#### Welcome!



1. Please **mute** your microphone.



2. We will be happy to answer all your questions after the session.



3. You are welcome to share your questions in advance via the **chat function** and mark them for the Q&A session.



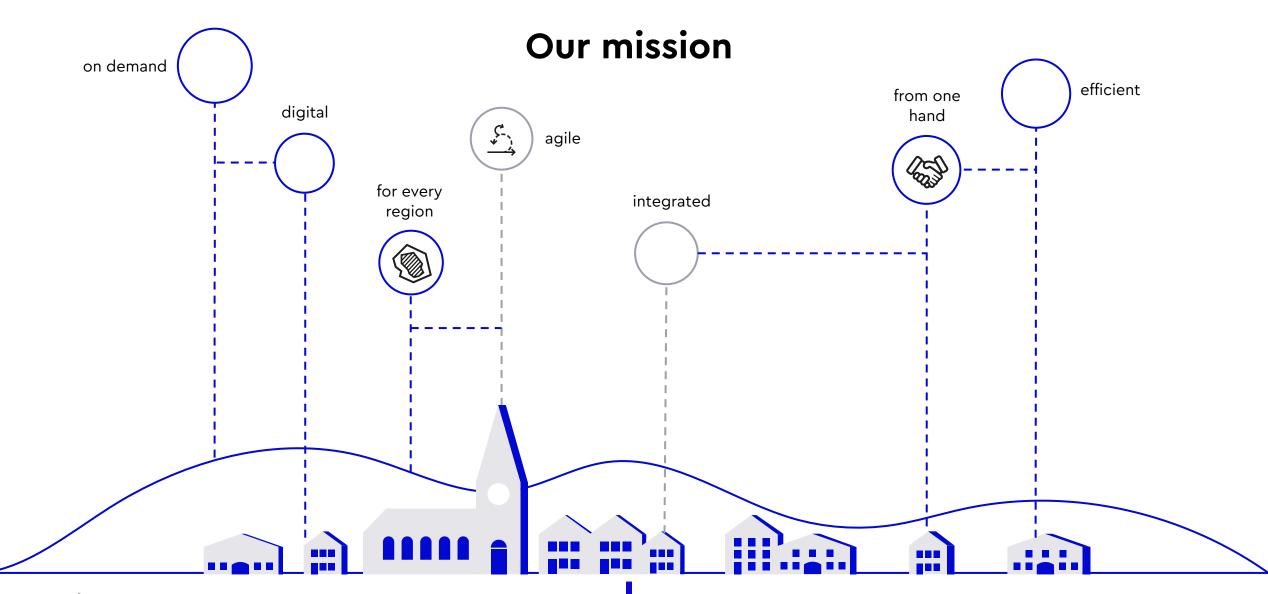
4. Please note that we are recording this webinar and reserve the right to publish the presentation part afterwards.



#### No one-fits-all solution:

Flexibility, integration and data-based knowledge as key factors for successful on-demand services





#### From Mobility Analytics



#### to a new mobility offer in three steps

analyse conception simulate

#### **Mobility analysis**

Foundation for optimizing operations is revealing the actual mobility needs of the population, identifying possible deficits in existing public transport services

#### Offer conception

Investigation of various options, taking into account transport-specific characteristics, mapping of all solutions, e.g. bus and rail connections, on-demand shuttles, e-scooters...

