

Renew or Replace

Transitioning to Mobile Ticketing Systems

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2018 Fare Collection/Revenue Management
& TransTech Conferences

moovel: Who We Are



We Believe

that innovating how people travel and commute will increase quality of life and happiness in cities everywhere.

250

Employees
Globally

Our Products

Simplify the transportation experience, helping you to connect to the people and places you love.

4.0_M

Users

We Create

an Operating System for urban mobility and transportation, paving the way toward a future with autonomous vehicles.

22.3_M

2017 Transactions
1 booking every 1.2s

Renew or Replace: Yes!

Whether you renew or replace your fare collection system, you need to look forward:

- 1 How will people use this system in five or ten years?
- 2 How will the system adapt to new technologies?
- 3 How do we plan for the unknown?

Our Challenges Keep Evolving

Transit Agencies have faced challenges in the past...



Advent of car-centric
commuting



Serving suburban
sprawl

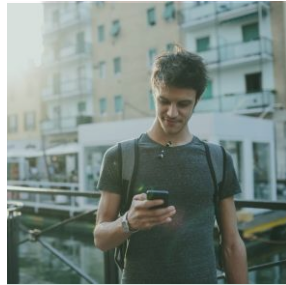


Battles for funding

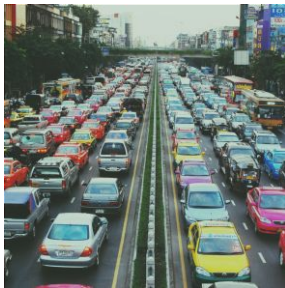
MaaS Hysteria



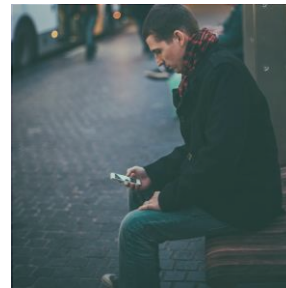
Transit Agencies will face new challenges in the future



You have the customers, you just have to keep them!



The threat is not from cars, or political, but from technology

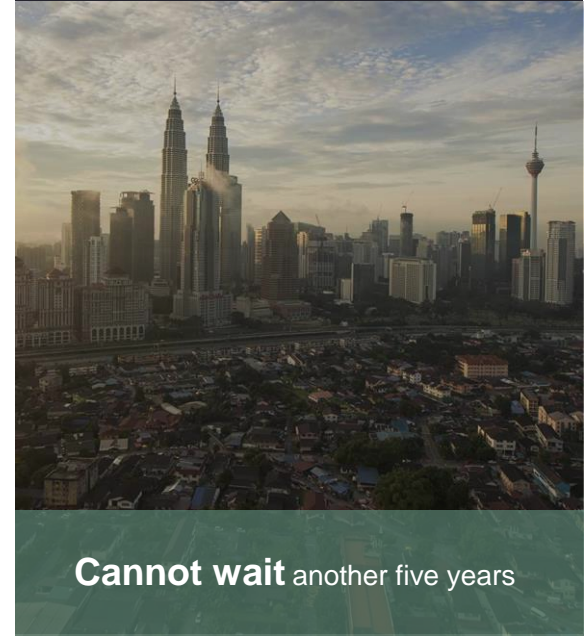
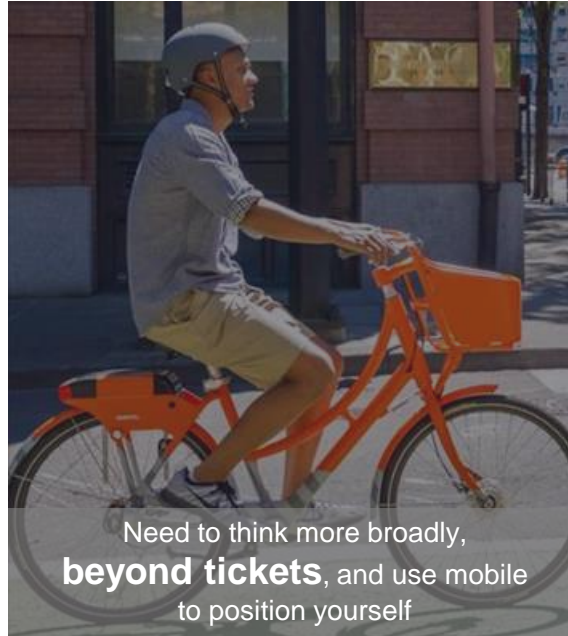
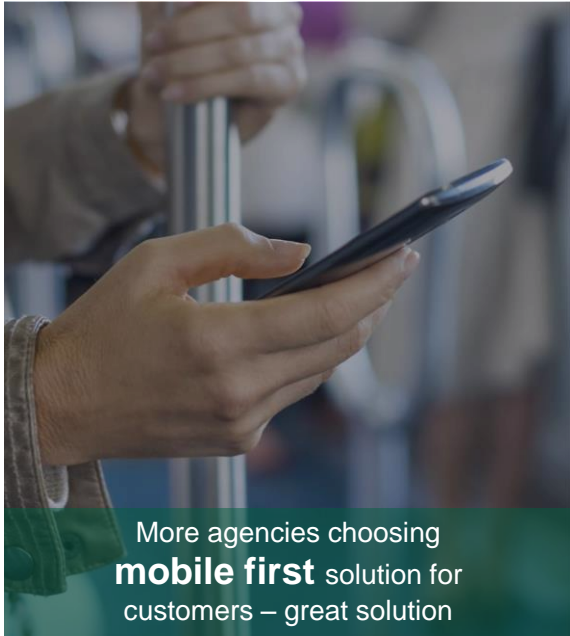


