

Title ITS service platform: In search of working
business models and ecosystem

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Business model for ITS service platform (Paper ID: C3-3D3)

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Dr. Aki Aapaoja

(with Zulkarnain, Prof. Leviäkangas &
Kostiainen)

MOBiNET: the Europe-wide e-market place of mobility services for businesses and end users



- A comprehensive Europe-wide directory of mobility and transport-related data and services
- An e-marketplace as an e-commerce network linking content providers, service providers and end users
- Traveller assistance tools for service roaming and virtual ticketing
- Third-party service composition to discover and add content and services to existing products
- An "App Directory" and smart Communication Manager for end-user devices
- A Service Development Kit to enable easy creation of new user services

www.mobinet.eu



@MOBiNET_EU



Group MOBiNET
"the internet of
(Transport and)
Mobility"

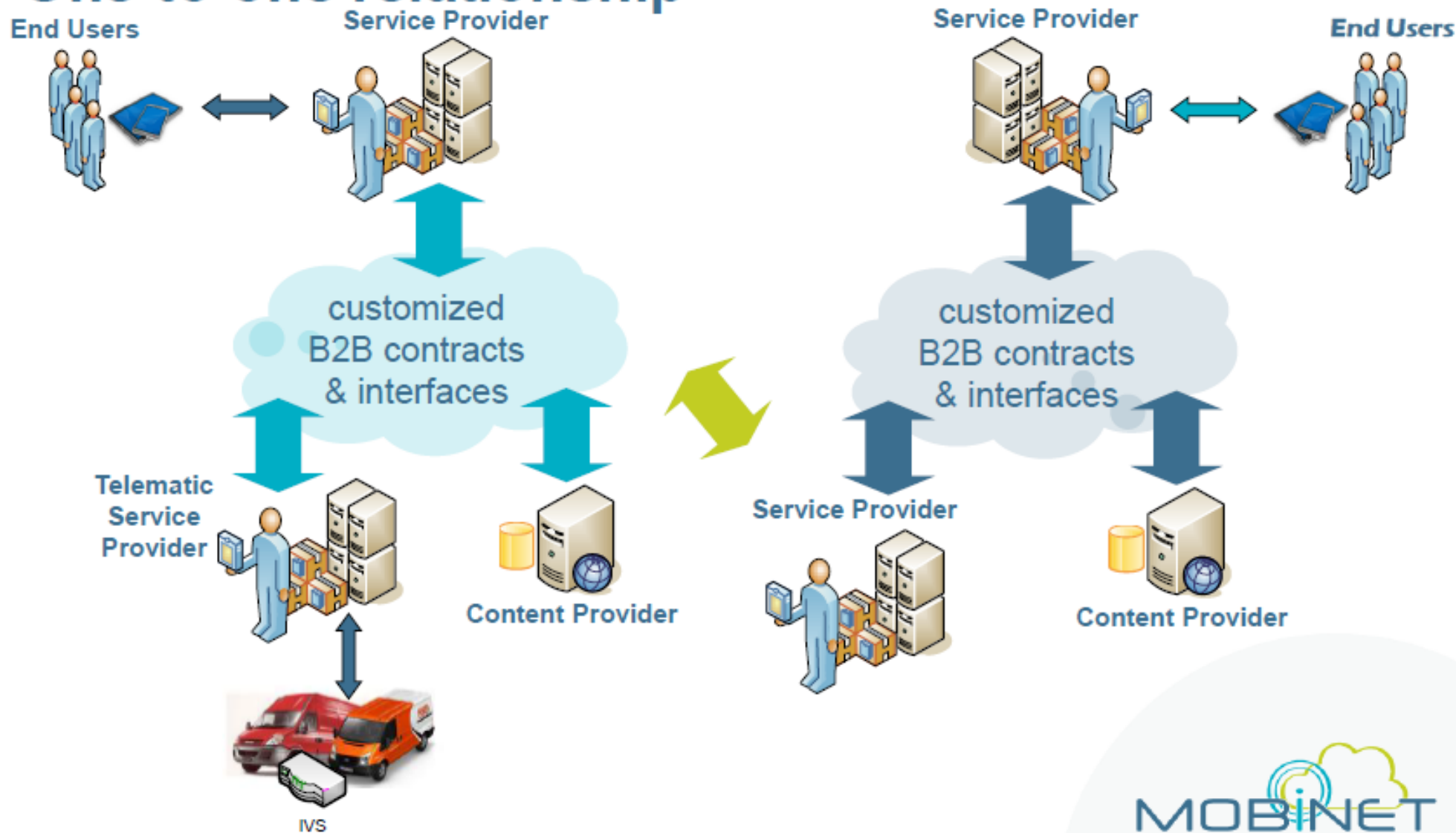
A need for ITS Platforms



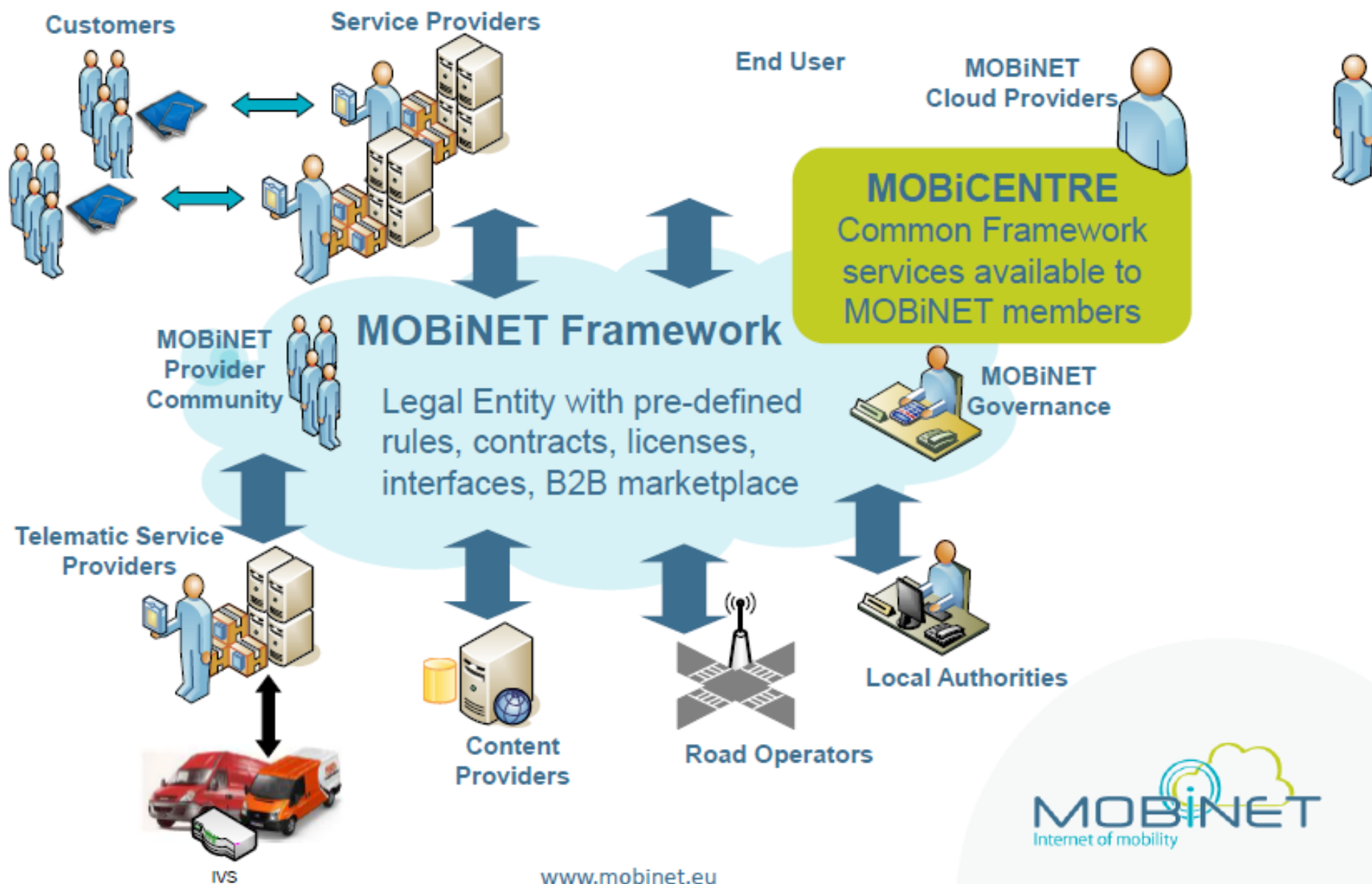
- Users want...
 - One-stop-shop for context-aware mobility services
 - Pan-European (or even global) roaming, coverage and access to services
 - Integrated user-account for transport services
- Road or transports operators and authorities want...
 - Publish traffic and travel information to all users
 - Attract new customers and expand customer base'
 - Save costs (enhanced cost-benefit –ratio)
- Service and data providers (B2B or B2C)
 - Deliver services to any kind of compliant customer devices
 - Directory of all mobility-related data and services
 - Service and data trading without one-to-one contract