#### **Operating simulation**

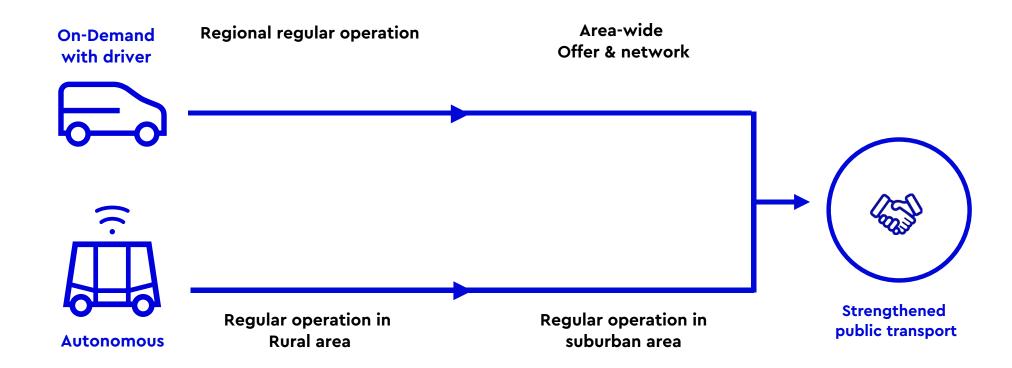
Digital blueprint for on-road operations, taking into account operational parameters, e.g. fleet and vehicle size, boundaries of the service area, expected customer behaviour...

Our Operating System for Digital Mobility



- Suitable for the digitalisation of all forms of transport across all modes of transport
- Enables the integration of demand-responsive forms of mobility into both existing public transport and new systems
- Coverage of the entire mobility ecosystem based on three individual applications

