UNIP
MOBILITY OS

Rent a car

Charge

Park

Our Background

Swiss based company GMS AG / www.gms-worlwide.com has over 12 years experience in messaging and A2P and P2P traffic monetization. GMS became the biggest global messaging provider in CIS market and one of top five providers in the world. Today GMS network connects more than 900 mobile operators worldwide, 240 of which directly.

Software development company Onseo / www.onseo.biz of about 2,000 experienced programmers have 20+ years experience in IT industry and more then one hundred completed projects worldwide.

GMS was the first company that provided mobile parking service in Ukraine since 2007.
In 2014 we launched a project on mobile parking application for drivers aiming to make parking maximally comfortable and accessible. Later the mobile application has been transformed into **cloud-based Platform UNIP** solving major mobility tasks.

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The world becomes more urban

URBAN POPULATION
74% in Europe
72% in Switzerland

THE NUMBER OF PASSENGER VEHICLES
587 per 1000 citizens in Europe
770 *per 1000 citizens* in USA
592 *per 1000 citizens* in Switzerland.

95% of its lifetime every private car is parked .

Congested traffic
30% of cars are looking for parking.
70 hours people spend a year

THE TRANSPORTATION SYSTEM IS EXPERIENCING HIGH PRESSURE AND REQUIRES CHANGES

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The World becomes more digital...

1. **84% Mobile phone** penetration
2. **70% Smart phone** penetration
3. **500% plus in 5 years** Global Mobile Data traffic
4. **1 billion USD** mobile payment market

People use more

Mobile services

Mobile payments

CITY IS SMART WHEN DIGITAL SERVICES ARE ACCESSIBLE ANYTIME ANYWHERE

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SWISS Mobility

8,5 MLN POPULATION
3,3 MLN (40%) LIVING IN SIX URBAN AGGLOMERATES
60% LIVING IN SMALL CITIES AND VILLAGES

HIGHLY DEVELOPED
- ✓ TRANSPORTATION NETWORK
- ✓ PUBLIC TRANSPORTATION
- ✓ MULTIMODAL TRANSPORTATION
- ✓ JOURNEY PLANNING PROVIDERS

- o **LOW LEVEL OF DIGITAL SERVICES AND MOBILE PAYMENTS**
- o **PRIVATE CAR IS PREFERRED MODE OF TRANSPORTATION**
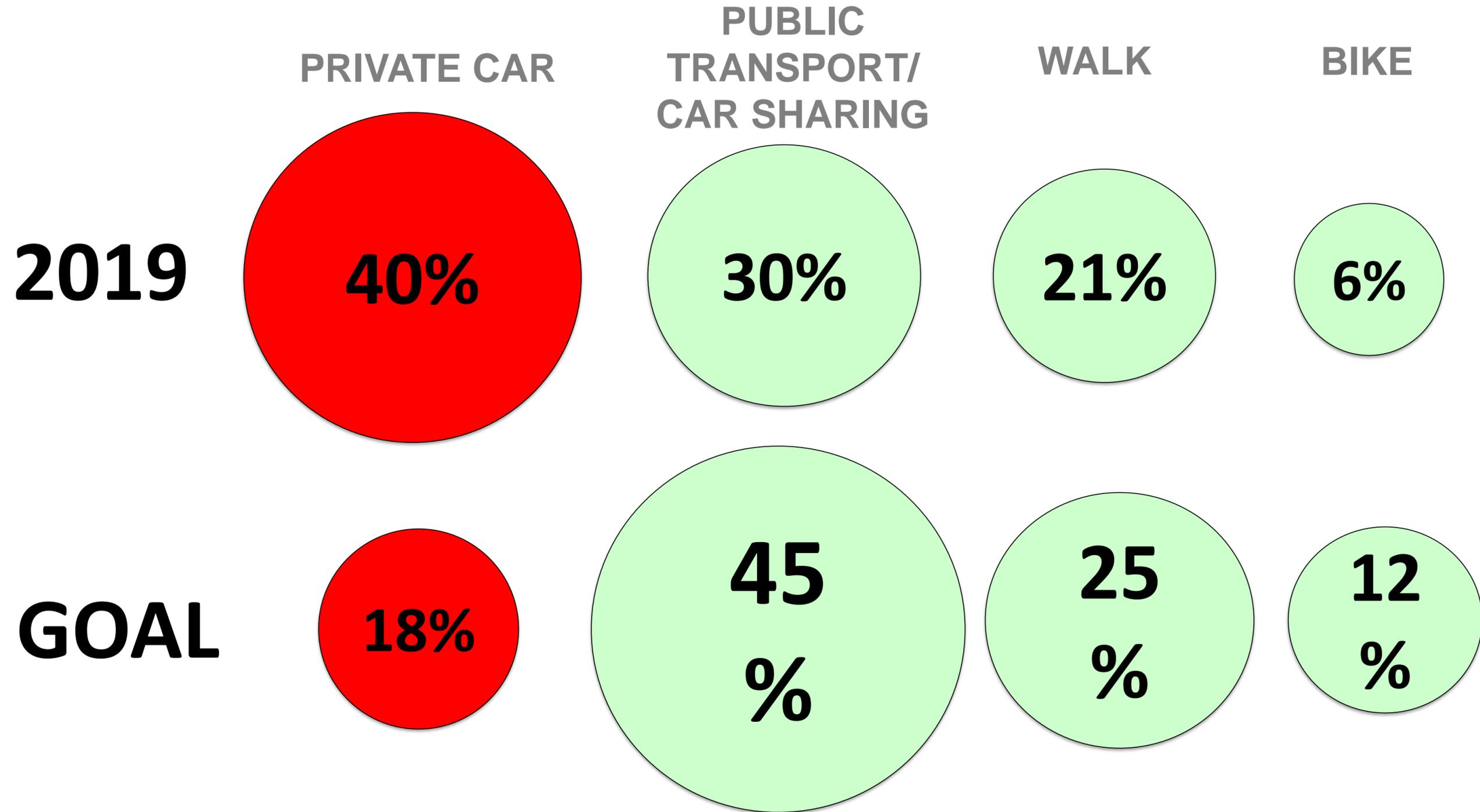
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Traffic challenges