Today's business ecosystem

One-to-one relationship



MOBiNET ecosystem

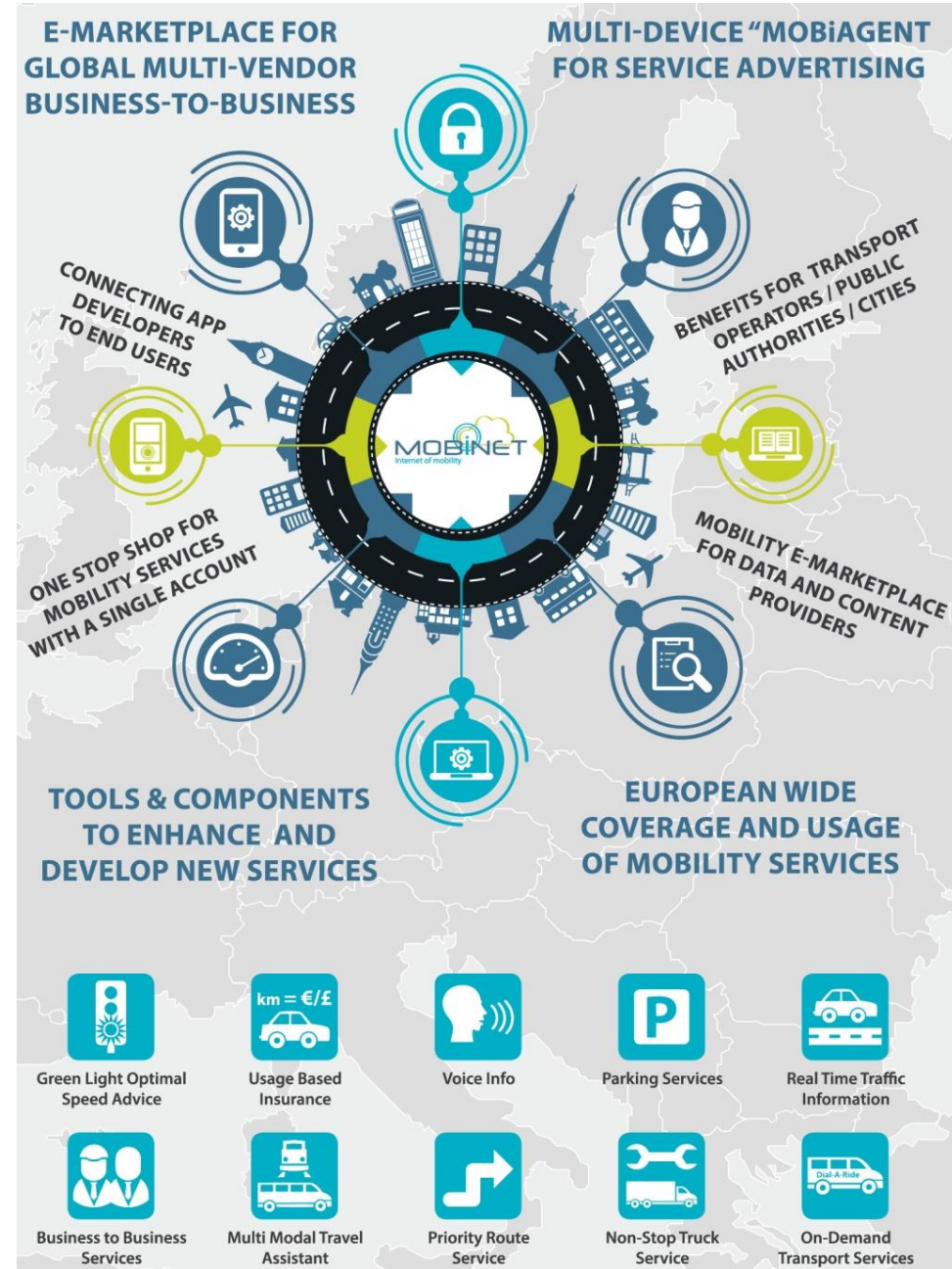


Potential services

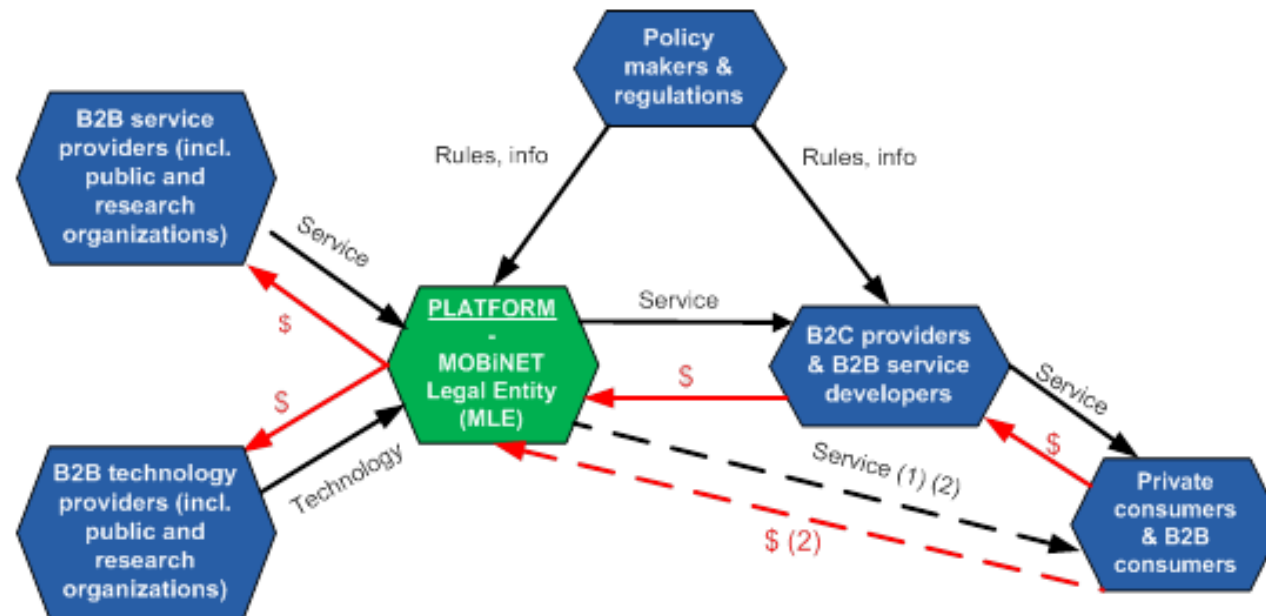


- Green Light Optimal Speed Advice
- Use-based insurance
- Multimodal travel assistance
- Ad-Hoc priority routing
 - Traffic light management (e.g., emergency vehicles)
- Demand-responsive Transit
 - Dial-A-Ride
- Non-stop truck (i.e., automated weight-in)
- Floating Vehicle Data (e.g., real-time traffic information)
- Parking services (with integrated mobile payment)
- Location-based contextual voice-based information

