



Mobility as a Service (MaaS)

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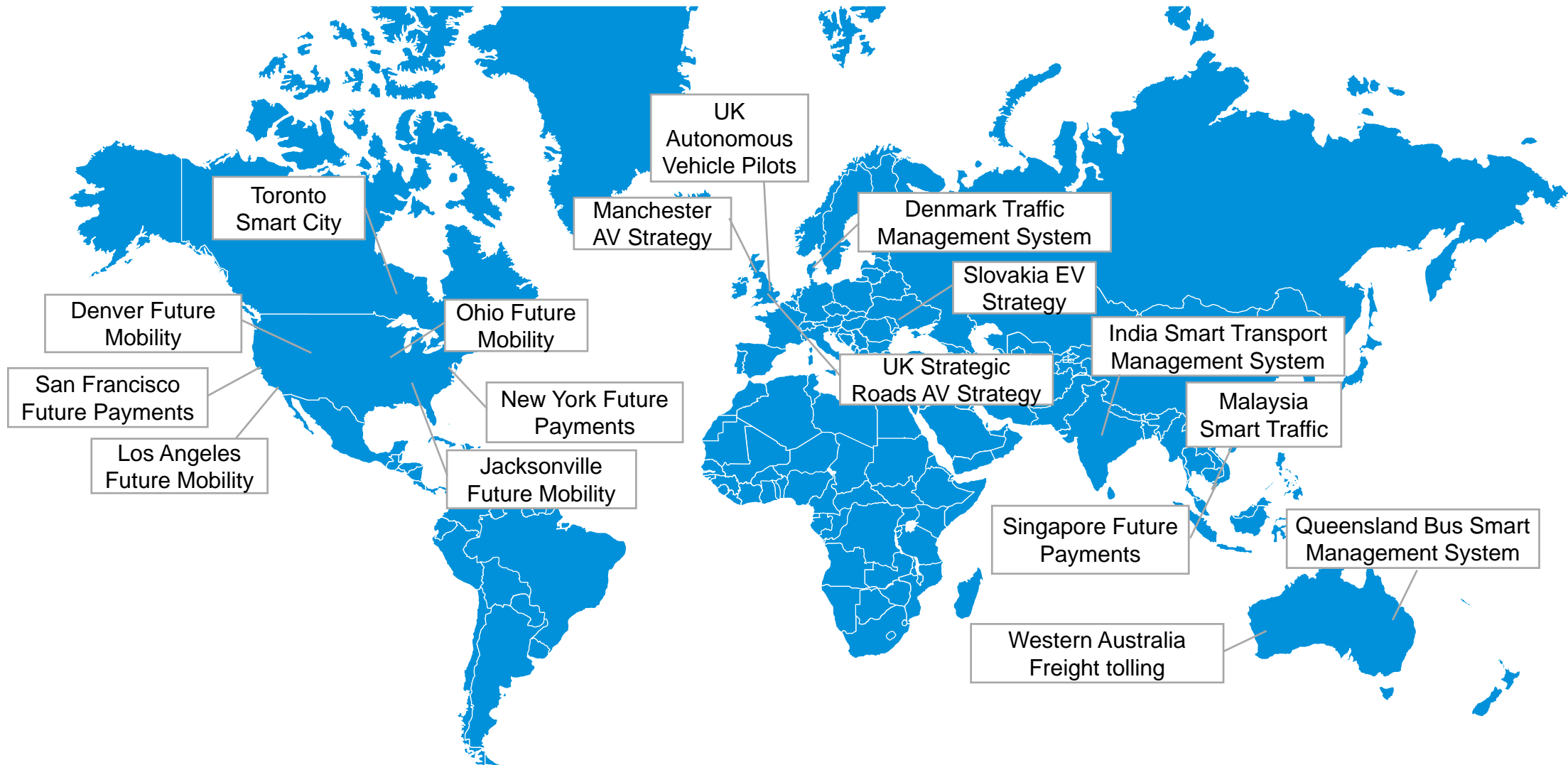