1. **Increasing** number of private cars

2. **Congestion**

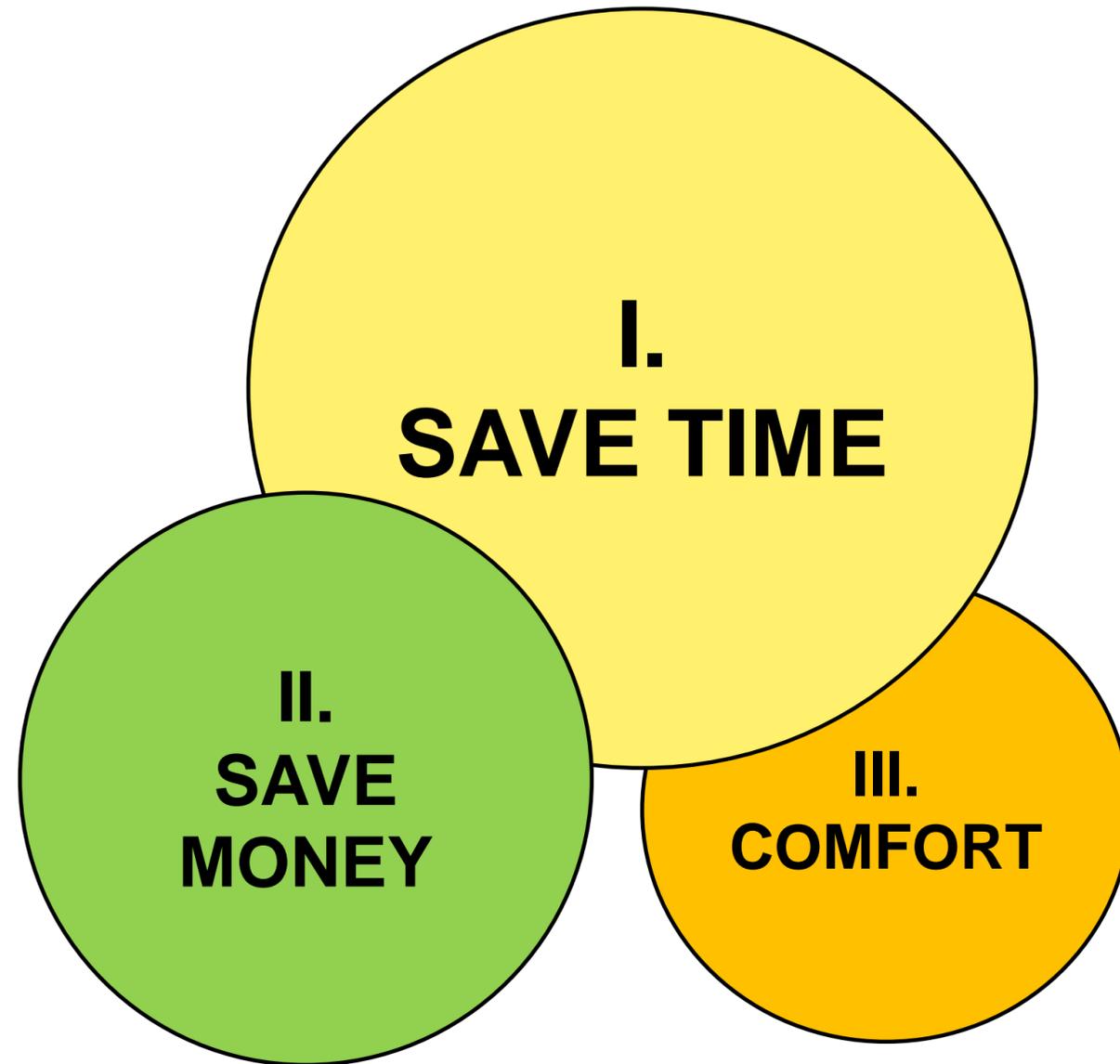3. **Safety** challenge

4. **Parking** challenge

5. **Pollution**

* Road space needed when moving the same number of people by bus, bikes or by private car

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Major transportation modes

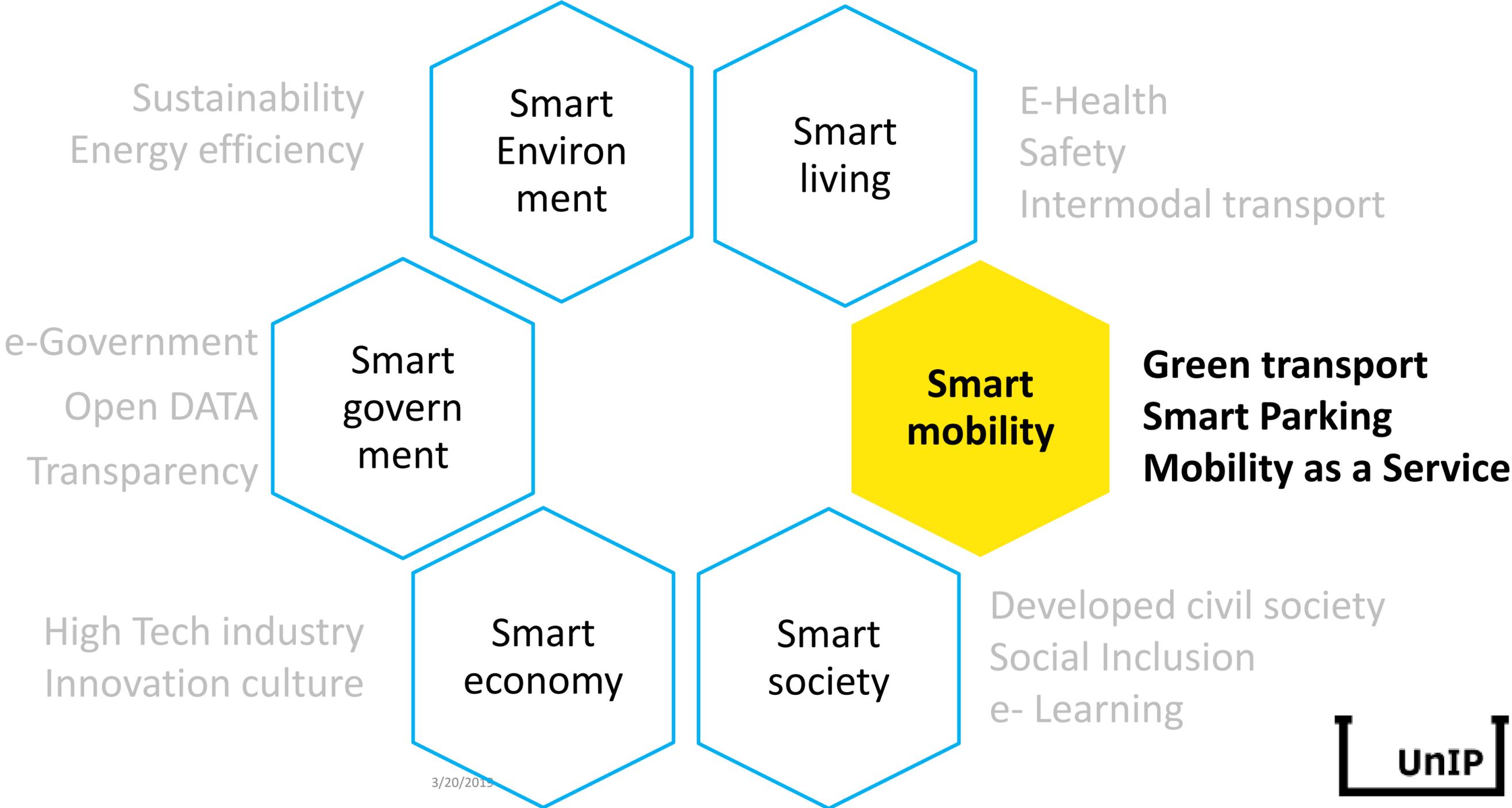|	PRIVATE CAR	PUBLIC TRANSPORT/ CAR SHARING	WALK	BIKE
2019	40%	30%	21%	6%
GOAL	18%	45%	25%	12%

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Major User needs

PIVATE CAR

◆ **Gives** more comfort

◆ **Trip** is cheaper

◆ **Trip** is faster
(despite congested urban areas)

ALTERNATIVE TO THE PRIVATE CAR HAS TO BE CONVENIENT, COST-EFFECTIVE, SUSTAINABLE

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SMART CITY PILLARS

Sustainability
Energy efficiency

Smart Environment

Smart living

E-Health
Safety
Intermodal transport

e-Government

Open DATA

Transparency

Smart government

Smart mobility

**Green transport
Smart Parking
Mobility as a Service**

High Tech industry
Innovation culture

Smart economy

Smart society

Developed civil society
Social Inclusion
e- Learning

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Smart Mobility

SMART MOBILITY MARKET COULD BE SEGMENTED AS FOLLOWING

○ **Smart Mobility Verticals**

- Intelligent transportation System

- Smart public transportation

- Smart parking (Intelligent Parking Systems)

