MaaS of the Month: Enabling Smart Mobility in Stockholm

UbiGo - a B2C MaaS solution powered by FluidHub

Fluidtime

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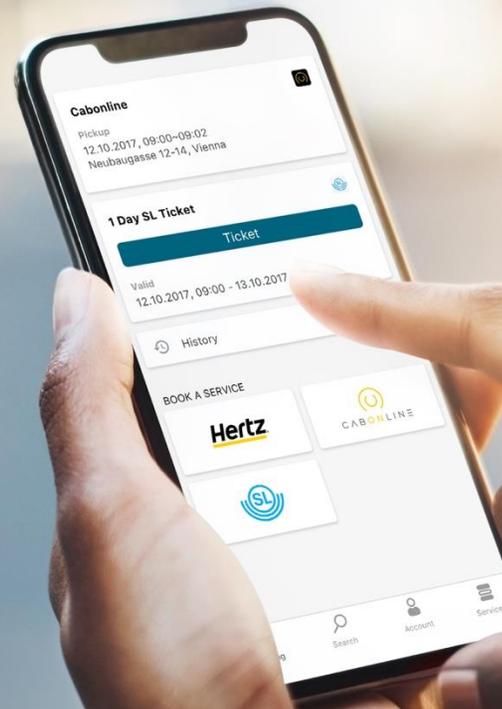
MaaS
ALLIANCE

UbiGo – Enabling a smart mobility in Stockholm

Since 2017 Fluidtime and UbiGo have been working together to accelerate the implementation of MaaS in Sweden. Fluidtime provides the platform for a B2C MaaS solution in Stockholm enabling a true and high level MaaS experience for daily routes. A special feature of UbiGo is a shared intermodal subscription account for payments, so users can choose whether to use their own or a shared account for family members or friends to purchase a ticket.

B2C MaaS solution powered by FluidHub

Acting as the MaaS enabler within this project, Fluidtime offers its complete technology service stack: Fluidtime's White Label App FluidGo is used as a frontend for the users. FluidHub is used to standardize the transport providers' integration process and simplify data management between them. The commercial back-office solution FluidBiz is used to manage accounts, subscriptions and related payments. UbiGo benefits from the full integration depth and was able to launch its MaaS solution easily and fast.

> *"For this project, we had to apply the full scope and scalability of our MaaS technology in order to enable our mobility provider UbiGo to concentrate on offering a good service to its users and creating value for the transport providers at the same time."*
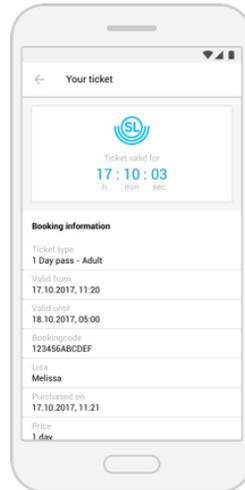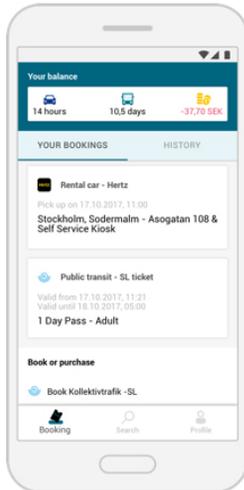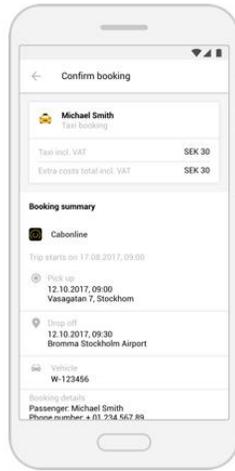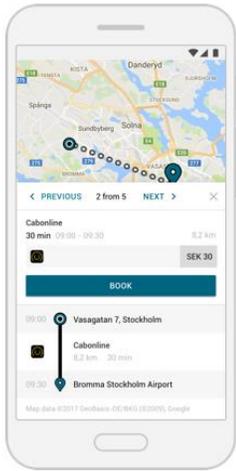>
> *Michael Kieslinger, CEO Fluidtime*

MaaS implementation

Prior to Fluidtime's participation, the MaaS solution UbiGo was successfully tested for the first time in 2014 in Gothenburg with 70 paying households (190 users). The aim was to examine whether it was possible to offer a service that could completely replace car ownership as well as the possibility to operate a sustainable business with a MaaS service. These results and user experiences were incorporated into the further development of the MaaS solution, which has been implemented together with Fluidtime since 2017.

