

Mobility as a Service – the new transport paradigm

Mobility as a Service (MaaS) is a paradigm change in transport, not only for the customers but also for the transport system and its stakeholders.

Mobility as a Service is a mobility distribution model in which all users' major transport needs are met over one interface and are offered by a service provider. Typically, services are bundled into packages similar to those of mobile operator services.

A transport ecosystem

Future transport sector will work as a co-operative, interconnected ecosystem that provides services which reflect the needs of the users and where the boundaries between different transport modes are blurred or disappear completely.

The ecosystem consists of the transport infrastructure, transportation services, transport information and payment services.

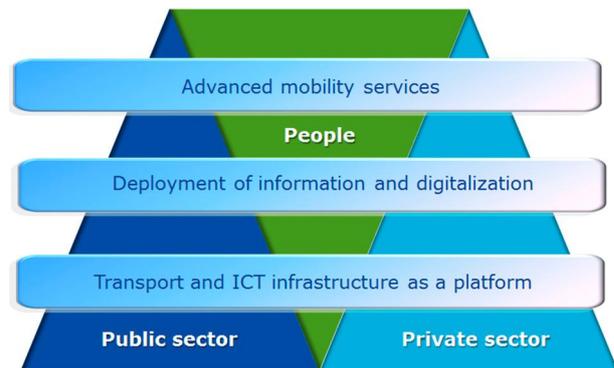
The purpose is no longer to improve the transport system by building more capacity but using the existing capacity in a smarter way.

The users will no more be only consumers – instead the whole transport system will be generated with, to and by them.

MaaS is enabled by multiple technologies, data and information

Mobility as a Service is enabled by the ubiquity of multiple technologies such as wireless broadband, smart phones and pads as interfaces, location-based services and connected cars.

The role of data and information will be crucial; transport data, data infrastructure and physical transport infrastructure will



together compose the essential platform for mobility services.

Benefits for users

- personalized and smart mobility services that reflect to a maximum possible extent the users' diverse needs,
- seamless, well-functioning transport services,
- easy access to mobility by the means of a single interface, and
- predictable and overall inexpensive transport costs

Benefits for businesses

- profitable markets for new services (e.g. by linking transport with other services) within the framework of the existing transport operations,
- challenging opportunities for the conventional transport and infrastructure business sectors as part of innovative service chains, and more effective logistics chains.

Benefits for the public sector

- full deployment of ICT-based services and applications improves the effectiveness of the whole transport system,
- efficient allocation of resources (since services are based on real needs of end-users),
- improved traffic management,
- a more reliable and seamless transport system, and
- vitality and growth generated by new businesses.