- Smart Electric Vehicle charging

- **Mobility as a service** (multimodal transportation, new mobility services)
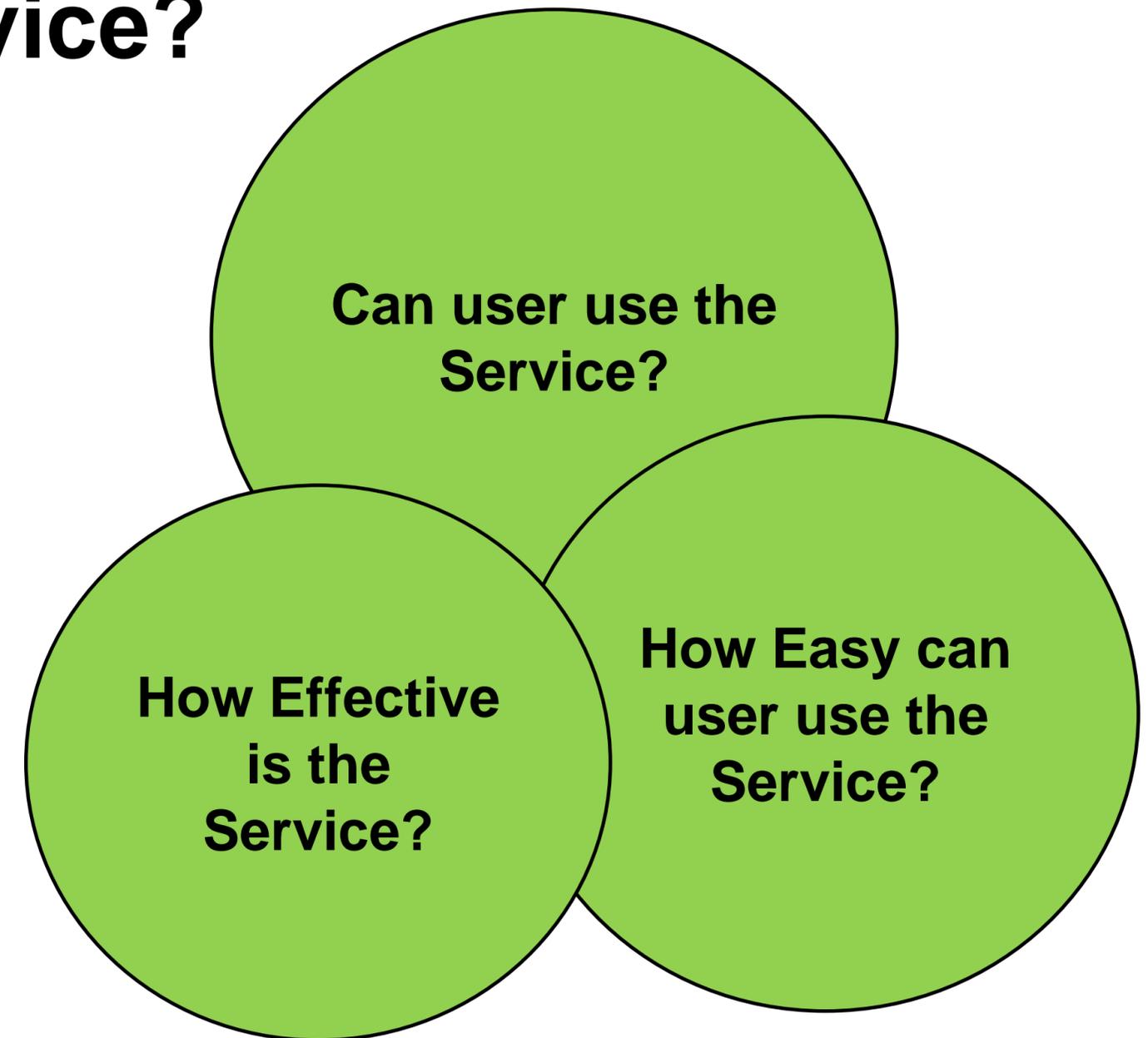
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What is Mobility as a Service?

Integration of various means of transportation into **a single mobility service accessible on demand.**
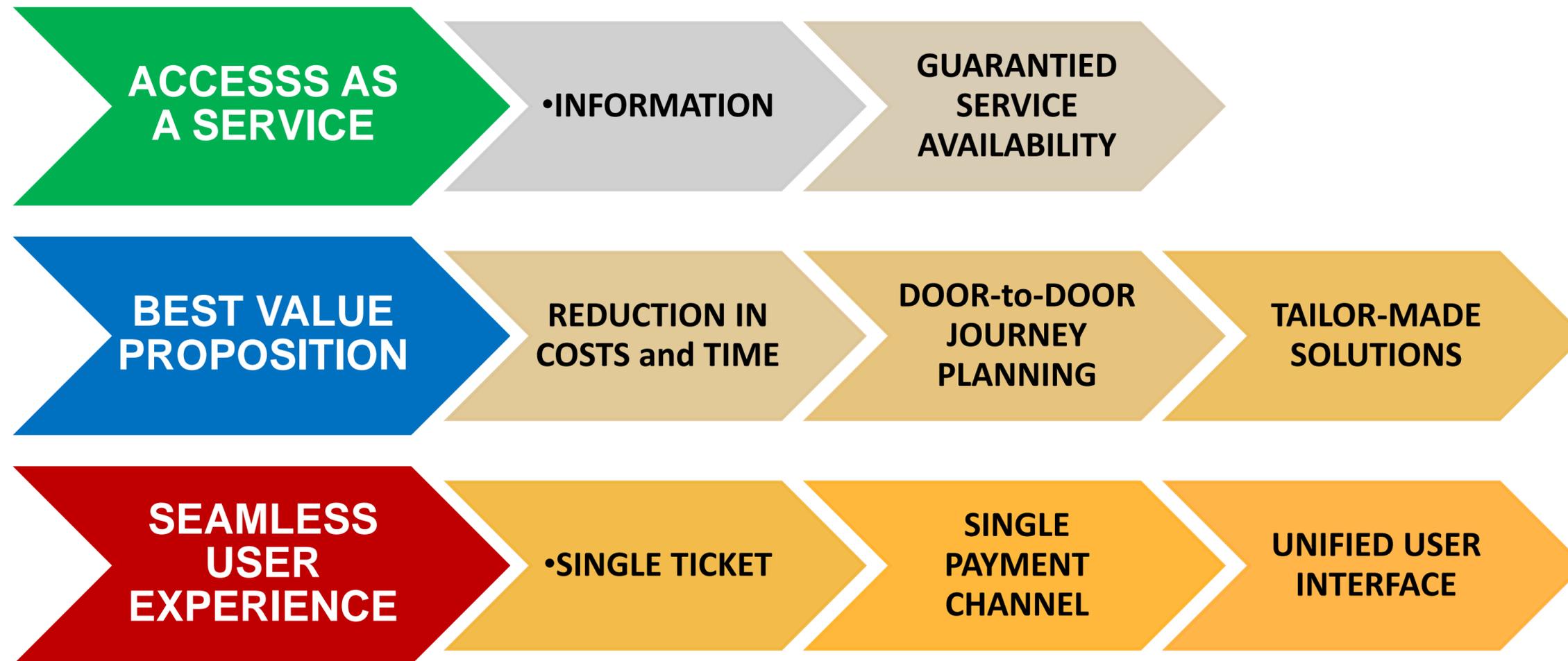

