



# Instant System

***“Evolving from passenger information to MaaS”***

**Polis Network – Gothenburg**

01 December 2021

# AGENDA

**Quick Presentation of Instant System**

**MaaS : Step-by-Step : Use case Annecy (France)**

- **Passenger information applications**
- **Integration of ticketing**
- **“Light” integration of Mobility Service Providers**

**Mobility as a Service : Use case Brussels (Belgium)**

**Questions & Answers**





# COMPANY

Today

70<sup>+</sup>

## B2B Customers

Ile de France, Pays de la Loire,  
Hyderabad,  
Nouvelle-Aquitaine, etc.

80<sup>+</sup>

## Employees

R&D, Marketing, Sales,  
Mobile,  
Web, Design

2<sup>+</sup>

## Strategic partnerships

(Keolis & RATPdev)

8M€

## Raised in 2021

International development and  
“MaaS for Business”

### 2013. COMPANY CREATION

Started by Xavier LECOMTE & Yann HERVOUET

### 2014. PRODUCT DEVELOPMENT

Launch of Journey Planner and App

### 2015. NEW PRODUCTS

Evolution towards MaaS, new carpooling platform, integration of new services

### 2016. FIRST STRATEGIC CUSTOMERS

Ile de France Mobilités, Var, RATPDev, Keolis, and many others

### 2018. FIRST REGION CUSTOMERS

Nouvelle Aquitaine, Pays de Loire, Grand Est

### 2019. MAAS DEPLOYMENTS

RATP, Valence, Cannes...

### 2020-2021. EXTENSION OF MAAS

STIB-MIVB, Métropole Aix Marseille Provence, Sytral...





# Annecy



**Location:** On a lake nearby the Alps and only 40 km from Geneva  
A place for

- boating in the summer
- skiing in the winter

-> this has an influence on the bus operation along the year

**Year:** 13th Century -> very narrow street in the center of the city

**Number of inhabitants:**

- in the City ~130 000
- in the Metropole ~208 000
- During summer, the city hosts up to 700 000 visitors