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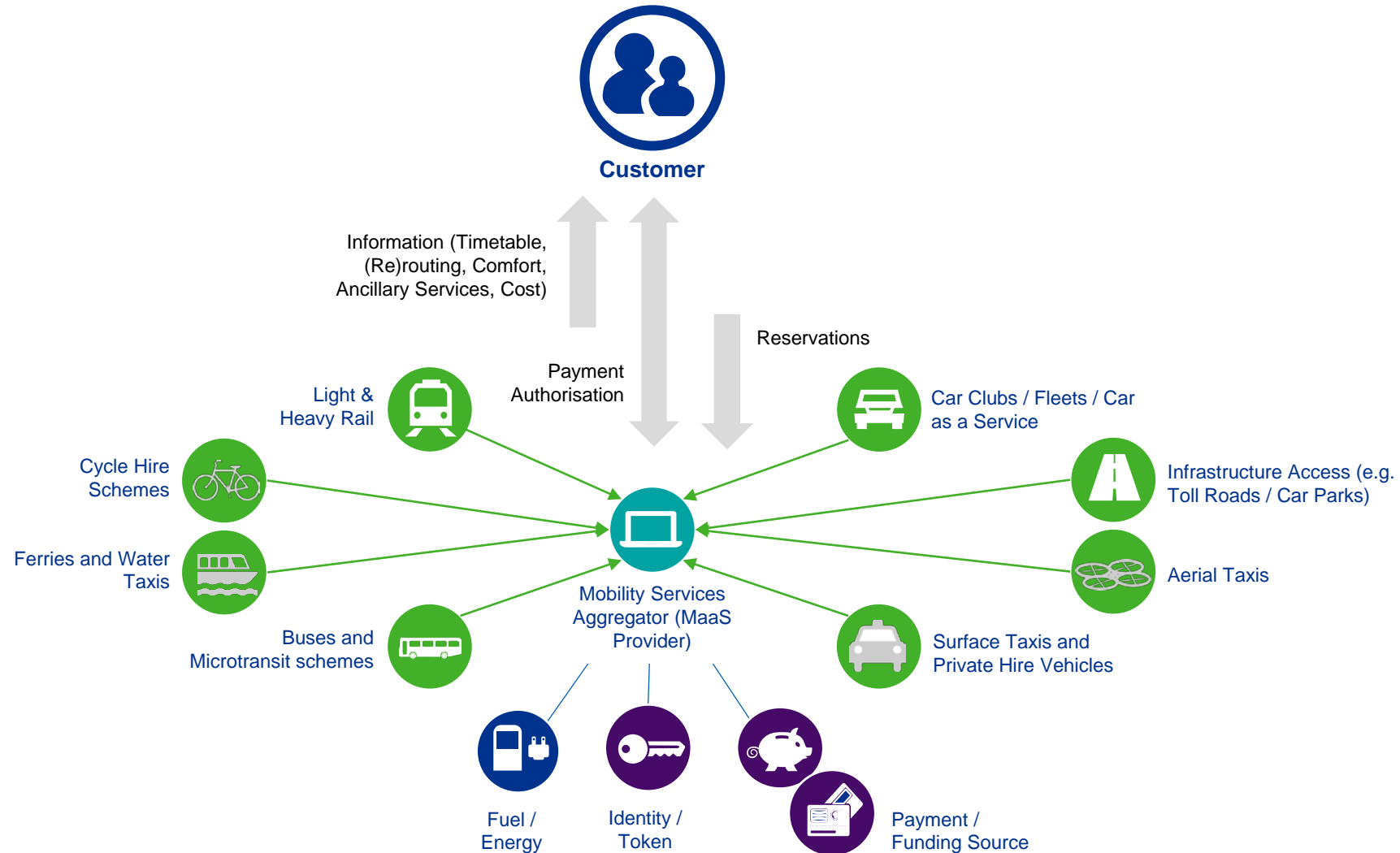
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Pågående prosjekter



