DIFFERENT STROKES FOR DIFFERENT FOLKS

MaaS by easytrip

IBTTA Annual Technology Summit 2019
CEDRIC BOURGOIN

20 years of experience in the telecommunications, tolling and transportation industry

- **French eco-tax** / nation-wide truck tolling system
- **Port Mann** bridge tolling operations
- **Golden Ears** bridge tolling system and operations
- Focus on interoperability, mobility pricing and road-user charge projects
- **Easytrip**, the mobility service branch of Egis
  - COO of the branch serving international transport companies
At Egis, we create and operate the infrastructure and services of the future for communities around the world.
EGIS PROJECTS MOBILITY SERVICES

One of the few global players offering bundles of innovative services to solve your urban mobility issues

The diversity of our multimodal city services combined with our innovative solutions enables better use of your mobility assets for the improvement of air quality

Services

- Free-flow tolling
- Smart Parking
- Rush Hour Avoidance Program
- MaaS
- Mobile Speed enforcement (GoSafe)
- Management of Clearing/Interoperability platforms
- Bikes Schemes

700 employees
7 projects
€40 million turnover in 2017
We are…

A **pioneer in mobility services**, we combine innovation and proven expertise to develop cost-effective solutions for private and professional road users.

Our experts leverage evolving technologies to improve customer journeys and be a pioneer in the connected vehicles market.

**Services**

- Interoperable electronic tolling
- Parking payment
- Ferry booking
- Train booking
- Tax and excise recovery
- Electric Vehicles charging payment
- SOS app
- Fuel card

**Statistics**

+16 000 BtoB customers

+550 000 BtoC customers

+30 Countries

+24 Local offices
Serving many markets with different approaches

B2C – Individual vehicles / corporate fleets
- Easytrip Ireland
- Easytrip France
- Easytrip Philippines
- Innovations in the Netherlands

B2B – International transport companies HGV/LGV
- Easytrip Transport Services

Each approach being as mobility service provider

Leaning towards Mobility as a Service
- But each country is at a different stage / need specific approach
- “No one-size fits all”
EASYTRIP IRELAND

The leading toll payment provider in Ireland since 2005

Leader in interoperable toll payment solution (220k+ toll tags) on all Irish highways and tunnels
- Pioneer in interoperability solution with the first “tolling hub”
- Bundling now 10+ services
  - Parking access
  - Puncture protection
  - Roadside assistance
  - Car wash payment solution
- Launching new smart app, with on-street parking payment
EASYTRIP FRANCE

A newcomer on a highly competitive market

Provision of 130k+ interoperable Liber-T toll tag

Expanding to other services

- Car park payment
- Swiss highway vignette
- Payment solution for EV charging (13,300 charging points network)
- Park & trip (airport parking)
- Innovative sales/distribution network (VeePee, Groupon, Norauto, Auto5, etc.)
EASYTRIP PHILIPPINES

The pioneer in cashless payment since 2009

Provision of 0.5M DSRC and RFID tags

- Interoperable with all toll roads around Manilla
  - NLEX, SLEX, MCX, NAIAEx
- Pioneer in bundling an ETC tag and a smart card
  - Paying for goods and services (gas, fast food) other than pure tolling
EASYTRIP TRANSPORT SERVICES

Your expert in international transport services

Our services portfolio

- Tolling
- Ferry/train
- Fuel
- VAT/Excise
- Connect/telematics

Where?

- All over continental Europe and beyond

To whom?

- 16k+ International transport companies
- $560 million yearly transaction volume
INNOVATION IN NETHERLANDS : REVERSE TOLLING

Fighting congestion with a new mindset

- Instead of a road / public transit capacity increase or flow regulation with tolls and taxes
- Changing behaviors through social innovation
  - Incentive to better use the existing infrastructures
  - Regulation using incentive
  - New budgetary approach (from governmental subsidies to private sector co-financing)
  - Individual empowerment / Long-term changes

An IT geolocalized platform + dynamic pricing = mobility service solution

- It works!
  - 8-9% reduction in traffic during peak hour around Rotterdam (2009-2013)
MAAS IN THE NETHERLANDS

TURNNN, a “True” MaaS platform

- The solution: an IT platform, mobility Pass, App for multi-modal travel
- Unique features
  - Largest portfolio of services
  - Frontrunner position with real operations
  - Can be used for B2G contracts
- Also used in B2B – helping companies improve their CO₂ footprint
NO ONE SIZE FITS ALL

Mobility-as-a-Service
COMMON POINTS TO ALL APPROACHES

The key components

Connection to 3rd party service providers
- Toll charger, ferry operator, EV charging network, transit operator, etc...

Interoperability
- Toll device to be interoperable
- Payment card to be ubiquitous

Payment solution platform
- One account, one invoice

Multimodal, bundling and combined pricing are essential
THE KEY CHALLENGES

Ahead of true MaaS adoption

Remuneration
- For mobility service providers – aggregation has a cost

True open market
- To connect to the infrastructure/service providers
- Open API, non-discriminatory access

Possibility to unify pricing beyond each unique service provider/public authority pricing
FOCUS ON THE HGV MARKET

Is MaaS for HGV making sense?

The logistics/supply chain is already doing MaaS

- Moving goods from A to B, in a multimodal approach, with one account, one pricing is MaaS! ✔
- Various mobility modes (grouped/individual transport, multi-modal, container on truck/ferry/train, etc...) consumed as a service ✔
- Combining transportation services from public and private transportation providers through a unified gateway ✔
- Mobility solutions based on needs and preferences ✔

- Will MaaS take off with AHGV (Autonomous Heavy Goods Vehicles)?
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