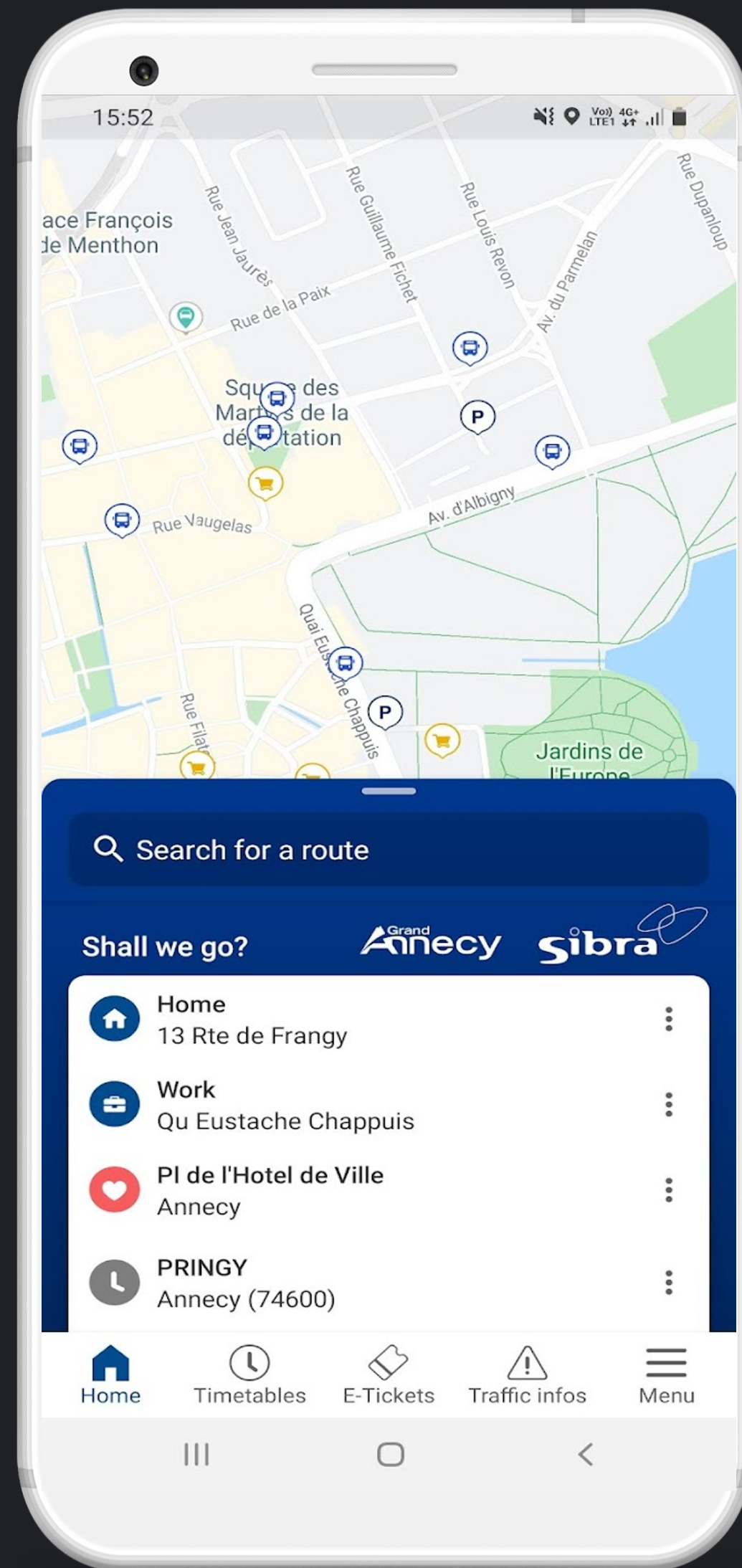
**Transport:**

- Public Transport : Bus
- Taxi
- Car-Club
- Bike sharing in free-floating
- Train station : inter urban and long-distance (Mobility-Hub)
- Park & Ride





# Passenger information applications



## The Must-Have

- **Journey Planner: multi and Intermodal, including Public Transport & private vehicles (i.e. bike, car, e-scooter)**
- **Quick access button:**
  - The list of the lines & the stops
  - Realtime information
  - disruptions (i.e. roadwork on the line that can cause delays)
- **A map with all the Public Transport lines & stops**