MaaS plattformer/ tjenester



Maas verdidrivere



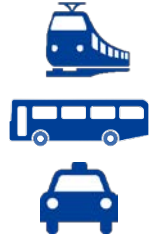
Customers

- Seamless connectivity between, and access to multiple modes of transport
- “Best value” transport, enabling customers to pay for services consumed
- Demand and Supply-responsive transport, ideally with delay/disruption support
- Personalised mobility that better reflects preferences and travel criteria
- Ideally first to last-mile mobility



Scheme providers

- Direct revenue from product use commission and interest on credit balances
- Ancillary revenue from commercialisation activities, including advertising



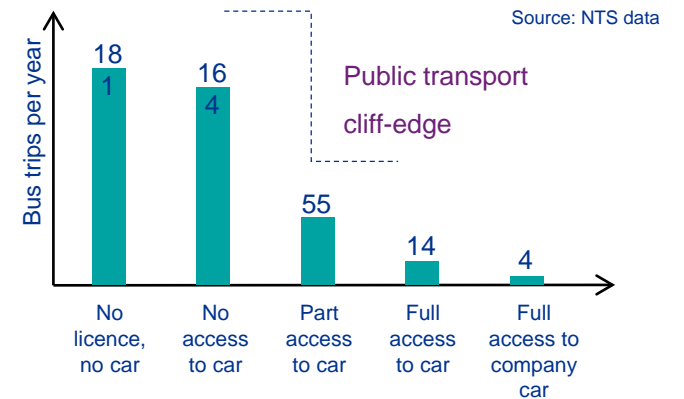
Operators

- Access to a wider market and ridership
- Potential ability to enter into innovative commercial arrangements with other participants to develop attract increased ridership
- Potential reduction in cost of sales though use of third-party payment platform



Authorities

- Enhanced understanding of modal choice of travellers to support strategic planning
- Enhanced interconnectivity, enabling agglomeration benefits
- Potential ability to control and/or influence mobility choices to deliver policy objectives



