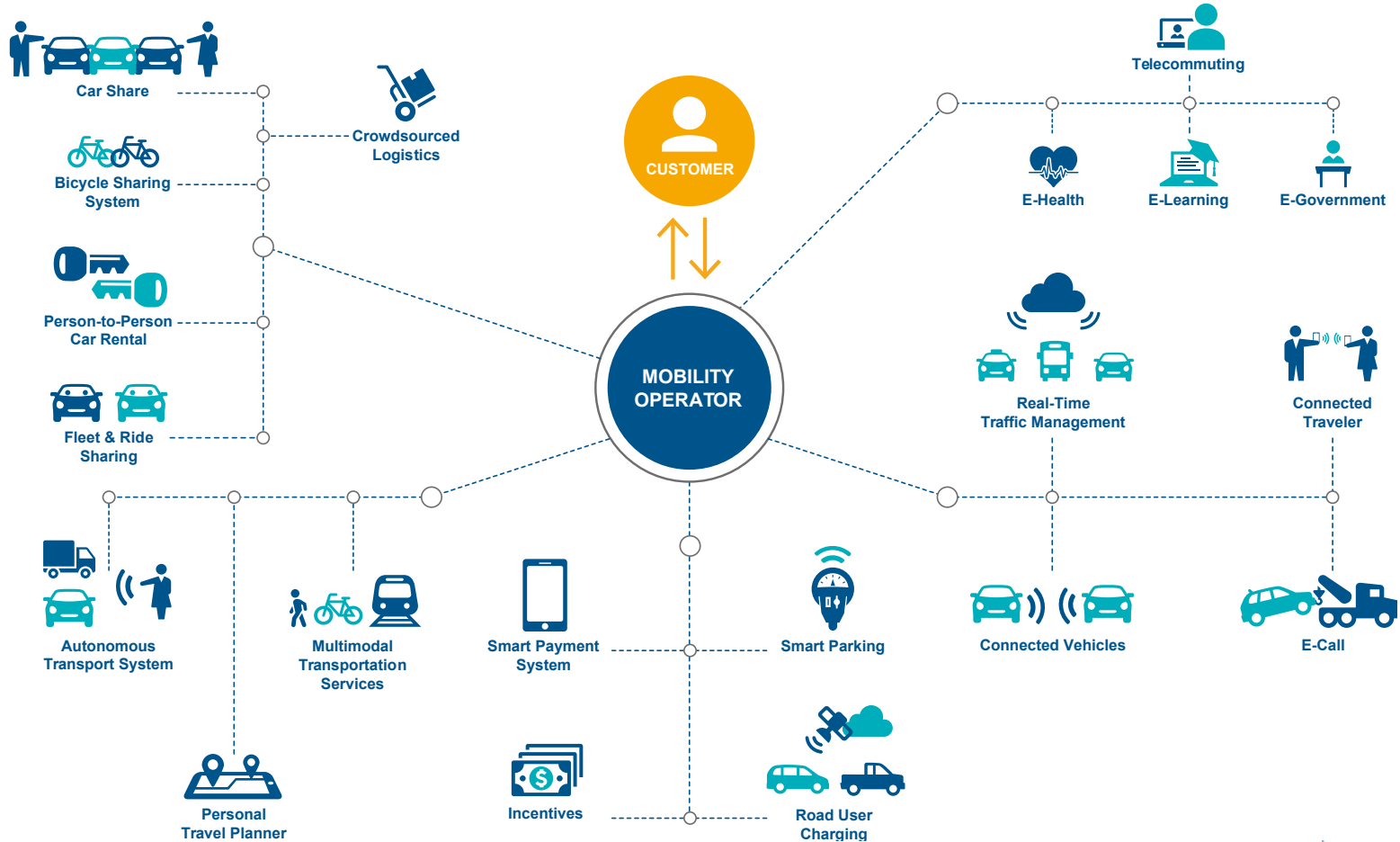
Mobility as a Service combines transportation services from public and private providers through a unified gateway that creates and manages the trip, paid for through a single account



WHAT IS MAAS?

- Travellers versus riders or drivers
- Journey versus mode
- The rise of the individual
- Think telecom for travel

WHAT IS MAAS?





WHERE IS IT HAPPENING NOW?

