SMART MOBILITY SERVICES PLATFORM

Driving value through reciprocal relationships

ULI UK Conference

MAY 2018
MASSIVE PARADIGM SHIFT

4TH INDUSTRIAL REVOLUTION - SHARED AUTONOMOUS MOBILITY

Digitalization and automation of transportation of people and goods

From ownership economy to shared economy

"The auto industry will change more in the next 5 to 10 years than it has in the last 50"

~ Mary Barra
CEO and Chairman of General Motors
THE CHALLENGE FOR MOBILITY PROVIDERS

Mobility providers have to develop **new mobility services** fully integrated with autonomous vehicles.

Mobility providers need to operate fleets offering both **on-demand and fixed-route services** efficiently matching supply and demand.

**SUCH SERVICES RELY ON THEIR ABILITY TO MANAGE**

**HYBRID FLEETS**
(human-driven and autonomous vehicles)

**MIXED FLEETS**
(different brands of autonomous vehicles)
ENABLING SMART MOBILITY SERVICES

TO DEPLOY, OPERATE AND SCALE INNOVATIVE TRANSPORTATION SERVICES

Fleets mixing shared autonomous and human-driven vehicles

Vehicle-agnostic platform, real-time coordination and optimization

On-demand Fixed-route

SMART MOBILITY SERVICES
CONTROL TOWER ANALOGY

Even when equipped with autopilot, a fleet of airplanes still depends on a control tower to be operated.
THE VALUE CHAIN

DATA PROVIDERS
weather forecast, maps, live traffic, etc.

EMBEDDED AUTOMATION TECHNOLOGY SUPPLIERS

VEHICLE MANUFACTURERS

TRANSPORTATION SOFTWARE COMPANIES

MOBILITY PROVIDERS

INTEGRATORS

TRAVELERS