



# What is the context of multimodal mobility?

21.09.2021 Dirk G uthlin

# Market trends mobility and logistics

## There are signs of a change in the industry

- **Individualization** of the offer, thanks to digitization
- Sustainability - **Electrification** of bus and logistics fleets
- Privacy and **security**
- Urbanization, resulting in a reduction in private transport - resulting in **multimodal mobility**

Other frequently mentioned trends:

- Personal cloud: Personal health and movement data is collected
- Autonomous vehicles for private and commercial transport
- Shareconomy: Lending a wide variety of devices and means of transport, e.g. boosted thanks to IoT

Quellen siehe Back-up



# Multimodal mobility

User-centric ‚Journey‘



Combination of different means of transport, on the way from A to B

# Technical core competencies of FELA

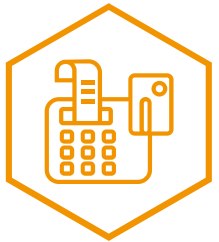
History and future thanks to an intelligent combination of these 3 competencies



1. **Localization:** Integration of satellite-based positioning technologies and their information processing



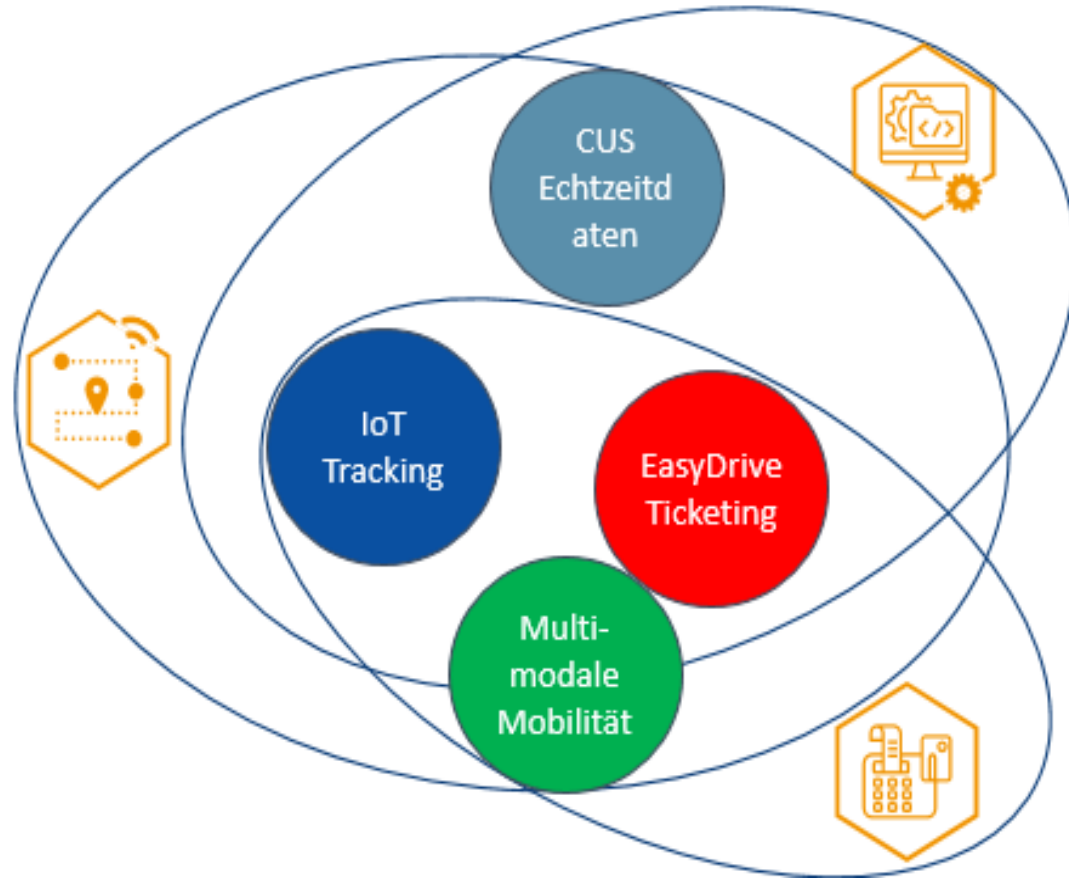
2. **Real-time information:** Aggregate, save, retrieve - in real time via telemetry, as well as display of the information determined in this way, for example on screens



3. **Payment systems:** Integration of cash and cashless payment systems, as well as underlying booking and consolidation information

# Another dimension: modularity in the backend

Scalable, new combinations in quick succession in the future



# Multimodal mobility - conclusion

## Need for integral quotation solution

- **What?:** Public transport users use different means of transport such as cars, bicycles and scooters as needed. His mobile phone does the billing for him. In the future, car sharing platforms, scooter providers and taxi providers will also use the regional transport association to settle their bills.
- **Advantages:** Public transport users have complete coverage of their mobility needs, including real-time display of options and connection times. The costs are automatically debited monthly, with the cheapest tariff for him, via "Smart Contracts" on his mobile phone.
- **Savings:** Estimated +15 % more sales due to customer friendliness.
- **Target group:** Frequent drivers for public transport, as well as drivers for sporadic journeys in urban areas.



# \* Sources for “market trends”

- <https://www.trans.eu/de/blog/die-4-megatrends-der-transport-und-logistikbranche/>
- <https://www.zukunftsinstitut.de/dossier/megatrend-mobilitaet/>
- <https://www.bcg.com/publications/2016/corporate-development-finance-value-creation-strategy-getting-ahead-of-the-megatrends-in-transportation-and-logistics>
- <https://new.siemens.com/dk/da/virksomhedsoplysninger/innovation/pictures-of-the-future/futureofmobility.html>
- <https://www.baloise.com/dam/baloise-com/documents/en/stories/the-future-of-mobility.pdf>
- [http://ffhoarep.fh-ooe.at/bitstream/123456789/511/1/102\\_198\\_Terler\\_FullPaper\\_dt\\_Final.pdf](http://ffhoarep.fh-ooe.at/bitstream/123456789/511/1/102_198_Terler_FullPaper_dt_Final.pdf)
- <https://www.pwc.ch/de/publications/2019/PwC-Future-of-Mobility-web.pdf>



Thank you!



**FELA Management AG**  
Basadingerstrasse 18  
CH-8253 Diessenhofen

[info@fela.ch](mailto:info@fela.ch)  
[www.fela.swiss](http://www.fela.swiss)  
Tel.: +41 52 646 46 46