Finland

The vision:

Decrease the need to own a car by ensuring a plethora of alternatives and making it as easy as possible to use them

WHERE IS IT HAPPENING NOW?

Mobility as a Service is the “*Netflix of transportation*”



Pay as you're moved:

- Bike and segway service included
- 20 cents per minute in vehicles with others in
- 30 cents per minute for a nice car
- 50 cents per minute for a personal driver
- Only vehicles that use renewable energy

15 minutes package for 135 €/month:

- 15 minutes from call to pick up with no more than 15 minutes delay compared to driving
- No package hassle



Business world package for 800 €/month:

- 5 minutes pickup in all EU
- Black car status everywhere
- Working conditions guaranteed

Family package for 1200 €/month:

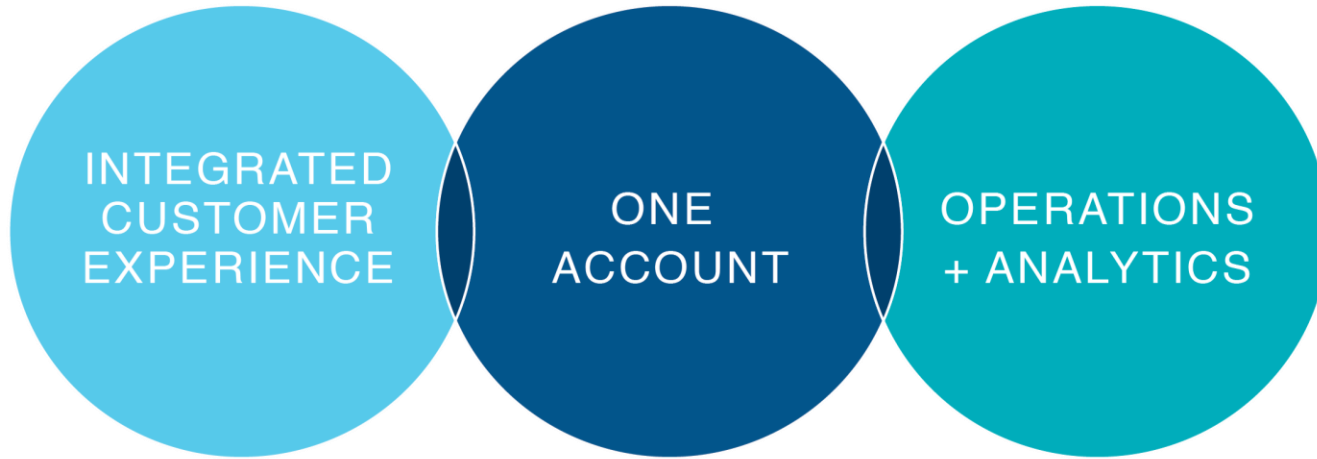
- Enough space and child seats guaranteed
- Always traceable and safe trips for kids
- Includes one long family trip every month
- Home delivery included



Cup of tea guarantee:

- All your rides combined
- Morning tea included
- Tinder extension for a great weekend
- Movember special rides

WHAT IS NEEDED?



Key Benefits

- 1 Eliminate uncertainty
- 2 Reduced service costs
- 3 New revenue opportunities

- 1 Integrated policy
- 2 Reduced operations costs
- 3 Enhanced customer experience

- 1 Identify unknown relationships
- 2 Model + measure impact of decisions + policy changes
- 3 Benchmark + performance measurements

A nighttime cityscape with a blue-tinted overlay. The background shows a highway with light trails from cars, a road sign for '65', and several illuminated skyscrapers in the distance. A bright light source, possibly a construction crane, is visible at the top center. The overlay is a semi-transparent blue rectangle containing the title and a list of bullet points.

AN EXAMPLE

- Rising rents – pricing many out of the market
- Rental properties limited to \$900 pcm
- Car ownership – running costs
- Analysed travel patterns show alternatives
- Income freed up for wider range of properties
- Reduced need for new social housing
- Environmental gains through reduced car use



THE SOCIAL BENEFITS

- All means and modes available to all
- Environmental gains
- Improved traveler convenience for all
- Options for the disadvantaged
- Public transport becomes more attractive – more € available
- Existing infrastructure optimized

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Intelligent Travel Made Real®