

The logo for SKEDGO, with 'SKED' in blue and 'GO' in green. The background features a network of white lines and dots overlaid on a city street scene at dusk. The street scene includes a brick building with ornate windows, a traffic light, and blurred light trails from moving vehicles and pedestrians. A large blue diagonal shape is overlaid on the right side of the image.

SKEDGO

# A Business Case for Mobility as a Service

Mobility as a Service (MasS) is the hot topic for smart cities, the automotive industry and transport related businesses right now. It is hoped it will bring together the fragmented transport market, ease traffic on the roads, reduce emissions in polluted cities and offer a better experience for users.

Sounds too good to be true? Not at all. But we understand it can be difficult making the case for MaaS to people without knowledge of its benefits. That's why we - as proud advocates of MaaS - help explain the business merits. It's as easy as 1.2.3.

## MaaS helps you

- ✓ Generate greater demand
- ✓ Create improved products
- ✓ Build stronger relationships



# 1

## Greater demand

There is little doubt new technologies are now adopted faster than ever. It took decades for people to use telephones and TVs, at the mass market level. For items like smart phones and tablets, not to mention online services, it's a matter of years or less. With these ever faster lifecycles, you don't want to miss the boat and get left behind. As demand for more nimble competitors grows, yours could decline.

By integrating MaaS technology into your existing offer, you can gain significant competitive advantage. How? It will create a superior user experience by providing more convenient door-to-door services. This, in return, increases customer loyalty and expands interactions. Implement too late and you'll merely be playing catch-up, not differentiating yourself.



# 2

## Improved products

Nowadays, data is king and billion dollar businesses exist almost entirely on knowing a lot about their customers. Think Facebook, TripAdvisor or Twitter, who took off like a storm. Integrating a MaaS application can deliver a myriad valuable data to help you gain insights into your customer base: who they are, how they behave and what they are looking for. You can use the data to improve internal efficiencies, make smarter product decisions and provide a better customer experience.

For example, make your customers more aware of their environmental impact by displaying carbon emissions for each journey. It's also possible to create experiences that benefit those with disabilities, like displaying wheelchair-friendly routes and real-time re-routing for obstacles such as lift outages. As governments push harder for lower emissions and consumers seek greater personalisation to their individual needs, it's a perfect storm for MaaS.



# 3

## Stronger relationships

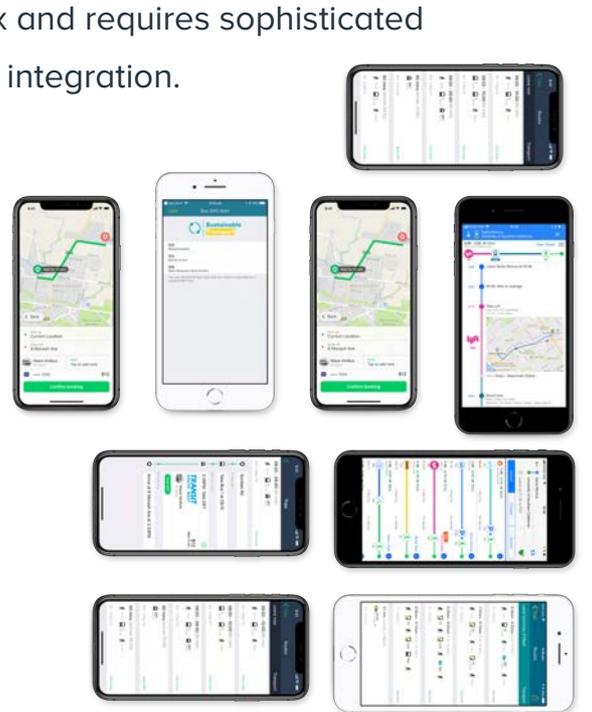
Remember when sneakers were just simple sports shoes? Global brand Nike changed a whole industry in 2006, by introducing the iPod Sports Kit. This simple chip, combined with clever software, helped users better understand their exercise routines. In doing so, it helped Nike engage as a service provider, with ongoing relationships and communities of users. No longer were they top-of-mind only yearly, when the old sneakers wore out.

MaaS looks to go a similar route. Every means of transport these days needs to be smart, connected and provide added value to users. They simply expect it and it's one of the reasons Uber has grown so fast. No one wants to call a taxi company anymore and wait an unknown amount of time for the taxi to appear (or not). Gen Z certainly won't. Studies consistently show that future generations are less likely to rely on one car for their transport needs. Building relationships with this cohort will require whole new ways of engaging.

## So how do you get MaaS right?

Providing a seamless mobility experience is a challenge for new players. The technology behind MaaS applications is complex and requires sophisticated routing algorithms, constant updates and careful integration.

Instead of starting from scratch, **our API** and **white label** solutions already offer a mature, well-tested system, available to be customised, personalised and individually branded. SkedGo's own TripGo app showcases how our routing algorithm works in over 500 cities, with consistent 4+ reviews in app stores. We constantly improve and adapt our offering, so customers always have a great experience.



Our API integrates booking and payments, it's capable of monetising services provided and offer a truly end-to-end experience to customers. Unlike other MaaS solutions, our API and white labels can be adapted to clients' needs, business models and requirements. We can adapt and grow together with you.

With a large team of senior developers and computer science PhDs in our team, we deliver new integrations and functionality quickly. This means you can benefit from reduced time-to-market for products & services. We move fast, so you can too.

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**By integrating MaaS technology into your existing offer, you can gain significant competitive advantage.**

MaaS is only in the early development stages. New players are joining the market all the time and users will adapt to new offerings as they enter. We have developed multi and mixed modal MaaS solutions since 2009, way ahead of the curve, and grown with the industry.

### Why partner with an experienced player

1. Mature, well-tested and award-winning system
2. Existing positive customer feedback
3. Integrated bookings & payments for monetisation
4. Flexible partnerships & business models
5. Reduced time-to-market for new products
6. Experienced developers delivering quality work

Our team has a very low staff turnover, which speaks for SkedGo as a great workplace and a successful business. In 2016, our spin-off app RioGo won the Olympic City Transport Challenge for Rio de Janeiro. SkedGo was nominated “Gartner Cool Vendor in Smart City Solutions and Applications” in 2017 and BusinessMaas voted our TripGo app “**Best Smartphone App 2018**”.

Talk to us **today** about how we can help you make MaaS your next step.