11/07/2016



Initial business concepts of ITS platform

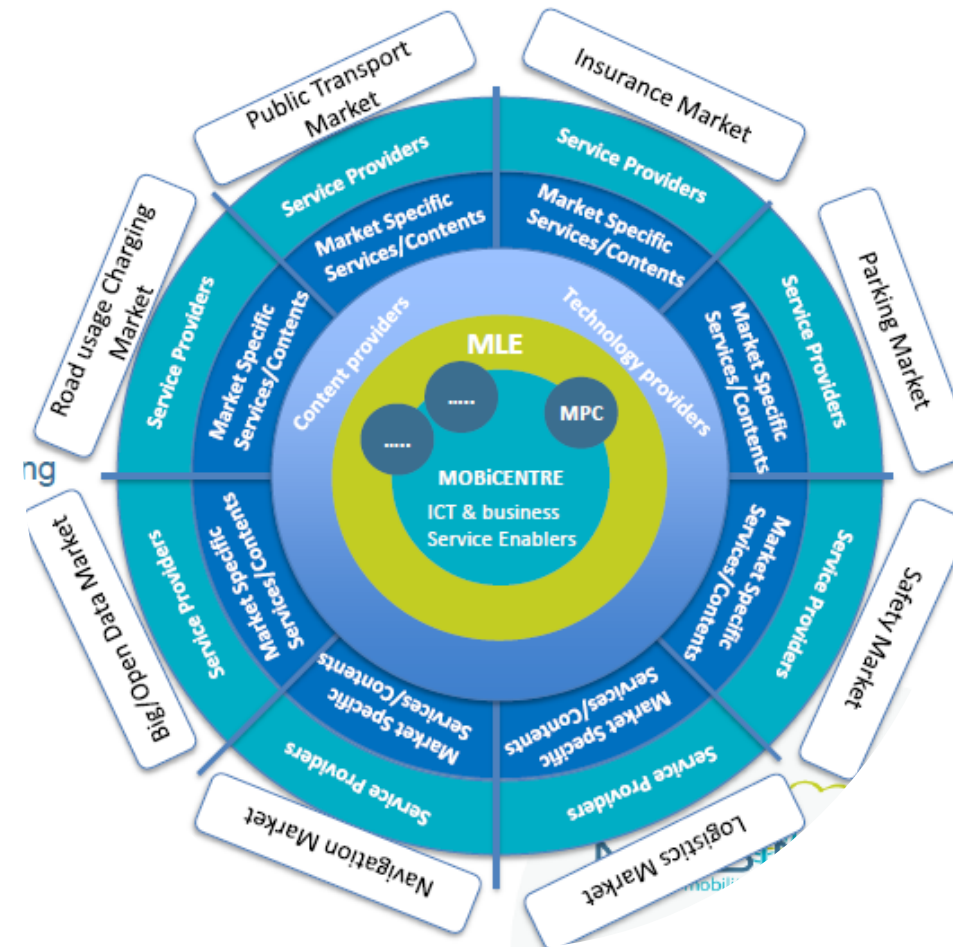


- Option 1: e-marketplace just for B2B services
 - E.g., Amadeus delivers ticketing and routing services for airlines, hotels etc.
- Option 2: B2B services and a B2C service directory for B2C customers ("yellow pages")
 - E.g., eBay, Amazon: provides a search engine for B2C services but do not sell those
- Option 3: Commercial B2B and B2C services
 - E.g., Google Play, Apple: provides B2B services, own B2C services and e-marketplace for 3rd party B2C services

Challenges of different business concepts

Challenges may rise when being B2C and B2B provider

- The platform operator may have an unfair competitive advantage if it offers own B2C and B2B services
 - Biased service recommendations and promotions for platform's own services
 - May discourage external service providers from joining
- Too much emphasis on providing B2C services, B2B end-users may not find the platform
- Broader focus (both B2C and B2B services along with the platform itself) requires extensive resources
 - e.g., customer support services and help desk