### can be offered driver-based or autonomous



## Over 64 projects on the roads of Europe

+90%

Public transport integrated

6

Countries

**53** 

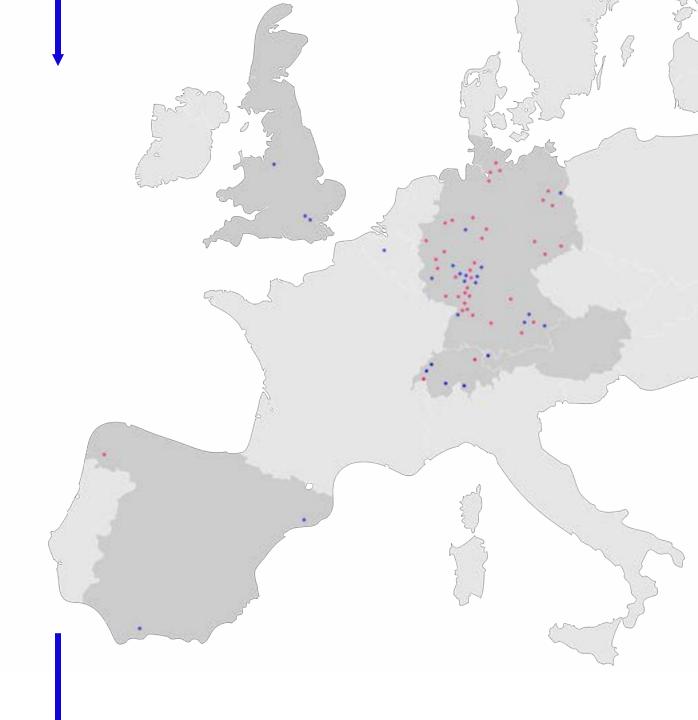
Mobility Analytics Projects

64

**DRT-Projects** 

800k +

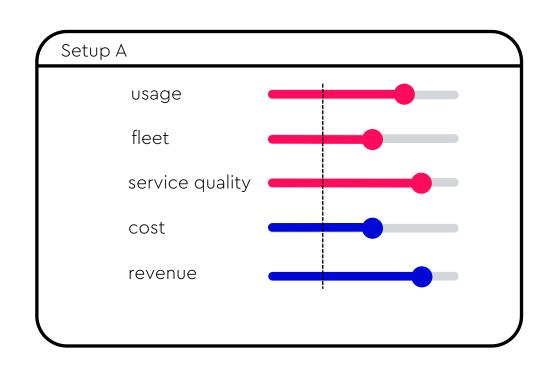
Total number of passengers

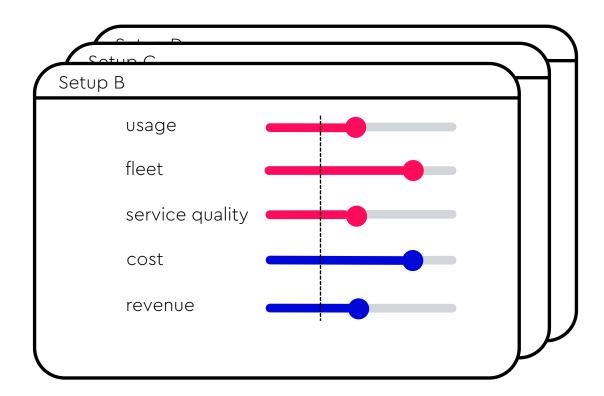


# Key success factors for your on-demand service

## Good planning is half the battle

### Aiming for the tailor-made product design and determine all viable options within the current and future setting



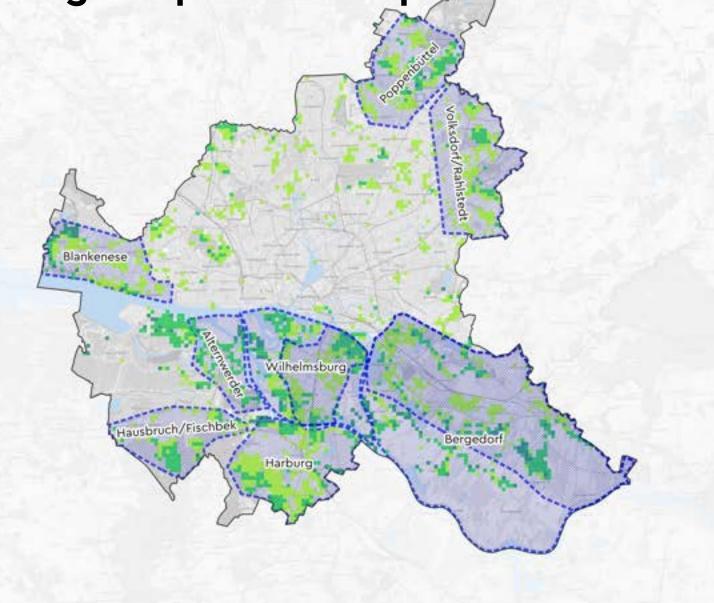


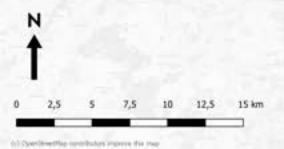
Product wishes must be translated into appropriate mobility analysis to **enable success.** 

Type 1: Extending the public transport area via DRT

Main focus:







Hamburg
Potential areas
Improvement of the attractiveness
Medium
High
Very high

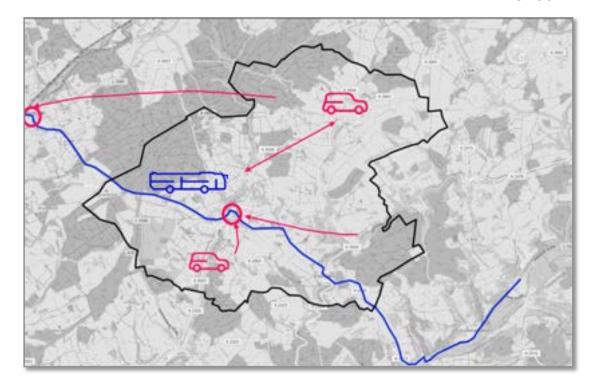
#### Type 2: Substitution of existing Lines/Rides by DRT

