



INTERNATIONAL UNION
OF RAILWAYS

UIC DIGITAL DOOR-TO-DOOR SOLUTIONS

10 guiding principles webinar

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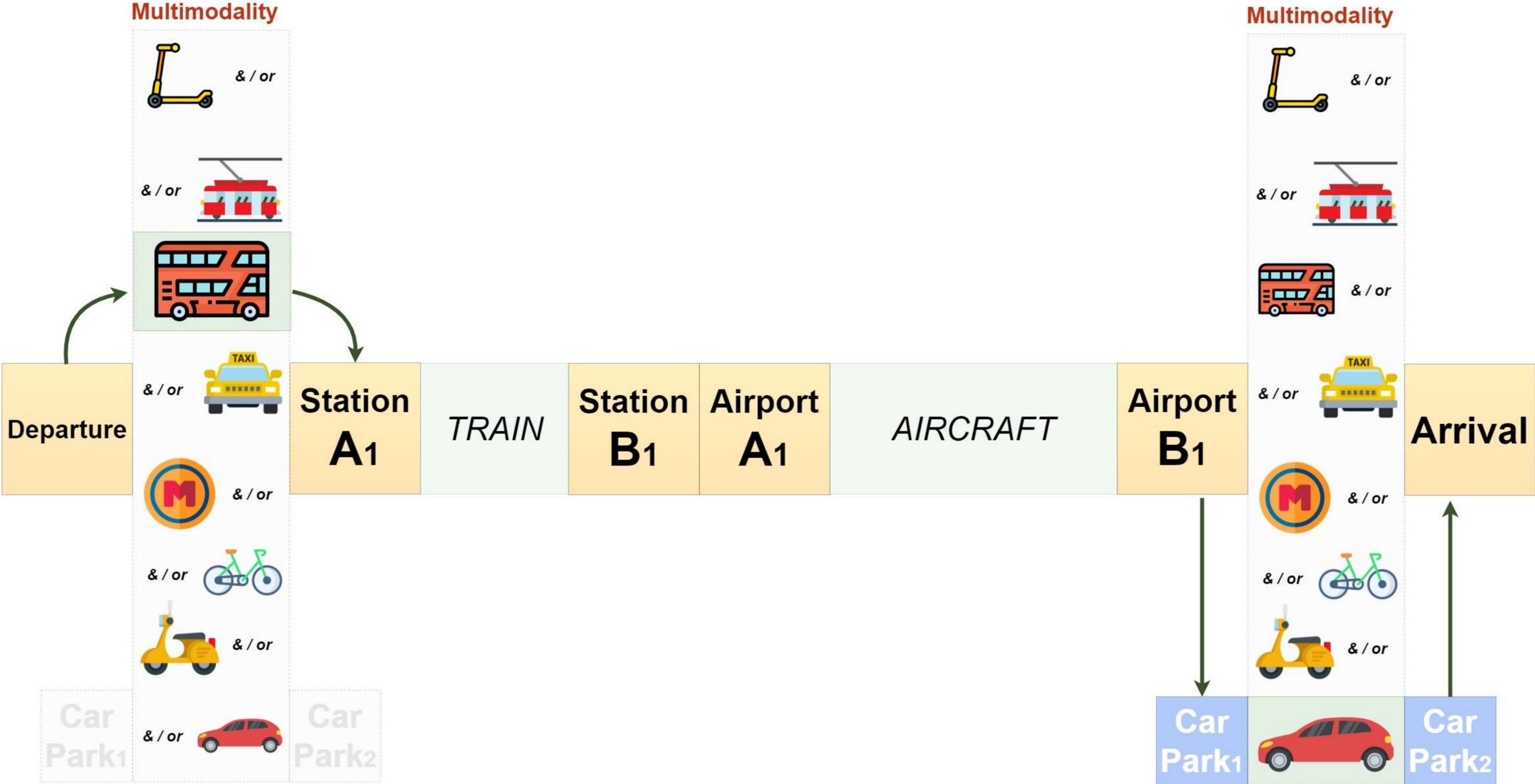
UIC digital door-to-door solutions – 12 October 2021