MaaS

UnIP
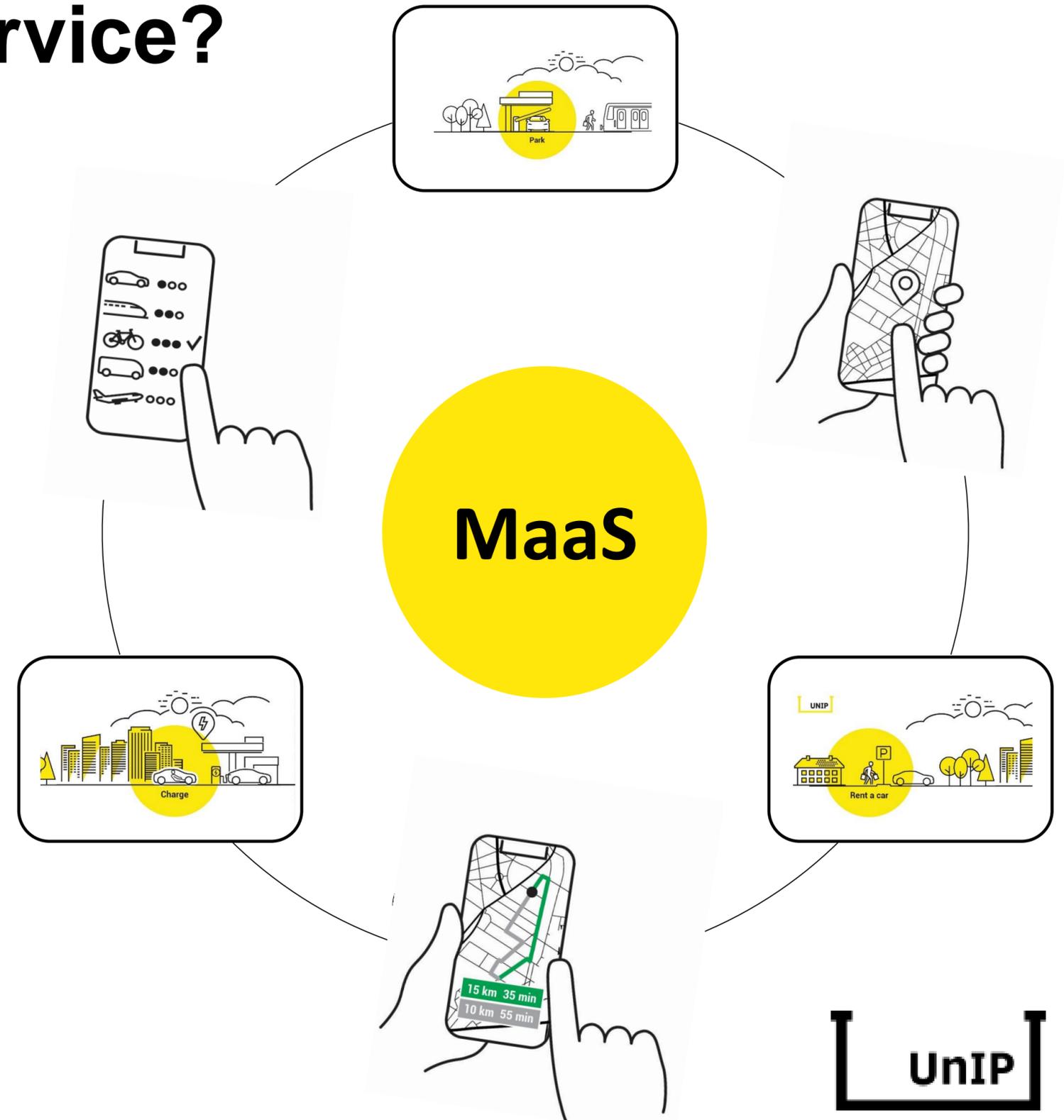
What is Mobility as a Service?

Usability is about effectiveness and satisfaction: how easy and pleasant is to use the Service.

