



MaaS in Vienna – an introduction to Upstream

Topics

- ✓ What was the beginning?
- ✓ How to provide mobility?
- ✓ Upstream – now and then ...

What was the beginning?

MaaS needs in Vienna

Changing information need and access

Changing transportation modes

Change in the mobility market



MaaS impact on mobility

47%

use other means of transport

26%

use urban public transport more frequently

69%

use alternative and intermodal routes

21%

reduced the usage of private cars



“Mobility can now be seen as an information service with physical transportation products, rather than a transportation product with additional services.”

The Role of Regulation in preparing Transport for the Future:
Study for the European Parliament, 2016

How to provide mobility?

How to run a digital service?



Presentation

Distribution

Software/data

Hardware

MaaS in Austria



MaaS Infrastructure Platform

Info

Routing

Booking

Access

Billing

Notifications

Departures, Arrivals

Ticketing per city

Public Ticketing Austria

Public micro transport systems

Private Services



Collection/Aggregation/Distribution/Display



Upstream - now and then ...



VISION

- ✓ Dynamic mobility management and intelligent regulation of a holistic transport system from the public hand
- ✓ Transport/traffic optimization in realtime
- ✓ Creation of an social optimum



Thank you very much!



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