After the initial test and development phase, UbiGo was launched in Stockholm in Spring 2019. The MaaS service was introduced for approximately 200 external households in the city with the third generation of Fluidtime MaaS technology.

Stakeholder	Role
UbiGo	Mobility service provider / project lead
Via-ID	UbiGo investor
Fluidtime	SaaS provider / MaaS enabler
Citizens of Stockholm	Using of UbiGo MaaS offer
City of Stockholm	Operational area
Hertz car rentals	Transport service provider
SL Trafiken	Transport service provider
Cabonline	Transport service provider
MoveAbout	Transport service provider

bicycles and thereby save the car credits for another time as they keep their remaining credits at the end of the month. This creates sustainable incentives and a transparent, valued service offering. Users can also book a taxi and pay with their UbiGo account.

Results to date

This MaaS implementation shows how the daily mobility of travellers can become more comfortable, cheaper and climate-friendly without having to own a car. UbiGo improved attitudes towards multimodal options and reduced the use of private vehicles by 50 percent among pilot participants in Gothenburg. Above all, the project is a perfect example for a successful B2B cooperation, in which the MaaS provider UbiGo can fully focus on the needs of its end customers since Fluidtime's mobility platform ensures ongoing operations, flawless integrations, and secure and accurate maintenance and management of data for all stakeholders involved in the MaaS ecosystem.

Results of UbiGo in Stockholm
~90% of bookings are made for public transport with the rest of ~10% pertain car sharing/rental cars
The revenue spilt is around 50/50% between public transport and car bookings that typically have a much higher margin than public transport
There are about 1.6 persons/household using the MaaS service
UbiGo are reaching the number of users targeted with SL Trafiken for 2019
Trends show that UbiGo will reach the targets for revenue per customer

The business model is based on the business agreements concluded between UbiGo and the transport companies. With regard to the end user, UbiGo distinguishes between subscriptions for public transport and cars, which can be used for both carsharing and rental. An UbiGo customer choses a subscription level suitable for his/her needs and each month the balance of the subscriptions is topped up correspondingly. There is an incentive for UbiGo customers to use

UbiGo is currently in a closed service operation for customers in Stockholm and is being fine-tuned for full-scale operations including other cities and customer target groups.[1]

Societal benefits

- By actively and consciously choosing mobility, residents more often reflect on their own mobility behaviour. They can decide against their routine and mostly motorised paths and thus actively participate in climate protection. In addition, the stress of searching for a parking space and driving a car is eliminated, since residents can easily switch to alternative means of transport at any time by using their already acquired mobility balance.

- Results from a previous pilot project in Gothenburg in 2014 show that residents are accepting the alternative mobility offer, increasingly opting to leave their private car behind and, if UbiGo is available in the long term, considering in particular selling a second or third car. As a result, fewer cars are on the road, which in turn has a positive impact on urban noise, air quality and ultimately energy efficiency.

- Users only need to register once and gain access to all transport providers integrated into UbiGo based on individually customizable mobility packages. This mobility offer can be continuously extended or improved by the operator, since FluidHub is used for the mobility platform. App users can choose from different mobility packages, which are valid for the entire mode of transport. For example, a rental car

for the weekend or car sharing for short distances can be booked using the same subscription credits.

- Since residents can select the ideal route in just a few seconds, book it directly and pay for it easily with their subscription, no cash is required. Real-time data is used for exact departure and arrival times, which also take current traffic situations into account.

- UbiGo and Fluidtime have contractually agreed that Fluidtime's technology will support UbiGo on an ongoing basis. This will enable the roll-out of UbiGo in Stockholm as well as its international and national expansion based on a franchise concept. In the future it will be possible to use a private UbiGo account (incl. mobility credit) in other UbiGo regions internationally.

References

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UbiGo: https://www.ubigo.me
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https://play.google.com/store/apps/details?id=com.fluidtime.android.fluid
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[1] UbiGo's business model experience from Stockholm and Gothenburg are now enablers of Europeans MaaS through the H2020 project IMOVE in which several

European cities are trialing MaaS. The project includes technical and business aspects such as roaming between different MaaS operators and platforms.