Målsetninger for mobilitets-økosystemer



Optimum customer experience



Resilient to delay and disruption



Optimisation of road space capacity



Active transport encouraged



Optimisation of mass transport capacity



Accessible to all demographic groups

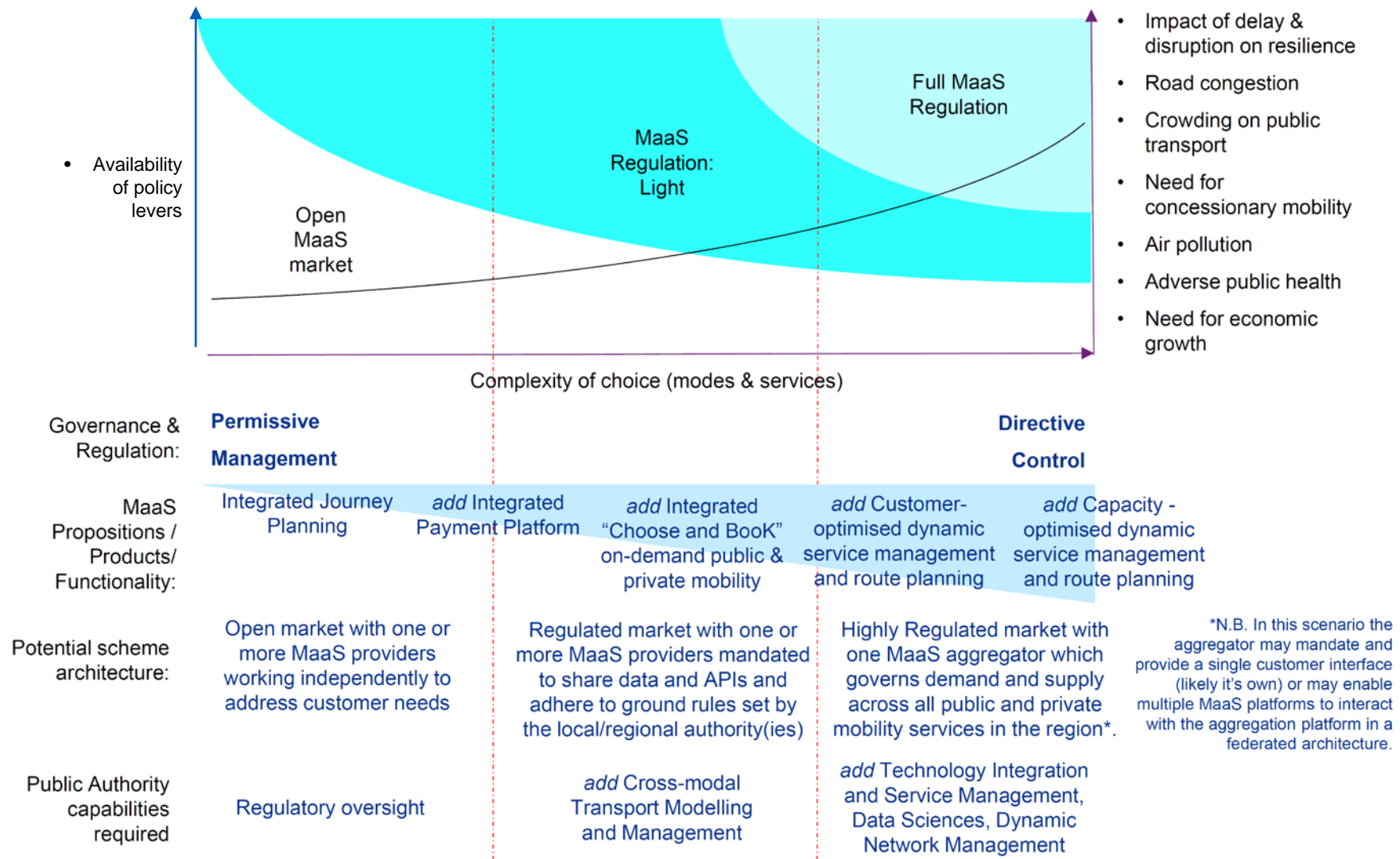


Good air quality

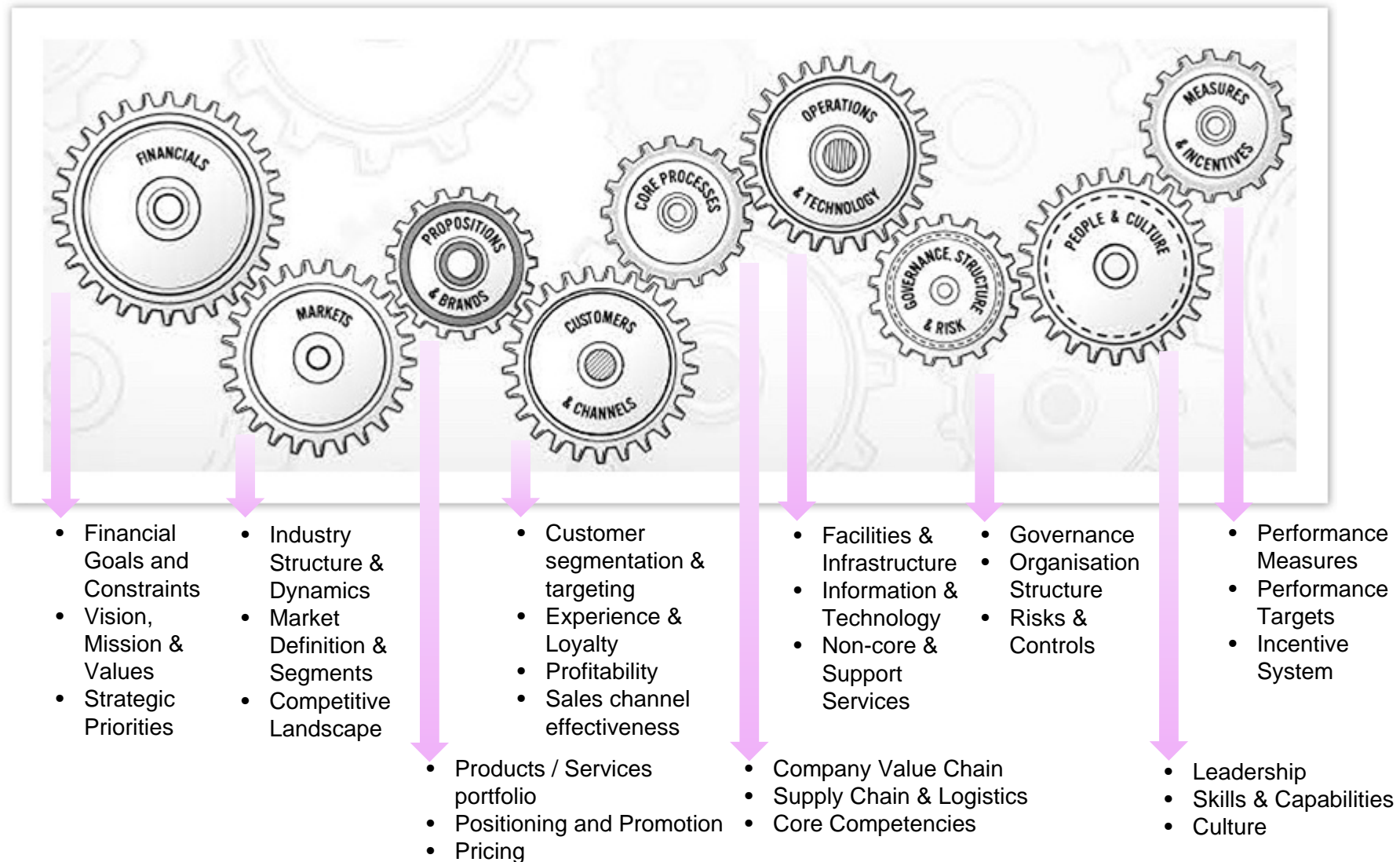


Economic growth and prosperity

MaaS tjenesteregulering



Forretningsmodellering: KPMGs verdidriverkonsept



Utfordringer knyttet til driftsmodellene

1. Kontroll på drivere for å oppnå egne målsetninger
2. Kundeieierskap og mellomledd
3. “Sunk cost” kan hindre fremdrift
4. Nødvendige investeringer for å kunne delta
5. Inntektsfordeling
6. Håndtering av dynamiske billettkostnader
7. Balanse og rettferdighet for bade kunder og operatører
8. Produktutvikling – dynamikk og styring
9. Risiko og forpliktelser
10. Økonomisk styring

Korte og langsiktige utsikter for MaaS

| | Demand driver | Near term outlook for MaaS | Longer term outlook for MaaS |
|-------------------|--------------------------------------|---|---|
| Transport Needs | Socio-demographic | Bigger and older population with increased car ownership. | ● Greater sharing of assets leading to reduced car ownership (?). Increased personalisation and control. ● |
| | Economic and labour market | Increased levels of self-employment, flexible contracts and multi-site working. | ● Potentially very large disruption to labour markets with continued increased flexibility in work and work location . Increased mobility needed. ● |
| | Alternatives to travel | Increased use of online services and e-commerce. | ● Increased use of online services and e-commerce. ● |
| Transport Choices | Price and quality of transport modes | Potential reduction in public transport level of service and increased competition from ride-hailing services. Private motoring becoming cheaper. | ● Transformation of the vehicle market and reform of vehicle charging mechanisms reflecting marginal costs (?). ● |
| | Integration between modes | Increased use of technology to integrate modes, increased flexibility in demand responsive services. | ● Increased use of technology to integrate modes, increased flexibility in demand responsive services. ● |
| | Government policy and expenditure | Continued pressure on resources for revenue and capital expenditure. | ● Uncertainty surrounding longer term policy and role of state in mobility. ● |

● Negative ● Positive ● Uncertain



Takk for oppmerksomheten

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