Future of Mobility

Future & Visions of Collaborative Mobility

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Converging Mega Trends & Their Impact on Integrated Mobility

Mega trends are shaping demand for Integrated Mobility but Technology & Big Data advancements are underpinning future services and business models.
Disruptive Forces: The Rise of ‘Asset Light’ Business Models

The scale, breath and pace of disruption within global business is huge with the battle being played out by companies connecting sellers with buyers through platform-based intermediary marketplaces.

World’s #1 Marketplaces

- Uber
  - Owns No Vehicles
- Facebook
  - Creates No Content
- Alibaba
  - Holds No Stock
- Airbnb
  - Owns No Real Estate

What does this mean for Mobility?

Mobility is rife for disruption! E.g. public transport, taxis, parking, P2P rental, ridesharing
Integrated Mobility Definition

Technology enabled, any device delivery of real-time, door-to-door, multi-modal travel encompassing pre-trip, in-trip and post-trip services bringing Convenience, Time & Cost Savings to the Mobility User.
Mobility Landscape – Many Actors, New Partnerships, New Models

In both B2C and B2B environments customers are demanding intuitive services; many actors investing significantly in order to deliver the ‘killer’ proposition & seamless user experience.
Carsharing Business Models
Several well established vehicle sharing business models catering to specific customer groups / use cases, by the minute, hour or longer term (corporate carsharing and leasing)

Traditional
- Round-trip /station based services – vehicles rented & returned to same location (e.g. Zipcar)
- One-way fixed point to point journeys (e.g. Autolib)
- One Way – Free Floating services; vehicles rented from or two anywhere in a specified zone (e.g. car2go, DriveNow)

Peer to Peer
- Short rental/a few days
- Insurance - key to the operating model/platforms
- Key Players incl. Getaround, RelayRides, Wheelz, Buzzcar, Tamyca

Corporate
- Dedicated fleet of vehicles at company premises for the shared use amongst the company’s employees.
- Integrated keyless operations, vehicle telematics, and analytics technologies key
- Key Players incl. AlphaCity, Ubeeqo

90,000 Vehicles 5,300,000 Members
147,500 Vehicles 1,500,000 Members
4,000 Vehicles 60,000 Members

…already nearly 7m people use these shared services globally
Global Carsharing Membership and Fleet Size

By 2014, carsharing (station based + one way) membership crossed 5 million, and the number of vehicles increased to >93,000, thus a member-to-vehicle ratio of 57:1

**Traditional Carsharing Market: Membership and Fleet Size, Global, 2006–2014**

- **Members (Million)**
  - North America
  - Europe
  - Asia
  - Australia
  - Latin America

- **Vehicles (’000)**
  - North America
  - Europe
  - Asia
  - Australia
  - Latin America

. Source: Frost & Sullivan Analysis
Comparative Market Positioning of Ridesharing business models
There are already >24m Rideshare members in Europe (excluding TNCs & Car hailing); Frost & Sullivan estimates >132m ridesharing members globally by 2025

Public Transport

“Fixed” Carpooling

“On Demand” Carpooling

Corporate Carpooling

Instant – Short Distance

“Taxi” & Limosine Services

“Transportation Network Companies”

Higher Price per KM

Lower Price per KM

Source: Frost & Sullivan.
Future of Corporate Mobility: From TCO to TCM

The boundaries between Fleet, Travel and Expense Management are blurring; continued convergence and continued focus and adoption of Mobility Management is expected.

**Total Cost of OWNERSHIP**
- Running Core Fleet & Keeping Company Drivers Informed

**Total Cost of USERSHIP**
- Managing Overall Fleet & Educating All Company Drivers

**Total Cost of MOBILITY**
- Delivering Integrated Services & Empowering All Employees
Increased Business Travel & Technology Disrupting Market Offer

With increasing employee travel, the need for cost control and compliance is being facilitated by IT platforms; several new partnerships are being formed to accommodate this growing market.

IT platforms to plan, book, expense travel (integration of IT and TMCs?)

