



# MOBILITY AS A SERVICE

CEO Antti VEHVILÄINEN (FTA)  
11th PRIME Plenary meeting, 16th November 2017  
Brussels

# Smart routes and intelligent traffic - for you

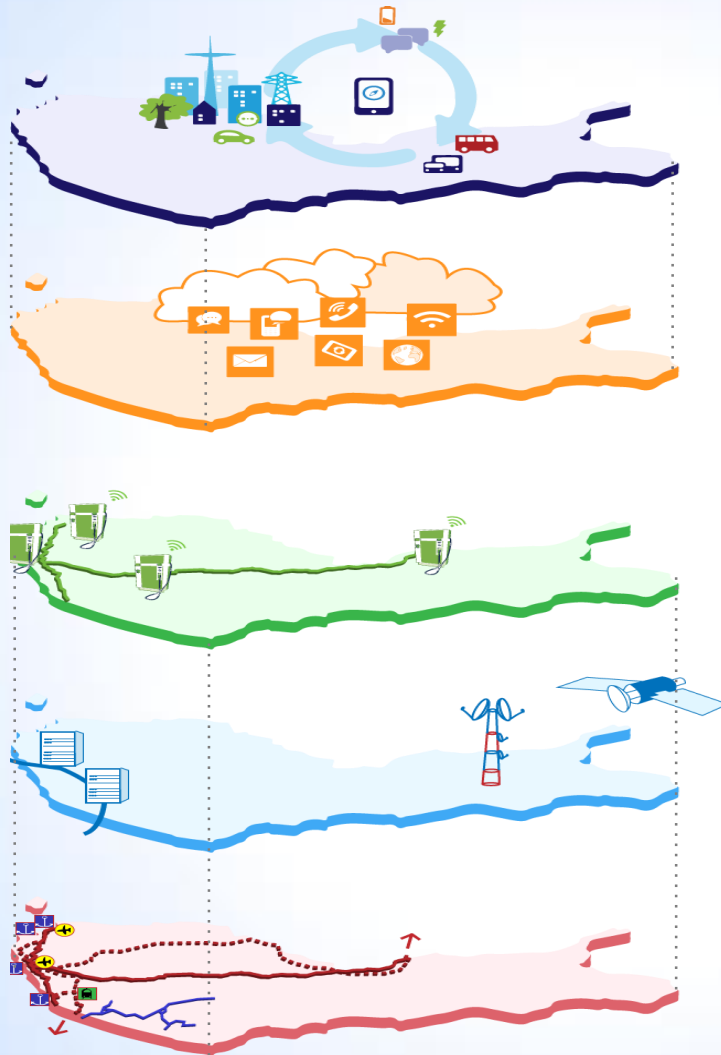


**Mobility as a Service” (MaaS) is an innovative operating model generating user-centric mobility and freight services based on a seamless, co-operative and sustainable transport ecosystem. The ecosystem utilizes digitalization and data, as well as strong cooperation with the public sector, business and users.**

SERVICES

INFRASTRUCTURE

ENABLING GOVERNANCE AND REGULATION



## Mobility as a service

Mobility-as-a-service operators (big & small),  
Multiple customized services  
All Transport modes with single User Interface,  
Internet of traffic.

## Integrated online services and interfaces

Online services platform: Open Data, Interfaces and APIs, Cloud Services, Internet of Things