Multimodality needs digital door to door solutions for seamless travel

Multimodality = Choices

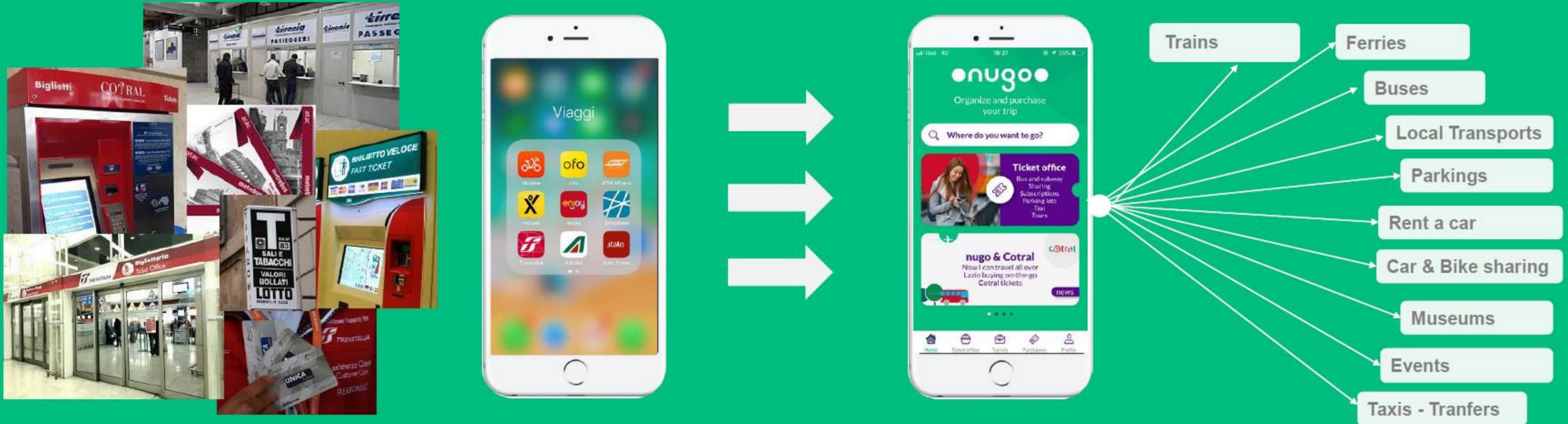


A long journey can be complex



MaaS platforms

Everything at your fingertips



Main benefits from MaaS to the actors

End users



- ✓ Access to a flexible array of transport modes
- ✓ Seamless Payment
- ✓ Convenience of access and use
- ✓ Access to higher quality, real-time transportation and city information
- ✓ New contracts & plans
- ✓ Seamless multimodal transit experience
- ✓ Real-time assistance

Communities



- ✓ Data Collection and Analytics
- ✓ Service Bundling
- ✓ Promotion of sustainable mobility
- ✓ Improve accessibility and inclusivity
- ✓ Reduced Car Ownership
- ✓ Promote competitive mobility market
- ✓ Healthy lifestyle