## The Nice-to-Have

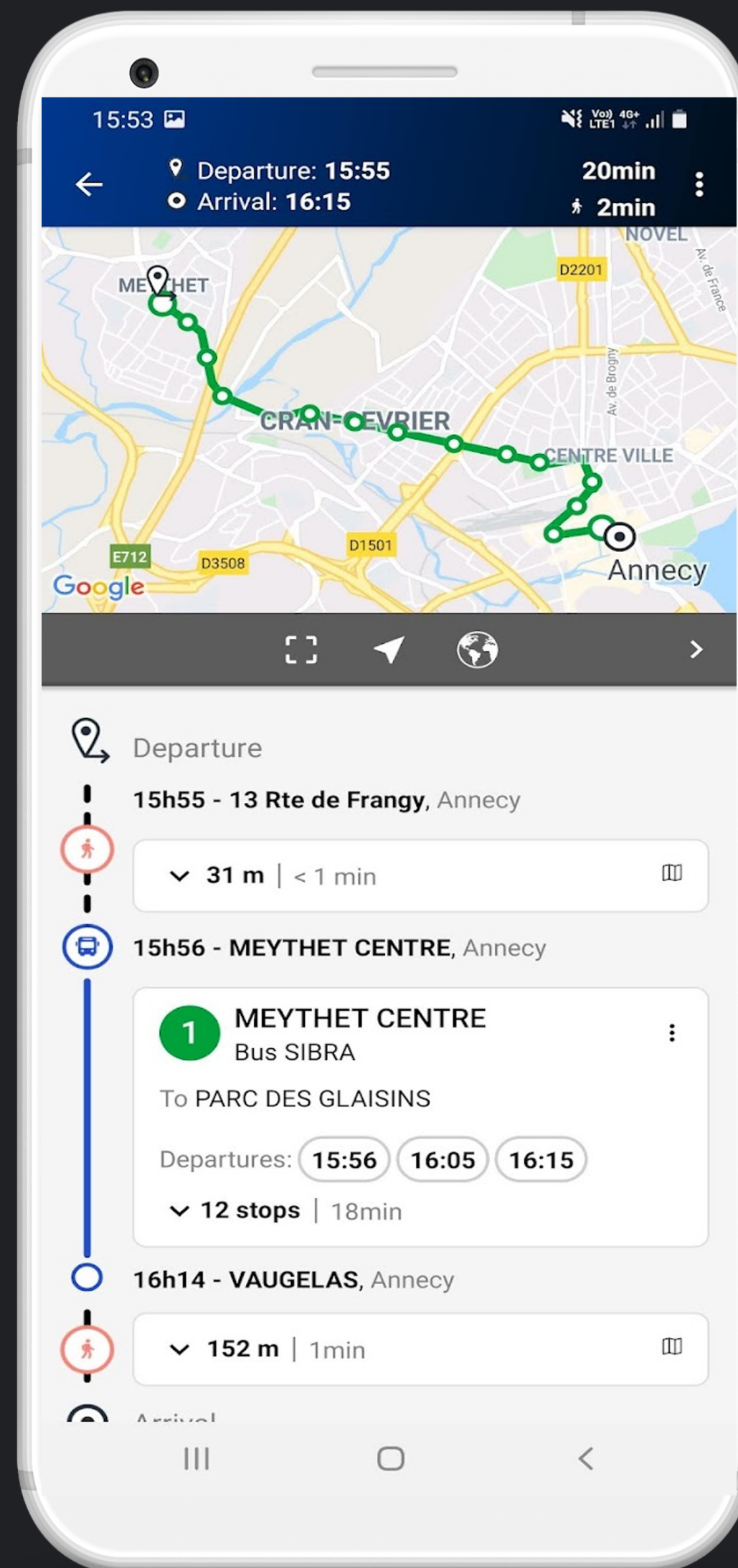
- **Vehicle geolocalization on a map**
- **Realtime disruption(s)**
- **Other Mobility Services managed by the PTA/PTO: Parking, Bike & e-Scooter, etc**

## ANNECY

- **2016 : Journey Planner including PT, private vehicle (Car & Bike) and outside Parking (Park & Ride)**
- **2017 : integrating parking in building with real-time availability**



# Integration of ticketing



## Different types of tickets

- For local people : Single tickets or by bundle of 10 -> for occasional travelers
- For visitors : Day pass - Weekend pass - Weekly pass
- For regular travelers : Monthly pass - Yearly pass - School pass

**Note:** the fares could be by time, distance, number of stops, etc.

## Different types of ticketing solution

- Self-validation
- QRcode scanned by the phone
- QRcode displayed on the phone
- Bluetooth LE
- NFC