## Intelligent traffic infrastructure

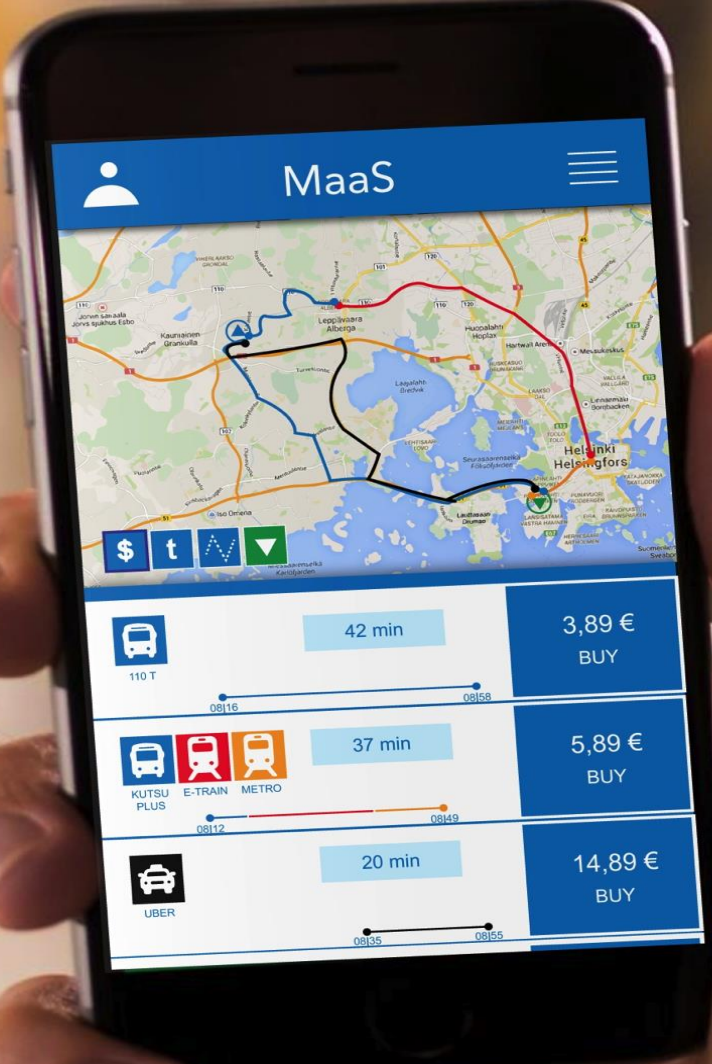
Traffic management systems  
Digital ticketing, routing services  
Seamless connectivity

## Telecommunications and information infrastructure

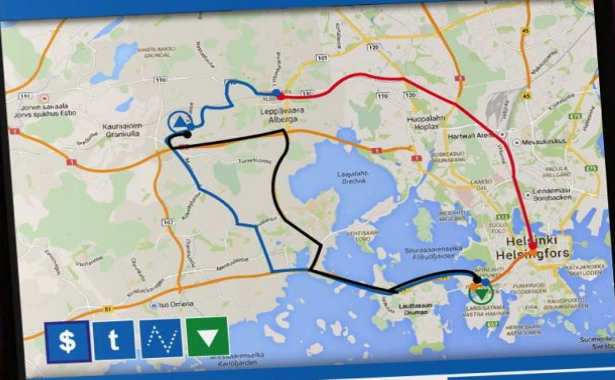
Mobile data networks 4G/5G  
Static networks enabling international interoperability, broadband for all

## Core infrastructure

Roads, rails, airports and ports.  
Growth Corridors



MaaS



110 T

42 min

3,89 €  
BUY



KUTSU PLUS  
E-TRAIN METRO

37 min

5,89 €  
BUY



UBER

20 min

14,89 €  
BUY



WHAT IF ALL  
TRANSPORTATION  
WAS  
CONVERGED...



... AND TAILORED  
TO YOUR NEED AS  
MONTHLY  
PACKAGES

CONFIGURE YOUR PACKAGE



Helsinki

Unlimited

U B E R

Global

120 km



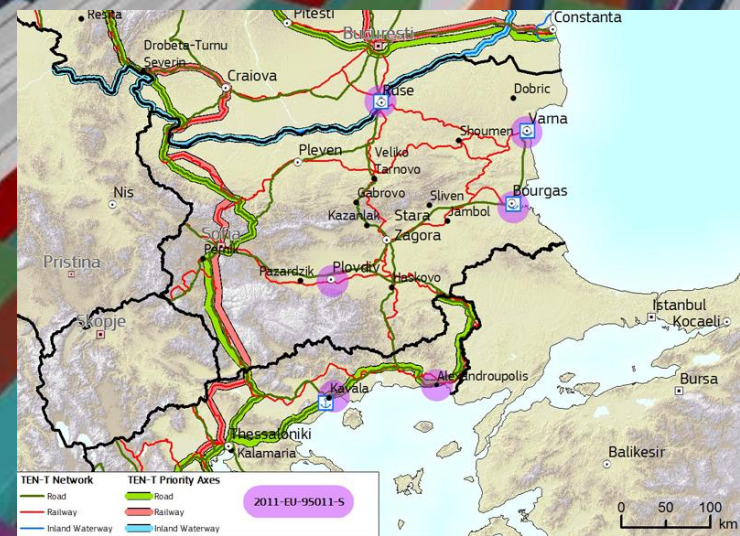
Intercity

6 Journeys

COST  
(per month)

358 €  
BUY







THANK YOU FOR YOUR  
ATTENTION!

CEO Antti VEHVILÄINEN  
Finnish Transport Agency (FTA)  
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