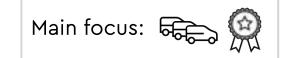
Partial replacement of bus lines by integrated DRT

before



after

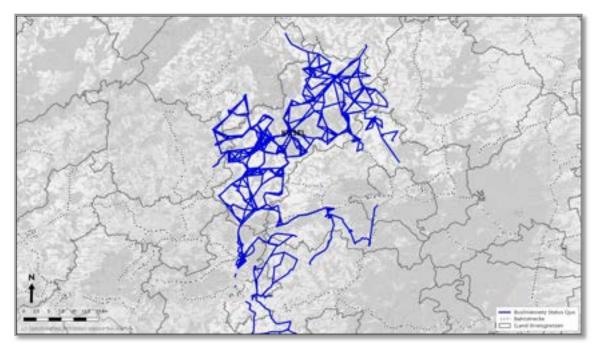


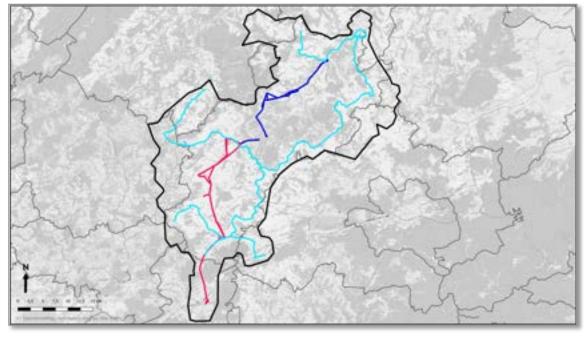


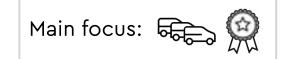
#### Type 3: Complete line-system reorganization

Redesign of all bus lines with added integrated DRT

before after

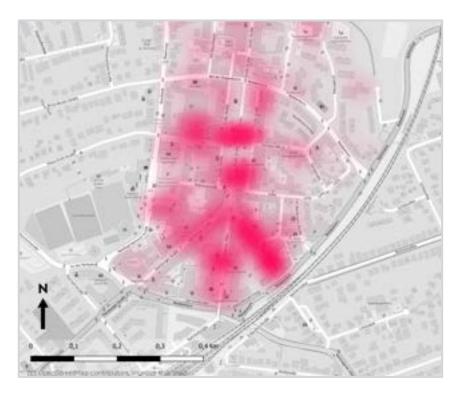




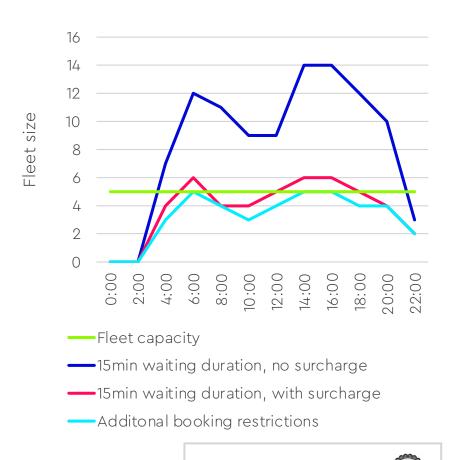


#### Type 4: Demand prediction & re-optimisation in DRT solutions

Revenue forecast of service change of integrated DRT



Adjustment of service design



DRT demand exceeds capacity

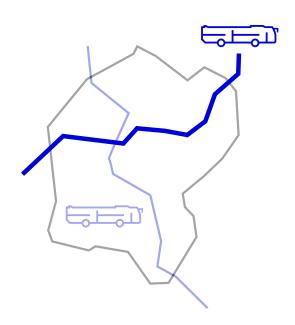


Requested passenger destinations

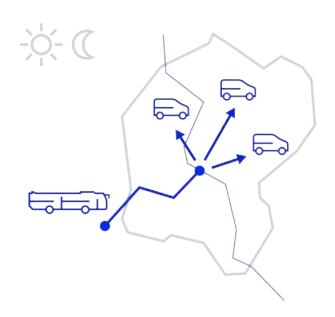


There are several factors that determine the success of an on-demand service. One of these factors is the flexibility of the software solution.