New Partnerships – Social goes Corporate: Concur reports 27X increase in Airbnb expenses and 5X Uber

Business & Leisure merging = “Bleisure” – 30% add leisure days to the trip

New Products & Competitors in all segments – OEMs, leasing, rental, TMC, IT

Who will hold the data in future? Concur have 25million customers

Integration & Curation – Taking intelligence from listings and targeting them to users

Providers are moving towards Integrated, Self Service, Corporate Mobility solutions
Mobility Solutions Overview

Company Car will remain a core component of corporate mobility however interest in new mobility solutions certainly exists and is growing particularly in car pooling and car sharing.

Mobility Solutions – Currently in use vs Future Interest

Q1. type of mobility solutions in use (n=441); Q19. Mobility solutions interested in 5 years (n=441).
Key Findings – Integrated Mobility Service Provider

Leasing companies considered by decision-makers to be best placed to deliver Integrated Mobility services albeit picture is mixed confirming the fragmented nature of the market.

Best Player to Provide New Integrated Corporate Mobility Service

- Car leasing companies: 25%
- Car rental companies: 16%
- Corporate travel agencies: 15%
- Car OEMs: 14%
- Mobility specialist: 13%
- Technology Provider: 4%
- Don’t Know: 13%

Q32 Best player to deliver integrated mobility solution service. Base: total n=465. Top results highlighted in red.
Key Findings – Desired Products in an Integrated Solution

Services typically integrated by a Travel Management Company are the most preferred. Payment options feature prominently; an any device strategy is integral to Future Mobility.

Most Preferred Services (top 5 ranking) - Europe

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<thead>
<tr>
<th>Service</th>
<th>Europe</th>
<th>%</th>
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<tbody>
<tr>
<td>Hotel/Flight Booking</td>
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<tr>
<td>‘Fuel’ Payment*</td>
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<td></td>
</tr>
<tr>
<td>Navigation Service</td>
<td>8</td>
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</tbody>
</table>

Q31. Most preferred services in an integrated solution n=465
Preferences were selected by respondents from a pre-defined list of services as opposed to a free format / free choice approach
* Covering payment of traditional fuel, energy and other services available from fuelling / charging stations e.g. cleaning / valeting
+ On-demand access to vehicles through services such as DriveNow, Car2Go, Zipcar, etc.
Key Findings – Desired Products in an Integrated Solution (Mobile)

Journey Planning the most desirable service so must be a priority component of an Integrated Mobility service.

Mobility Integration Service in Mobile Application - Europe

- 49% Journey Planning
- 43% Boarding Pass
- 41% Online Check-in
- 40% Mobile Payment
- 39% Expenses Claiming
- 37% Navigation Service
- 32% Real Time Information
- 23% Mobility Booking
- 15% Mobility Reporting

Q33. Interest on mobile applications for the new mobility solution. Base: Total n=465
Preferences were selected by respondents from a pre-defined list of services as opposed to a free format / free choice approach.
Future of Integrated Mobility – Summary
A sophisticated partnership-based mobility ecosystem; ongoing technology investment and brand marketing will be key in determining the future leaders in integrated mobility service delivery.
What’s Required to deliver the future of Collaborative Mobility?
A combination of New Business Models, supportive policy and technology led innovation are required to achieve fully collaborative mobility; longer term – connected & automated mobility are the next disruptors.

New Business Models

- CAR SHARING & RIDESHARING
- SMART PARKING
- CAR ON DEMAND
- MICRO-MOBILITY
- PUBLIC TRANSPORT (Intra/Inter city)
- COLLABORATIVE MOBILITY

Smart Policy & Governance

- Open Data
- Framework for New Mobility
- Integrated Platforms
- Technology Incubation
- Incentives

Technology & Innovation

- Big Data
- Analytics
- Door to Door
- Smart Ticket/Payment
- Reporting/Reconciliation
- Everything Mobile!
Thank You & Keep in Touch!

Future of Mobility Video

Watch our latest Video on the Future of Mobility, filmed live at Frost & Sullivan’s Annual Mobility Workshop

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