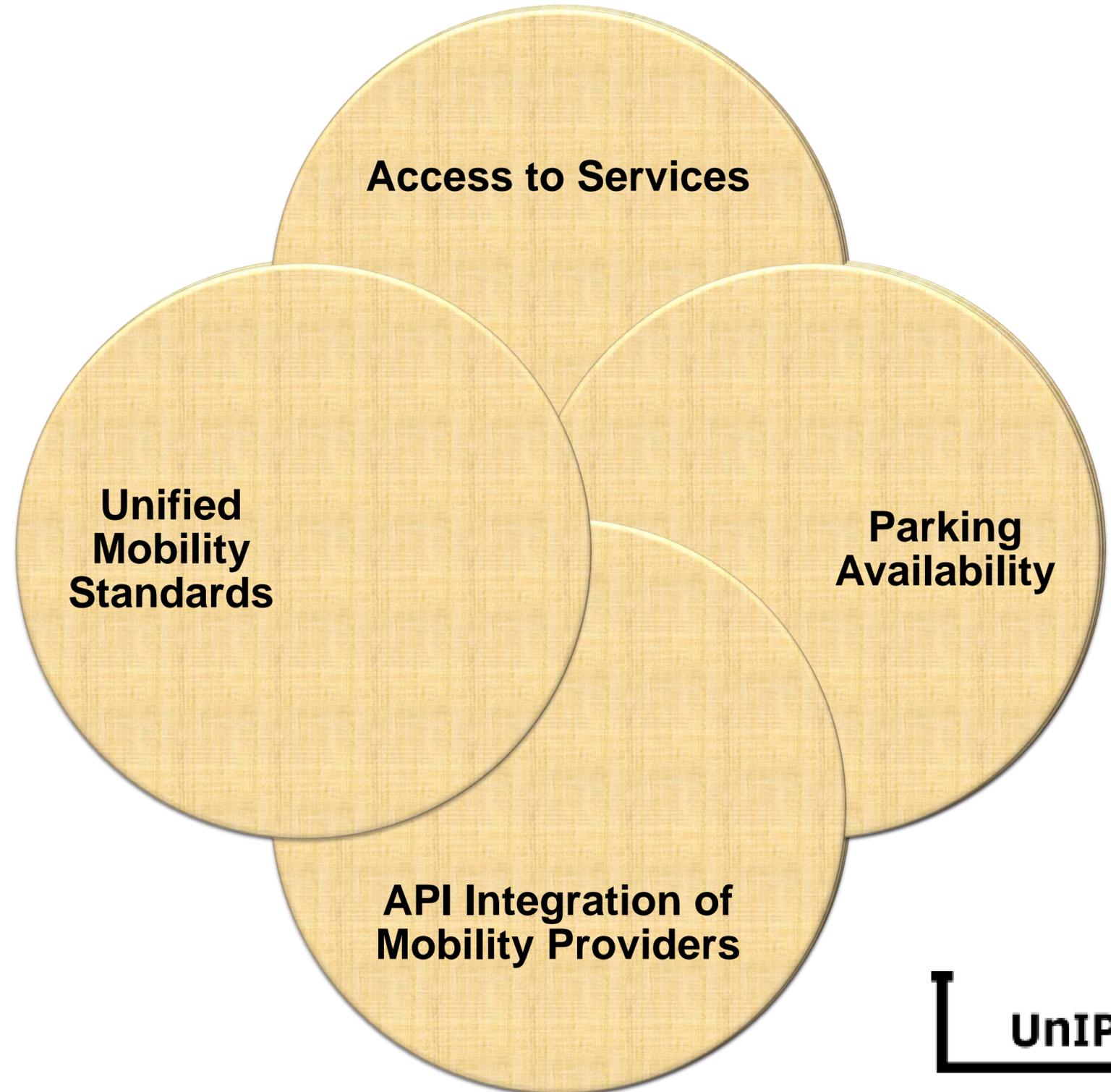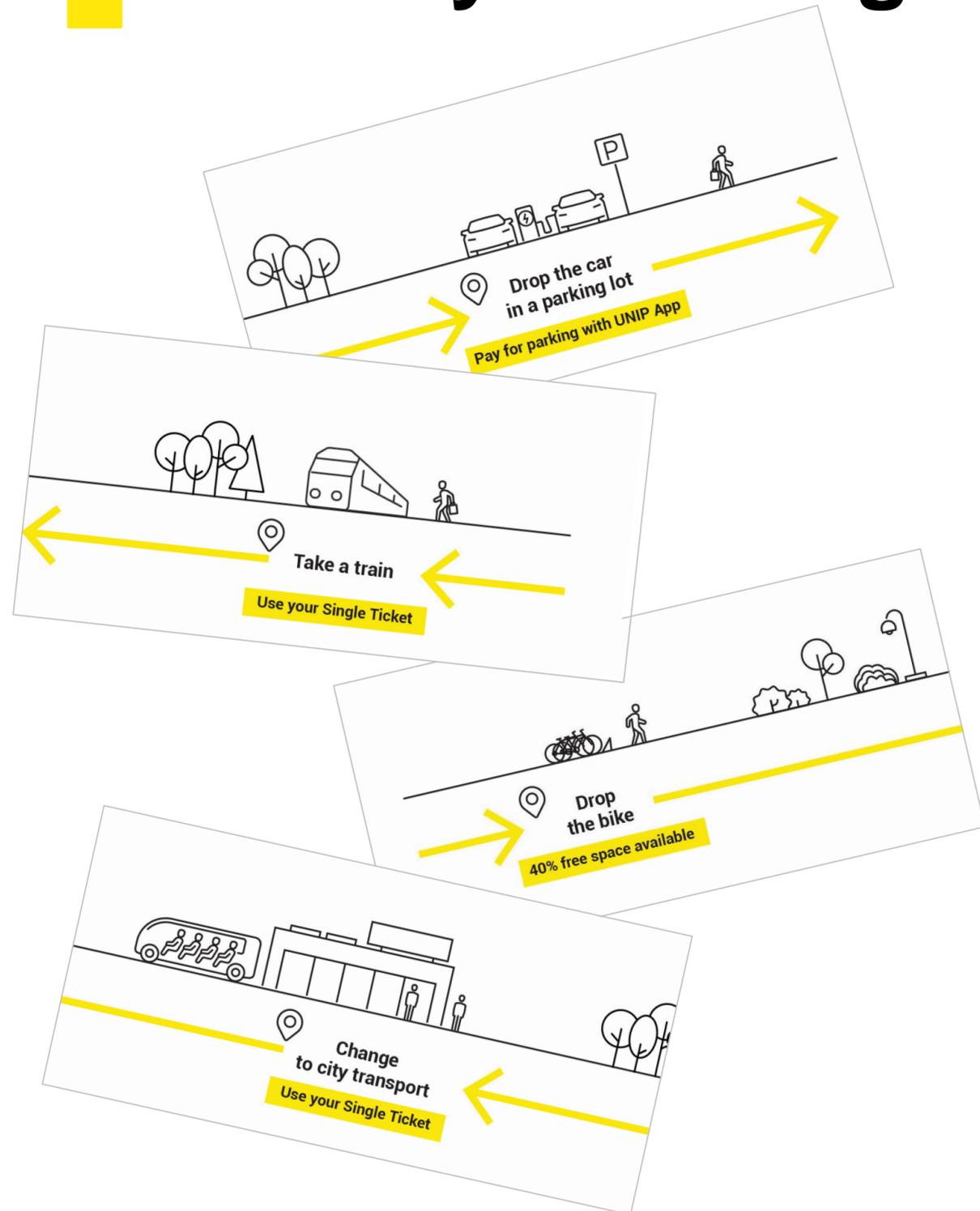**MAAS NEEDS TO PROVIDE BOTH AVAILABILITY AND USABILITY.**

Can user use the Service?

How Effective is the Service?

How Easy can user use the Service?

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What MaaS can bring to Users?

ACCESSS AS A SERVICE → •INFORMATION → GUARANTIED SERVICE AVAILABILITY

BEST VALUE PROPOSITION → REDUCTION IN COSTS and TIME → DOOR-to-DOOR JOURNEY PLANNING → TAILOR-MADE SOLUTIONS

SEAMLESS USER EXPERIENCE → •SINGLE TICKET → SINGLE PAYMENT CHANNEL → UNIFIED USER INTERFACE

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Mobility Challenges

Drop the car in a parking lot
Pay for parking with UNIP App

Take a train
Use your Single Ticket

Drop the bike
40% free space available

Change to city transport
Use your Single Ticket

Access to Services

Unified Mobility Standards

Parking Availability
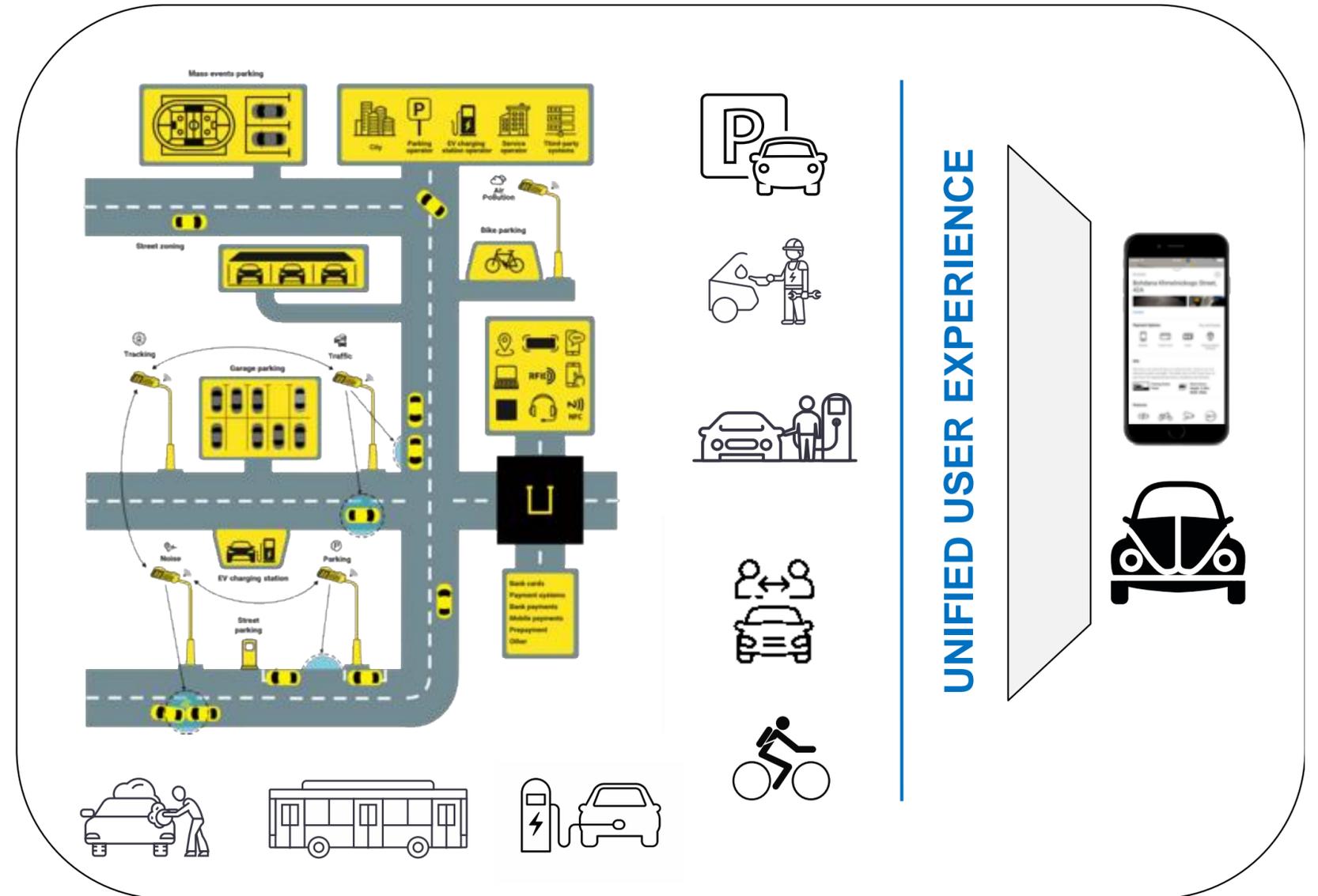
API Integration of Mobility Providers