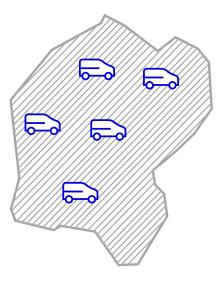
## Timetable-based scheduled and timetable-free area transport - mixture in one area



Timetable-based line operation

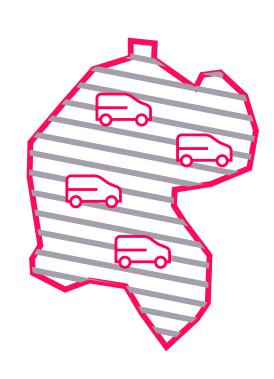


Mixed traffic



Timetable-free areabased operation

#### Flexibly adaptable operating area



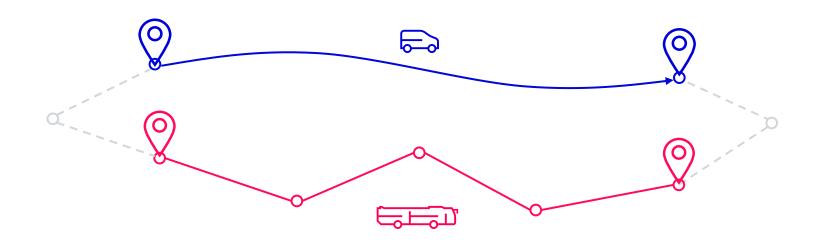
Operations during daytime





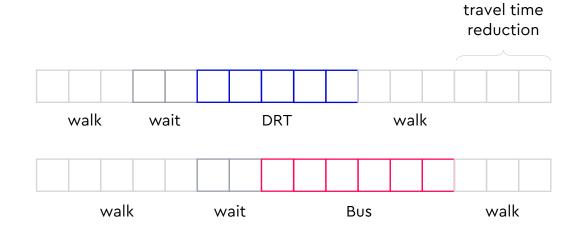
Operations during nighttime

#### No cannibalisation of public transport

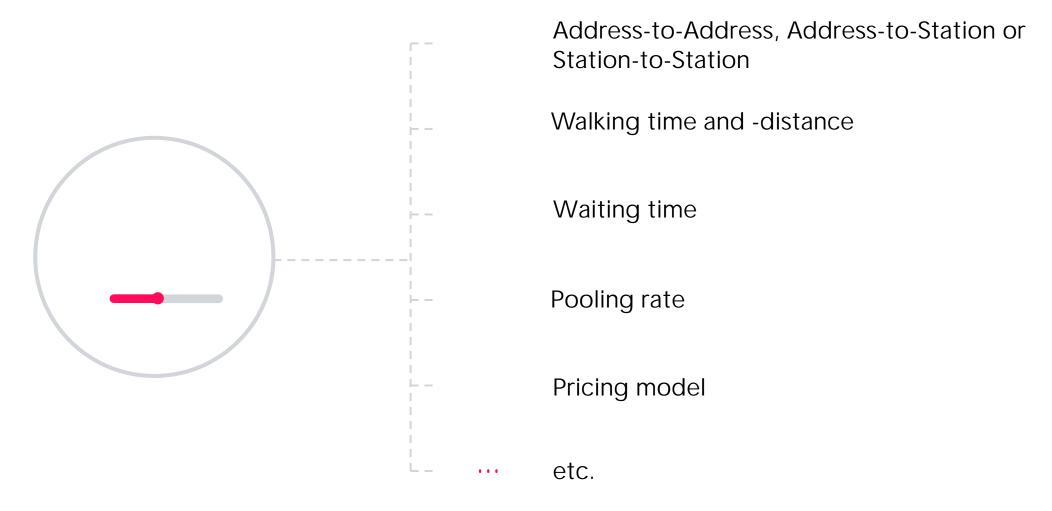


To avoid inner service-competition, DRT-offers can be restricted by

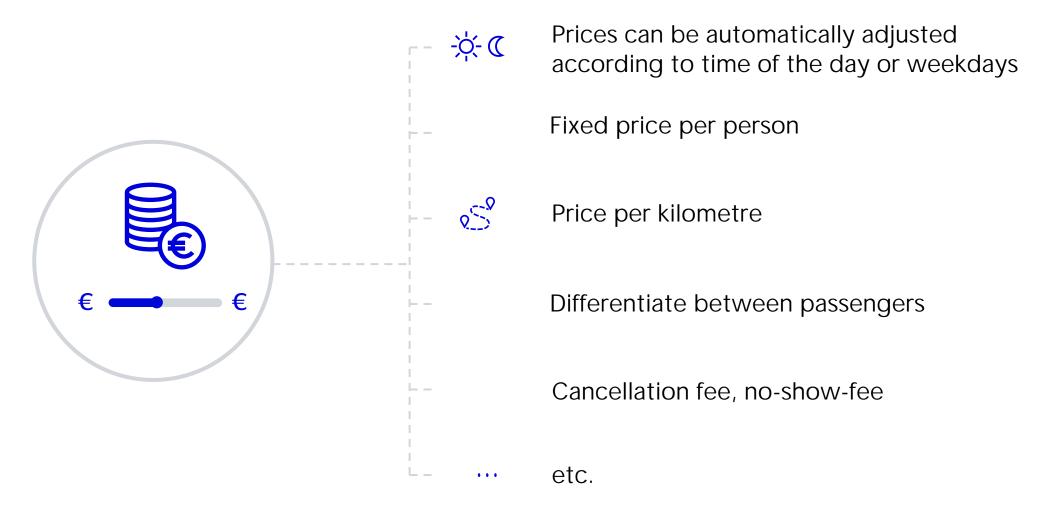
- ! time of the day
- ! area
- ! a necessary reduction in travel time