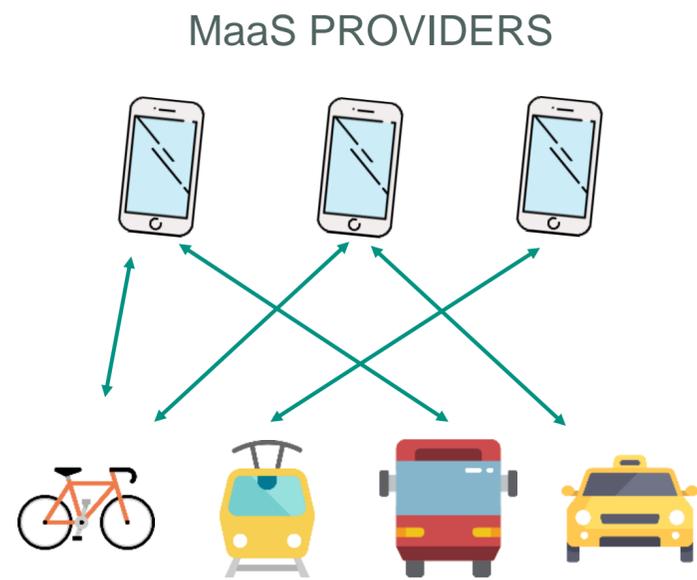
Transport providers



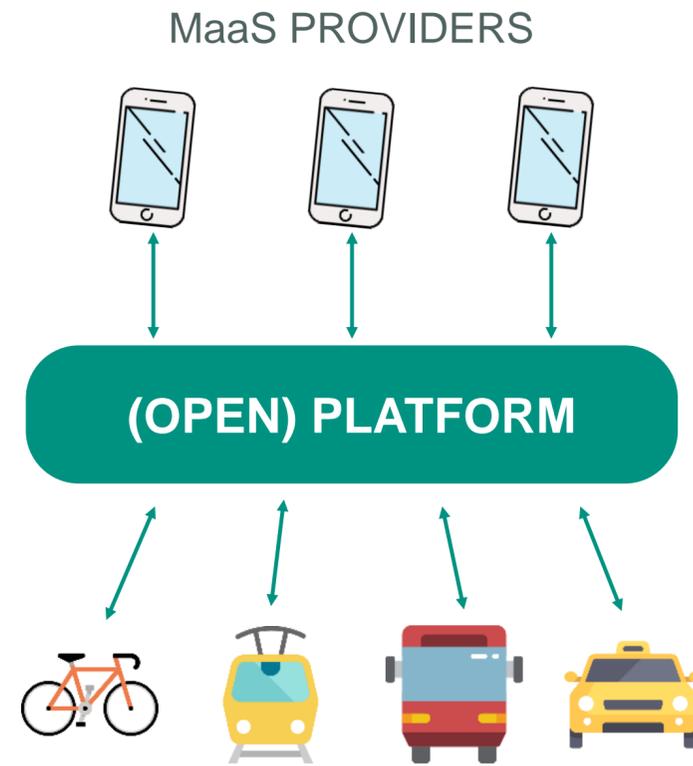
- ✓ Evolve from (commodity) transport provider to digital mobility player
- ✓ Demand and supply management
- ✓ Key to change travel behaviour towards more sustainable modes
- ✓ New sales and information channels
- ✓ New mobility services and fare products
- ✓ Enlarge customer base
- ✓ Enable door-to-door offerings

MaaS models

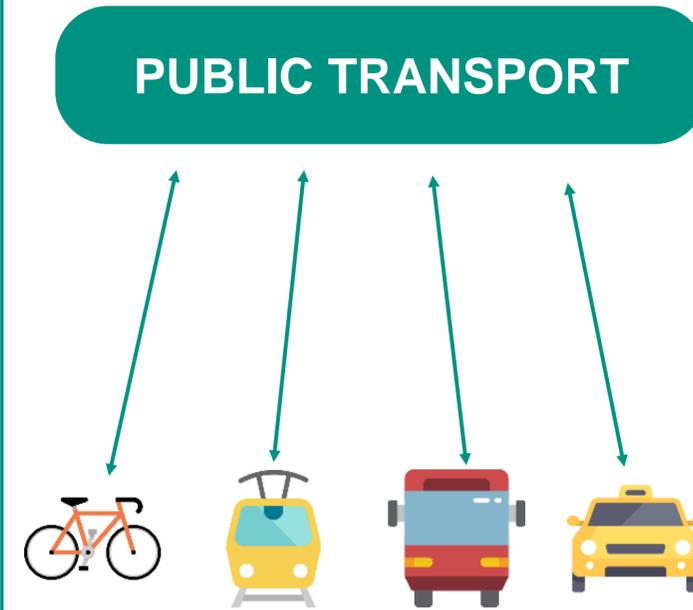
MAAS MODEL 1 COMMERCIAL INTEGRATOR



MAAS MODEL 2 OPEN BACK-END PLATFORM



MAAS MODEL 3 TRANSPORT AS THE INTEGRATOR



MAAS MODEL 4 DECENTRALISED LEDGER TECHNOLOGY FOR MAAS

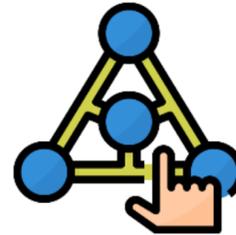


Considerations for the rail perspective

Enabling door-to-door offerings has the highest priority for rail operators



There is strong interest for MaaS, however some aspects are challenging (business model, data sharing)



Users of multimodal mobility and tourists/visitors are considered the most promising target segments



Rail operators expect to play a leading role in the MaaS ecosystem



Digital mobility solutions can help in different ways to manage the post-Covid-19 challenges



UIC is to play a key role in sharing knowledge, promoting innovation, providing standards and (potentially) technical enablers



Consequences of mobility evolution – post pandemic

Teleworking

- Fewer daily trips to the inner suburbs
- Changing peak times and peak days
 - Tuesday and Thursday instead of Monday and Friday
 - => Concentration of rail resources over 3 days
 - => New pricing policy (subscriptions – carnet tickets)
 - Flexibility in schedules: e.g. half-days of work
- Changes in living habits: attractiveness of rural area, medium-sized cities and remote suburbs (30% of teleworkers wish to permanently leave their accommodation in town)
 - Fewer commuter trips
 - More regular medium and long distance trips (once or twice a week) => longer trip duration: on-board services
 - Work spaces in the station and on board