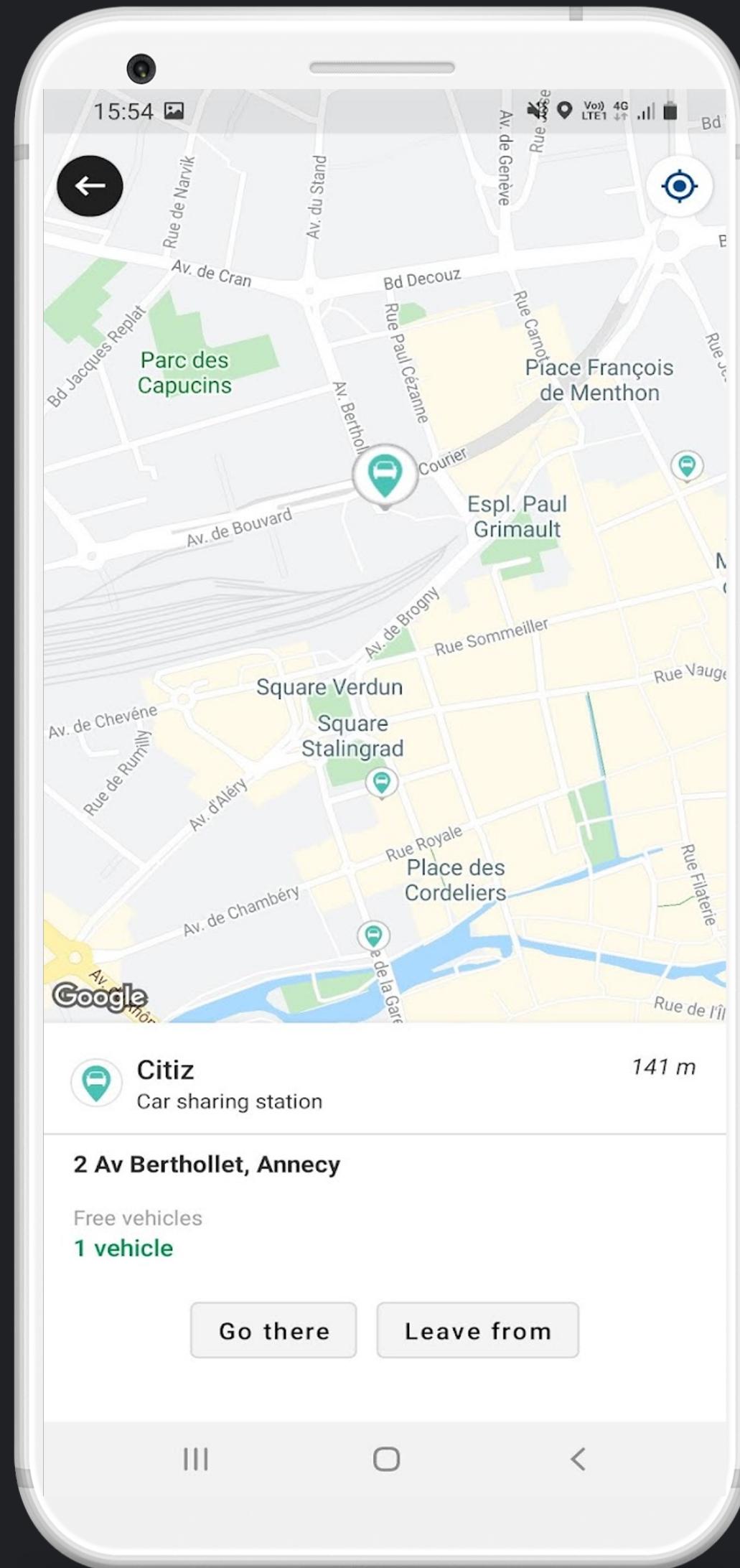
## ANNECY

- 2018 : M-Ticket integration





# “Light” integration of Mobility Service Providers



## “Light” integration: Deeplinks

**Note: contract between the MaaS Operator & MSP is key**

**The first level of MaaS is adding the information of private MSP**

- geolocation
- availability (free-floating and station based)
- price
- information related to the vehicle (especially for the electrical ones)

**Important: this integration doesn't allow any booking or payment. The traveler is automatically redirected to the application of the MSP chosen**

**This type of integration enable inter and multimodal journey planner between public and private MSP**

## ANNECY

- 2019-2020 : deep-link integration with Citiz (Carsharing)
- 2021-2022 : full integration with Citiz (book and pay without any redirection)





# Brussels



**Location:** Capital of Belgium and Center for the EU

**Year:** Middle-age for the oldest part

**Number of inhabitants:**

- in the City ~180 000
- in the Metropole/Region ~1 200 000
- Around 9 000 000 visitors / year