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MaaS Deployment

PUBLIC & PRIVATE PARTNERSHIP OF MAJOR STAKEHOLDERS:

- Transport operators

- Parking operators

- Service providers

- Public authorities

- Users
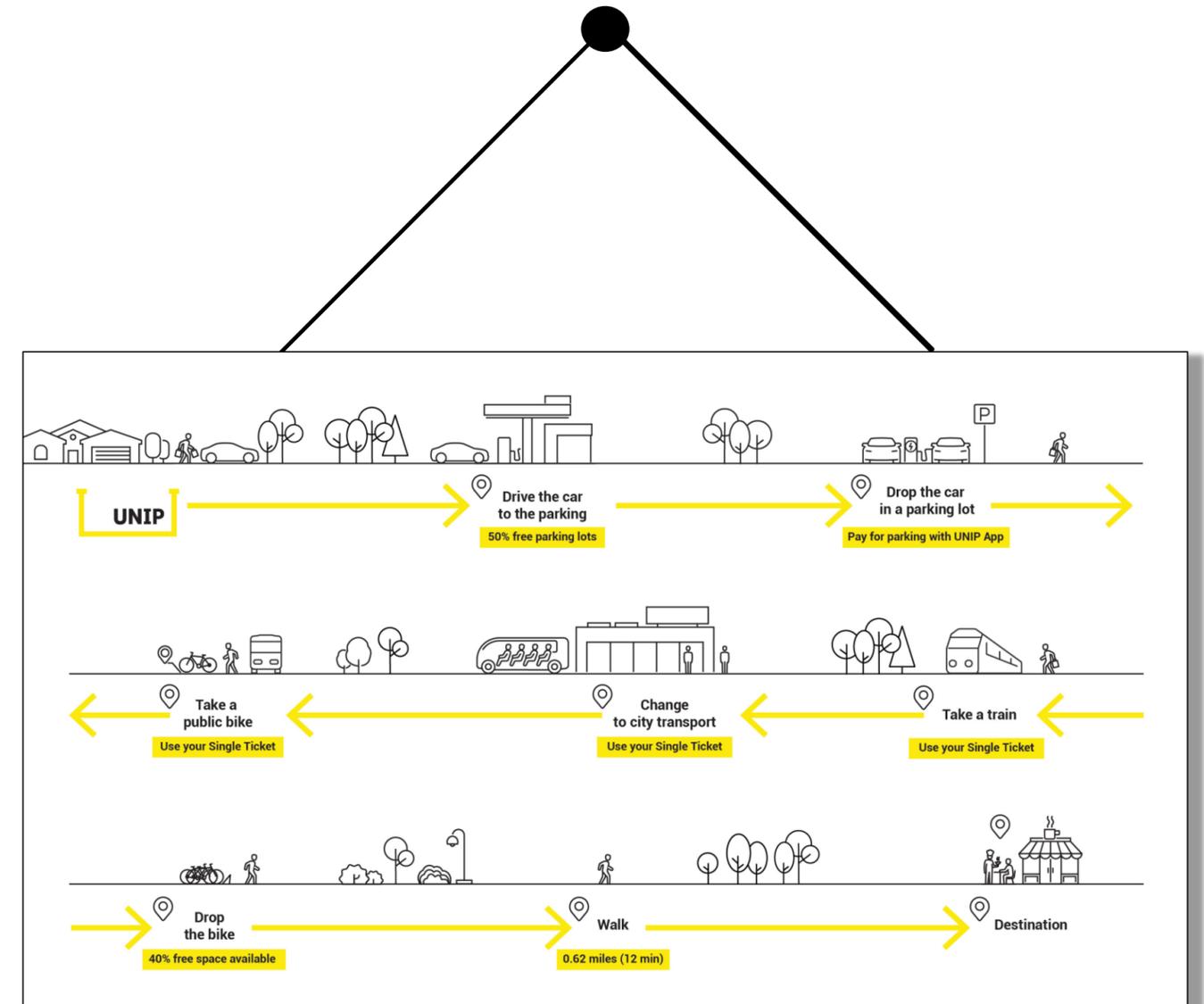
FOR CREATING COMMON APPROACH AND COMMON STANDARDS

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MaaS Deployment

**COMMON STANDARDS NEED TECHNOLOGICAL REQUIREMENTS**

- **Data requirements -** common data formats
- **Service requirements -** common interfaces, Open APIs, integration standards
- **Physical requirements** (wireless networks) - WLAN availability, 5G technology
- **Legal requirements -** interoperability, security, privacy, tariffs

ONE ENTRY POINT - MOBILITY PLATFORM, CENTRAL SYSEM FOR ALL PARTICIPANTS

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Drive the car to the parking
50% free parking lots

Drop the car in a parking lot
Pay for parking with UNIP App

Take a public bike
Use your Single Ticket

Change to city transport
Use your Single Ticket

Take a train
Use your Single Ticket

Drop the bike
40% free space available

Walk
0.62 miles (12 min)

Destination

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UNIP Mobility Platform Key Elements