"The thing that's perhaps a little bit more scary about this downturn [is] the prospect of technology will continue to nibble away [riders],"

Steven Polzin, CUTR

MaaS Sensation

Simple, achievable strategies and principles



Consuming MaaS Quantities

The future will demand flexibility



Separate your **contracts**, be hardware agnostic, avoid rigid long-term traditional O&M contracts



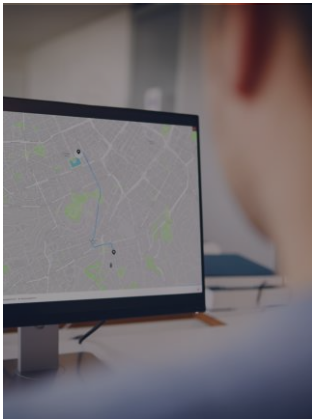
Use **shorter, agile delivery** cycles: Faster response to evolving needs



Consider **innovative contract pricing** and payment milestones

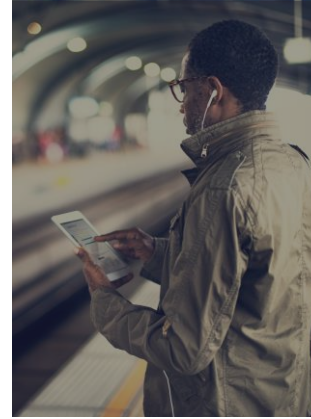
MaaS Market Ideas

Ticketing is a gateway, MaaS is the destination



Digitization

Electronic fares
connected to
your customers

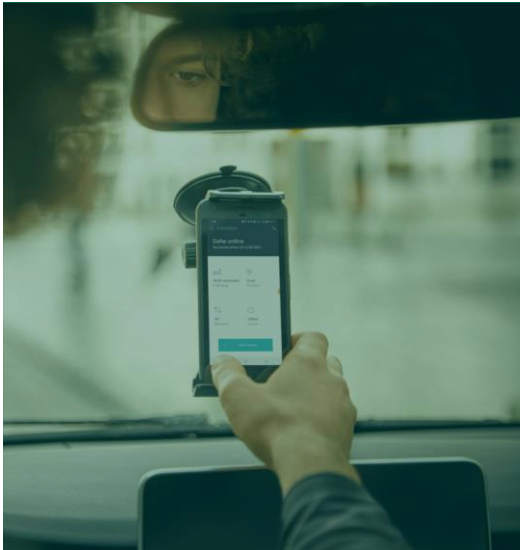


Mobile Solutions

Technology should
also connect you
with your service
area: mobility
providers,
employers, and
businesses

MaaS Appeal

Cooperation will lead to success



- Demand open APIs, SDKs and interfaces
- Encourage cooperation between vendors
- Build partnerships with other mobility providers

Force = MaaS x Acceleration

*The whole is greater than the sum
of the parts*

Expand your role

managing mobility for your customers

Expand your reach

managing mobility for your customers

Leverage and optimize

the network of services

Achieving Critical MaaS

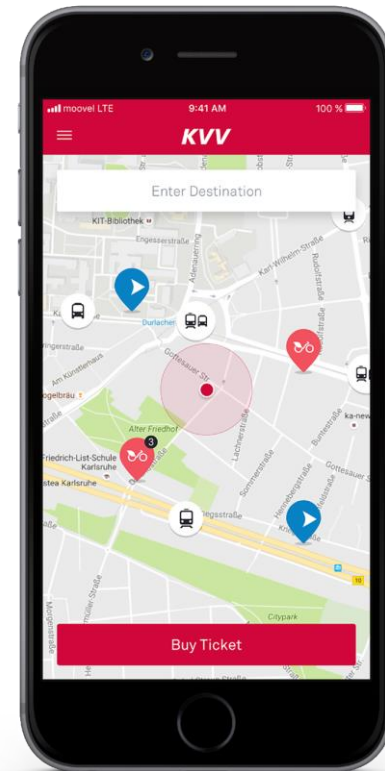
You have a central role in urban mobility. Use it.



MaaS Transit

*MaaS is an opportunity,
not a threat*

- 1 We provide the tools to level the technological playing field.
- 2 Seamless experience across modes and providers
- 3 Third-party entities able to subsidize and pay for travel



MaaS Gratitude

Thank You