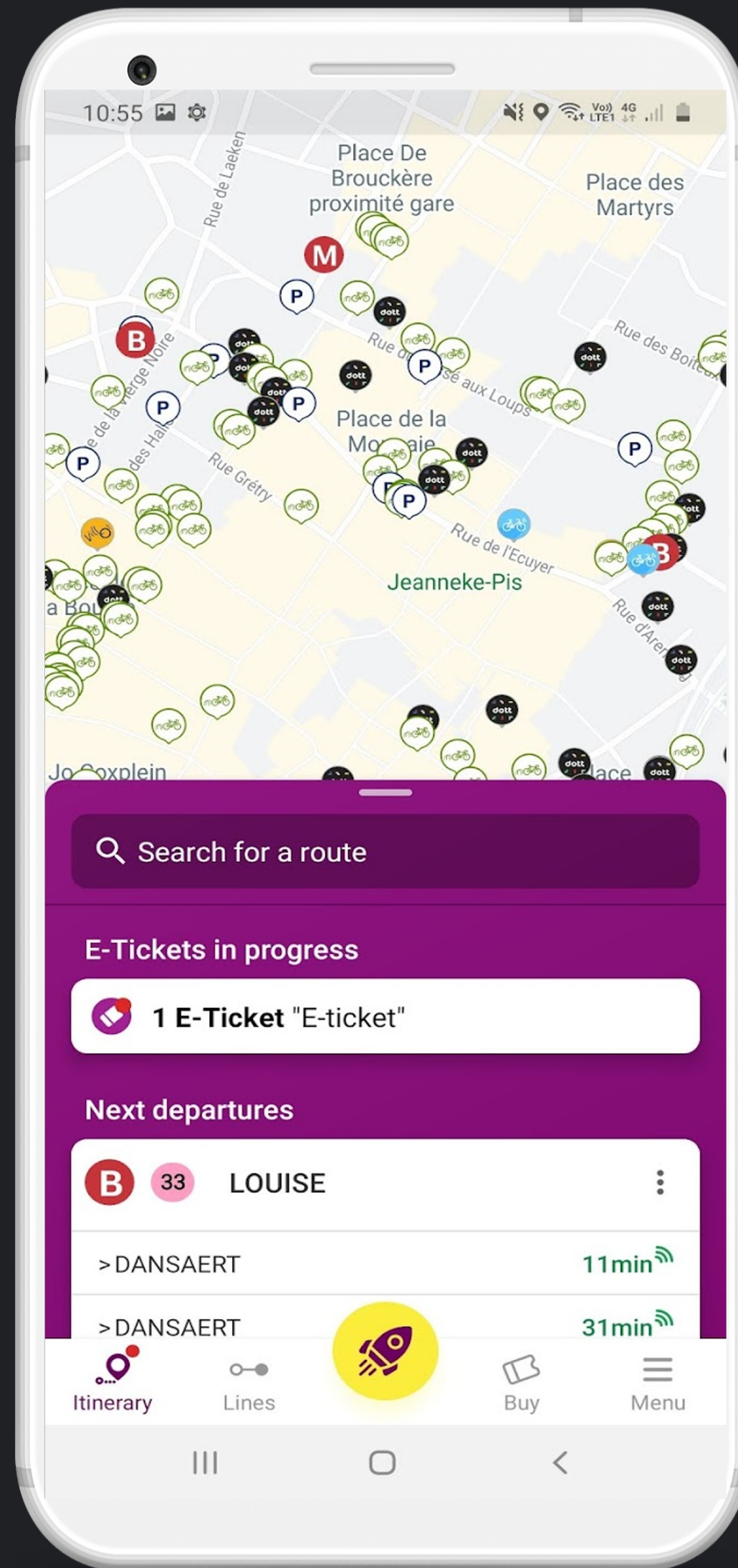
**Transport:**

- Public Transport : Bus, Tram, Metro, Boats
- Taxi & Ride-hailing
- Car-Club & rental car
- Train station : inter urban and long-distance (Mobility-Hub)
- Park & Ride
- Bike, eScooter & Moped





# Mobility as a Service



**“Full” integration (no redirection)**

**Note: contract between the MaaS Operator & MSP is key**

**The next level of MaaS is a complete integration of MSPs within the MaaS app**

- geolocation
- availability (free-floating and station based)
- price
- information related to the vehicle
- booking
- payment
- unlocking

**Next step**

**Creation of “mobility packages” (bundles) by the MaaS operator (PTA or PTO)**







# Questions & Answers





instant system

# Thanks!

**Aurelien Cottet**

International Sales Director - Instant System  
aurelien.cottet@instant-system.com - +33 7 57 08 83 82