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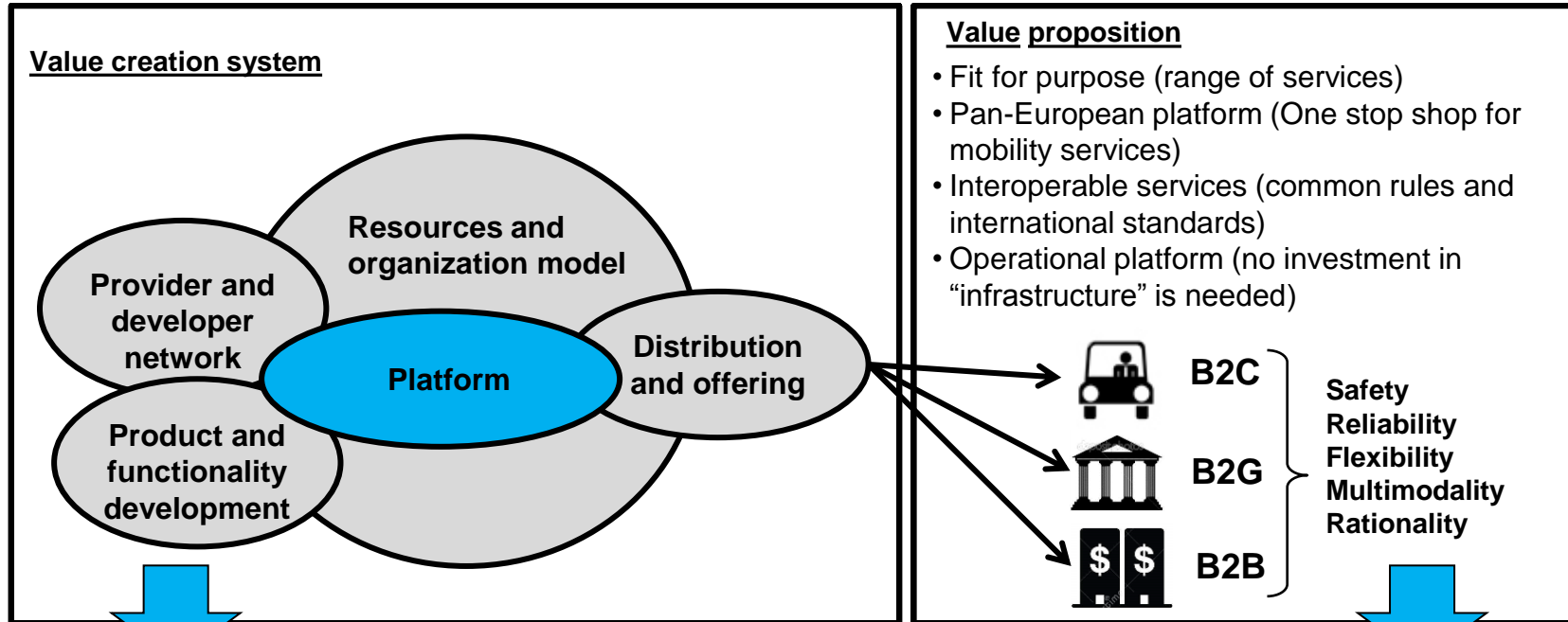
Generic business model for ITS platform



Value creation systems: who offer and what (independent HWs and SWs) → develop and produce valuable offering

Value propositions/offering: integrated entity and offering, fit-for-purpose

Value capturing / revenue model: How the operations are financed



Revenue model

A multi-vendor B2B2C e-marketplace and service directory where service providers can publish and exchange their products, technology and services and hence improve their offering and the customer base

- Single access point to wide service base that allows and attracts end-users to find the most valuable services (*providers pays for advertising and/or commission from purchases by users (B2B or B2C)*)
- A service directory helps in finding other businesses that provide or purchase services or data (*providers pay for usage or publishing of content and/or services*)
- Tools and functionalities for all the customers to assist them in developing transport and mobility services (*customers pays for utilizing platform functionalities to improve their services*)



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