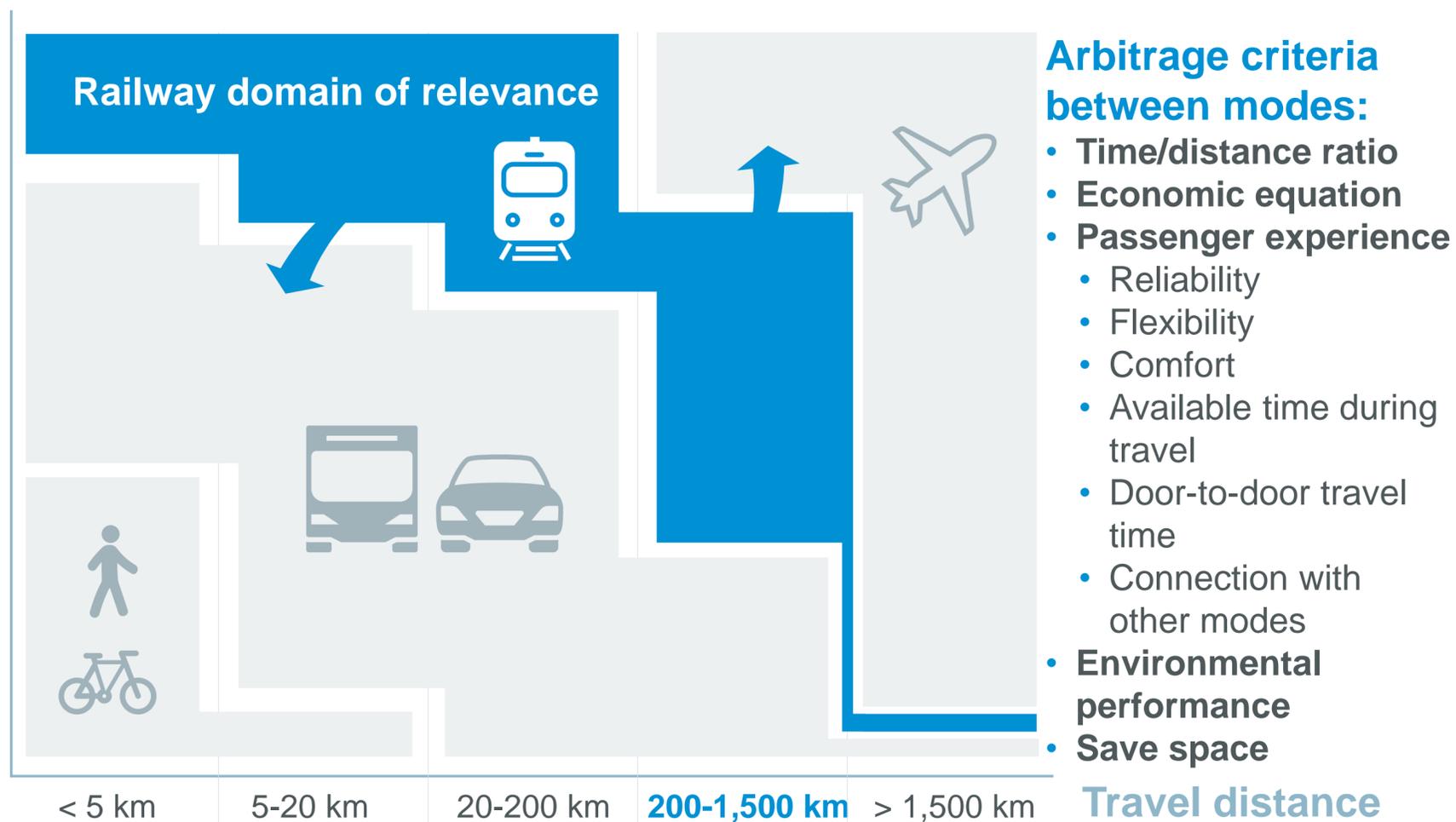
Consequences of mobility evolution – post pandemic

Environmental awareness

- Flight shaming: modal shift from air mode to railway mode
- Longer train trips, especially if they are weekly based
 - High-Speed trains: Increase in travel time => Increase in distances => Investment in long distance lines and in infrastructure capacity
 - Development of night trains
- Passengers are looking for new services:
 - More comfort
 - Rolling office: 5G, WiFi, etc
 - Meals on board or in the station
 - Night Trains: comfort, timetables adapted for business, services (shower on board, connectivity...)

Domain of Relevance of each transport mode

Volume of passenger traffic



Target: achieve conditions for rail to increase its modal share...

- ... by **securing its natural domain of relevance**, leveraging its **core advantages** (e.g. more reliable, more comfortable) in a context in which **rail's domain of relevance is expanding**, driven especially by environmental concerns
- ...by **expanding its domain of relevance**, addressing rail's **key pain points** (e.g. high price perception, limited connection to other modes)



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#UICrail

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Thank you for your attention.