1. **Central** Mobility Database

2. **Central Billing** and Single Ticket Solution

3. **User** Digital Wallet and Mobile Payments

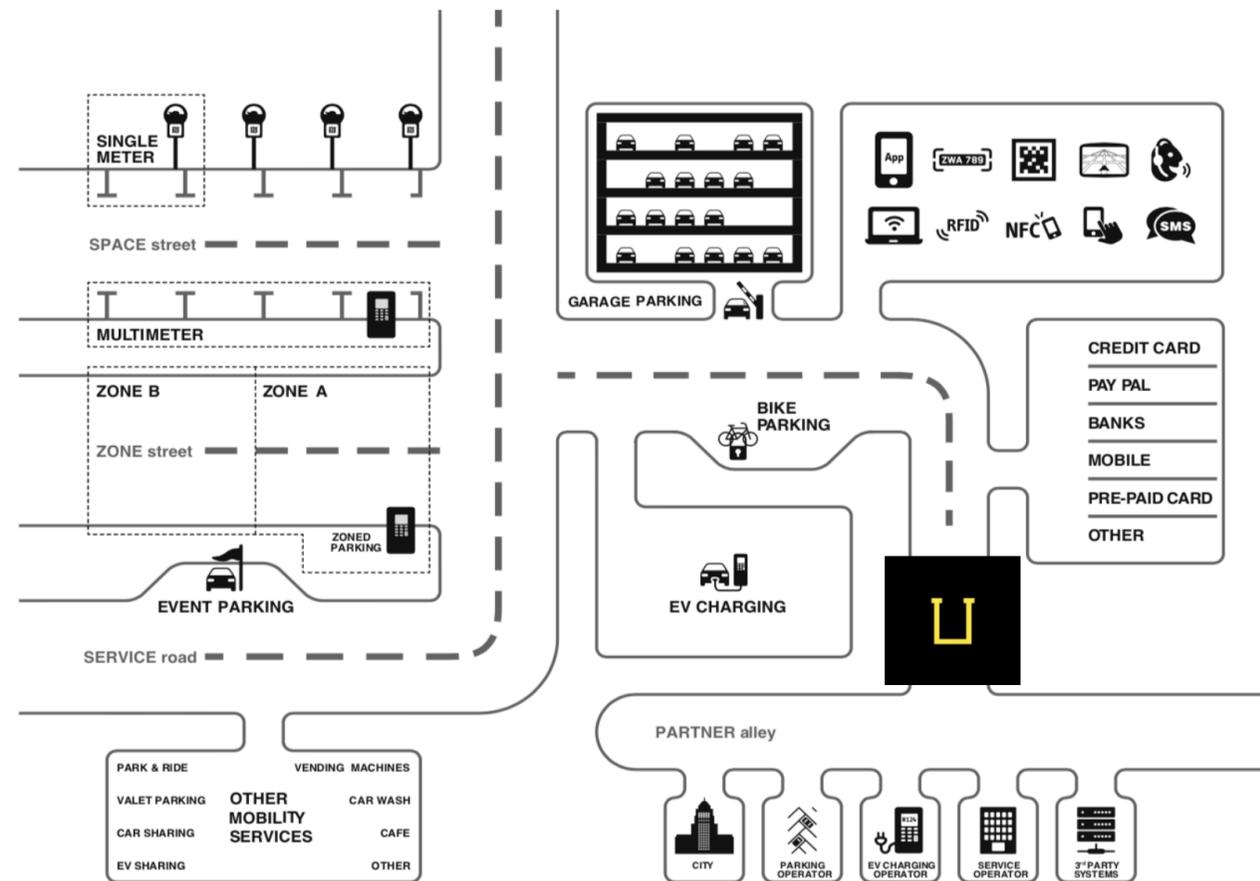4. **Parking** Occupancy Management

5. **Digital** Enforcement

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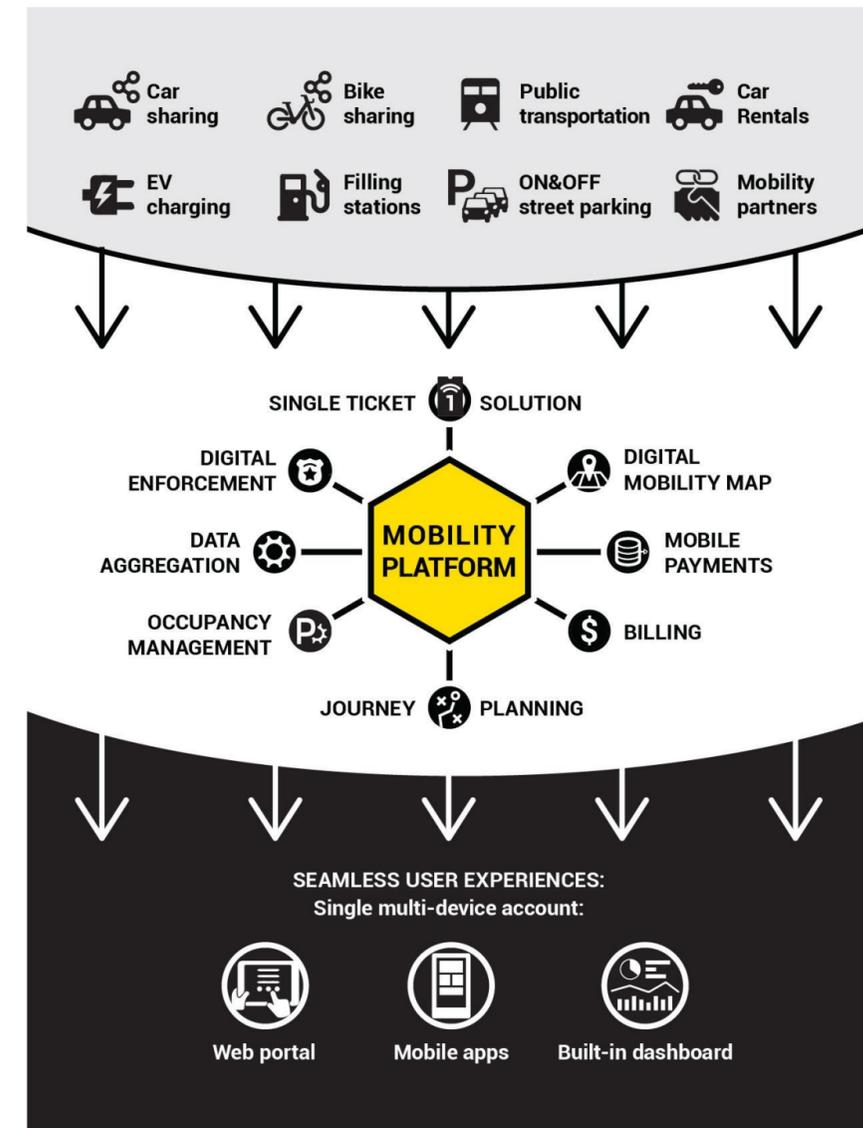
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Smart Parking
The best solution to manage traffic

UNIP CENTRAL PARKING PLATFORM

a. Digital parking environment

b. Central Billing

c. Digital enforcement

d. Digital payment solution

e. Dynamic Parking Price Engine

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Solution: Right Parking Policies

PARKING SHOULD BE AVAILABLE AND WELL USED

- **85% considered** to be optimum occupancy rate
- **Parking price** - the only effective way to regulate demand
- **Dynamic Parking** Price can balance the demand

90% MOBILE PAYMENTS FOR PARKING = DATA ABOUT 90% OF ALL PARKED CARS

- **Real-time** and predictive parking occupancy
- **Right** Parking Price regulating the demand
- **No need in investments** to high-cost infrastructure.
- **Guaranteed** availability