#### Different setting options along temporal and spatial axes



#### Highly flexible price adapter



## Success factors – User friendly passenger app

#### **Success factor - Booking functions**



Pre-booking & Ad hoc booking



Departure & Arrival based booking



Easy return, serial & re-bookings



Plus 1 - Feature

## Accessibility is important to enable all individuals access to public mobility



Dynamic font sizes adjustable in the passenger app



VoiceOver (read aloud function)



Be provided in different languages

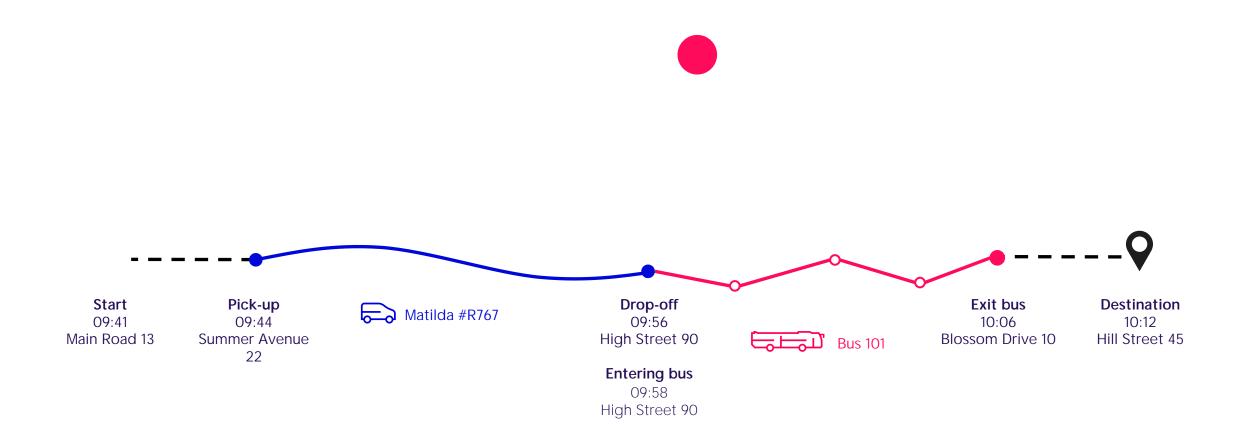


Bookings of wheelchair spaces



Bookings are also possible via telephone

#### Always reaching the downstream means of transport



## Flexible, customised and integrated solutions are the key to success.



## Thank you!