

MaaS – Revelation Not Revolution

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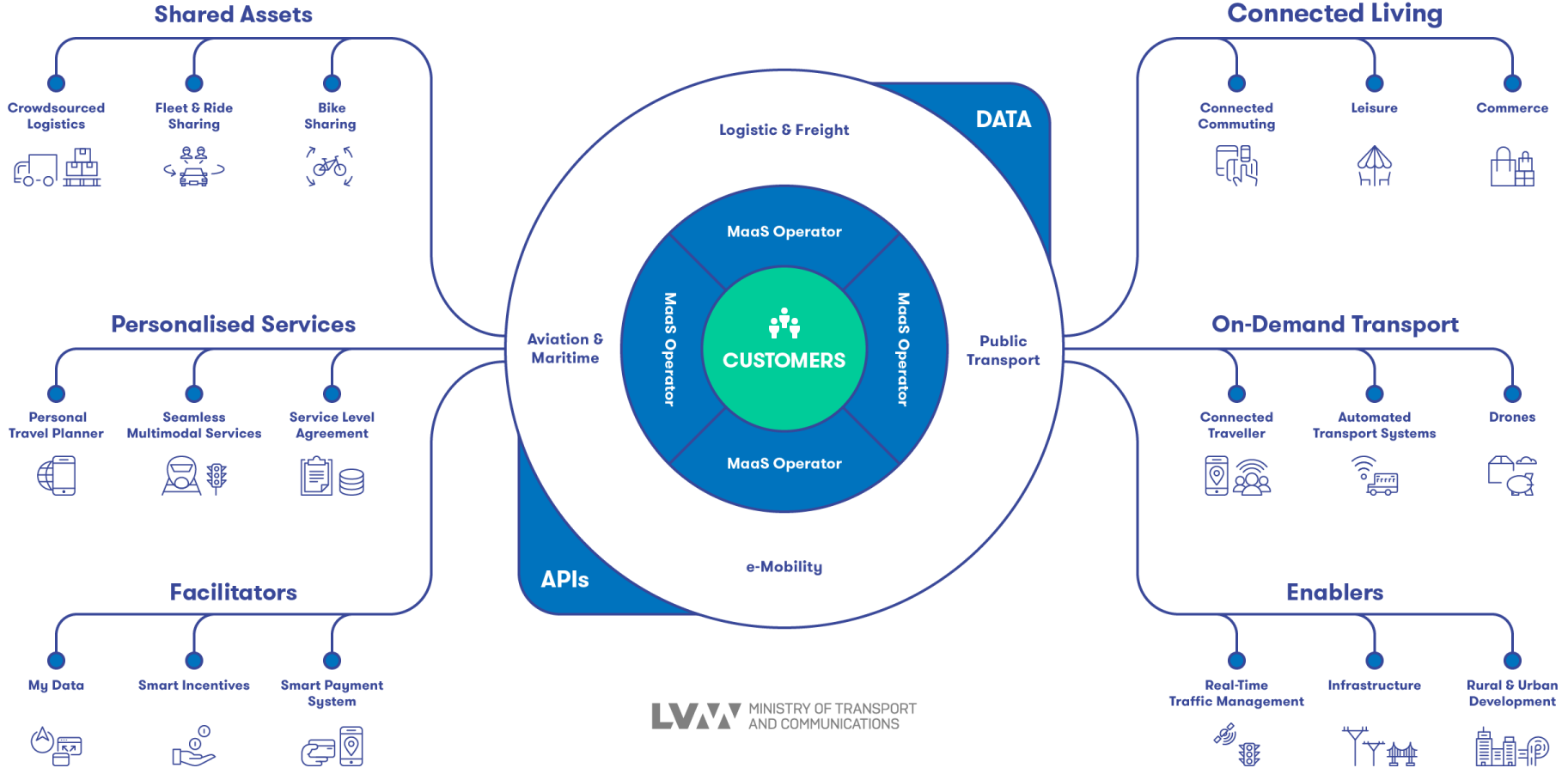
@KristaHJwork

arguing with thermometers

the gift of guilt

one armed scissor

MOBILITY AS A SERVICE





TRANSPORT

TRANSPORT MODES,
(NEW) SERVICES

**APIs,
OPEN DATA**

ENABLING ACCESS

**BACK OFFICE
COMPONENTS**

AGGREGATORS

INTEGRATES AVAILABLE
OPTIONS & PAYMENT

**MAAS
OPERATORS**

COMPREHENSIVE
SERVICE PROMISE

master of puppets

duality

passenger

Transport Code



SERVICES

MaaS operators,
apps, platforms, etc.



Better and
more agile
services

DATA

Enabling digital services:
APIs, open data, MyData

Data utilisation
and regulation

1 Jan 2018

Deregulation
and market
access

1 July 2018



Transport and communications networks

fear of the dark

Streamlined
Regulation



Open
competition,
smart
incentives



Multiple bizz
models,
integration,
tools 2 react

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MAAS
OPERATORS

COMPREHENSIVE
"TRAVEL AGENT"

revelation not revolution