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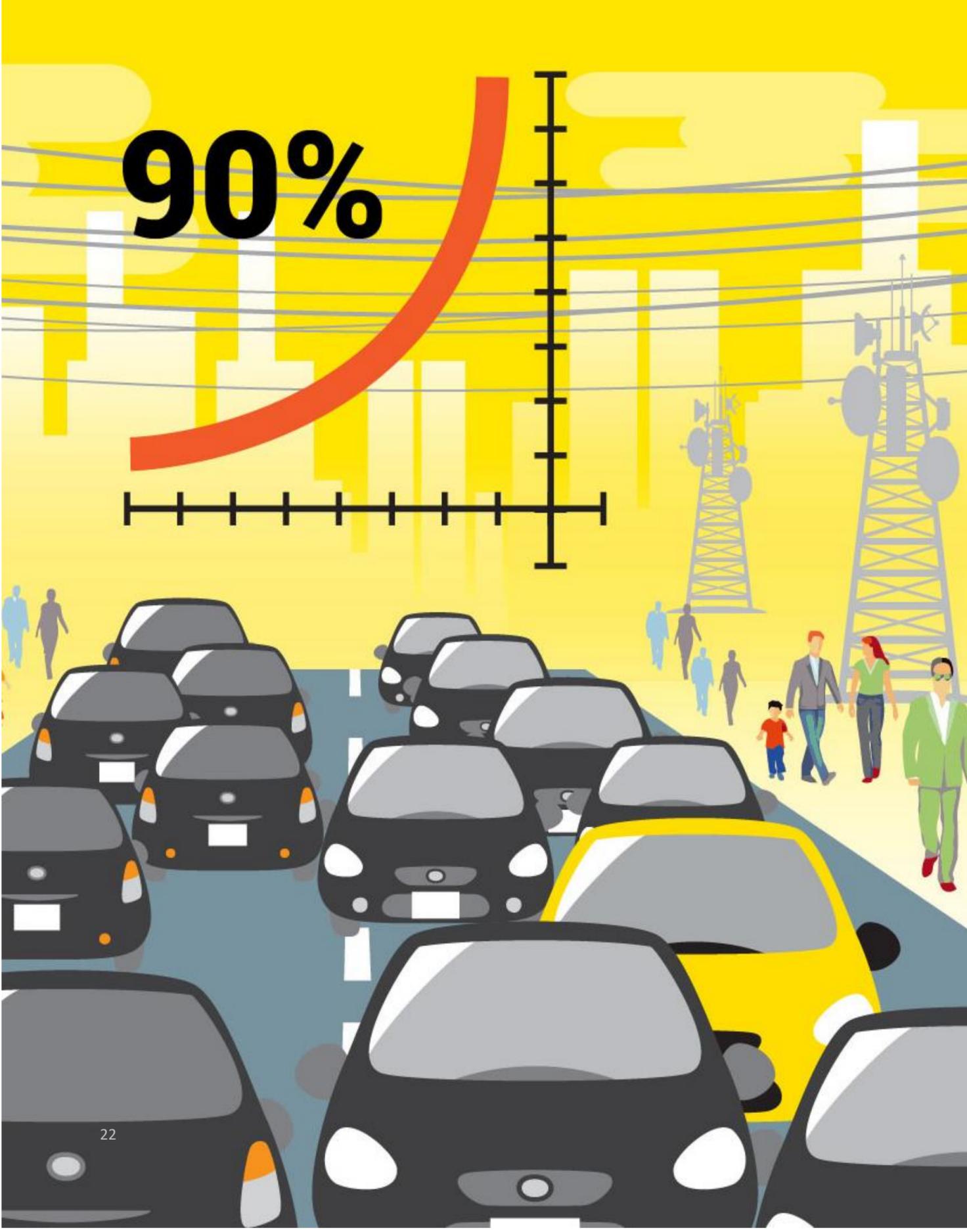
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Dynamic Parking Price

UNIP STATE-OF-THE-ART ALGORITHM
I. Calculates **levels of occupancy**
II. Determines **effective dynamic pricing**

DYNAMIC PRICE MOTIVATES DRIVERS
✓ to use **facilities with low occupancy**,
✓ to use **public transportation** or **car sharing**
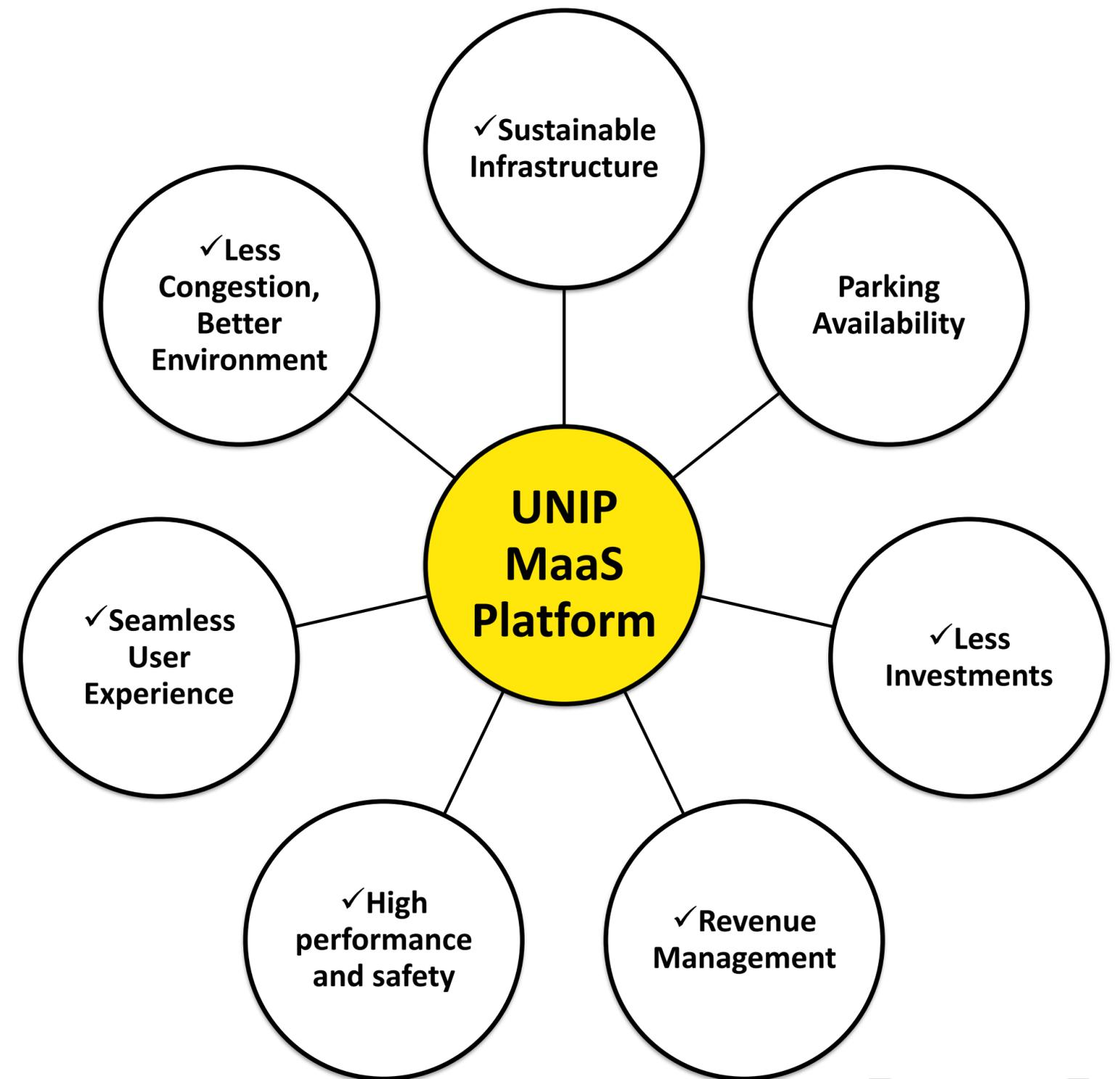✓ to use **bikes or walk**
✓ to plan their **trip for off-peak hours**

RESULT
• Seamless Service
• Reduction in investments and costs
• Less congestion

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Thank You!