

UbiGo and Fluidtime pave new ways of mobility in Sweden

As a first step of the cooperation, the mobility service app UbiGo will be relaunched in Stockholm in the beginning of 2018. UbiGo offers subscription on mobility, a concept first developed and tested in Gothenburg. Fluidtime will be responsible for the data management and development of IT infrastructure.

Swedish start-up UbiGo and Austrian IT supplier Fluidtime join forces to speed up the implementation of Mobility-as-a-Service operations in Sweden. A full roll-out in Stockholm is envisaged, starting with a pilot during 2018 as the first step.

“Based on first-hand experience, we know how to run a sustainable MaaS-business. Through the cooperation with Fluidtime, we now have the chance to prove it in full scale, but also to support local and regional partners to establish similar services in their cities”, says UbiGo Innovation CEO Hans Arby.

Subscription on a wide range of mobility

The mobility App UbiGo combines public transport, car-sharing, rental car services and taxi to one intermodal on-demand mobility service. It is based on a flexible monthly subscription with an account that is shared among all members of a household, easy to top up and with the option to save what has not been used to the next month. The service offers an easy and sustainable every day life without having to own a car.

The overall technical implementation of the mobility solution is designed by Fluidtime. Michael Kieslinger, CEO Fluidtime, notes: “For this project, we had to develop a powerful and scalable mobility platform that enables our mobility provider UbiGo to concentrate on offering a good service to the users and creating value for the transport providers at the same time. Thereby, UbiGo benefits from our wide experience and insights in all aspects of Mobility-as-a-Service.”

Fluidtime uses a cloud-based data platform called FluidHub to manage the data transfer between transport service providers, the mobility application and customers. FluidHub facilitates to work with different data sources while building up a user-friendly mobility solution based on sophisticated technologies to cope with today’s transport challenges in smart cities and regions.

First Gothenburg, now Stockholm

The MaaS pilot will firstly be launched in Stockholm in March 2018. A full Roll-Out is scheduled by the end of 2018. Other cities in Sweden may follow. The current pilot project is part of the Horizon2020 CIVITAS Eccentric project with the City of Stockholm as site leader. The households will have access to Public transport, Car Sharing, Car rental, Taxi and the city bike system, as well as 24/7 support.

The Relaunch of UbiGo is based on the experiences gained within the very successful and thoroughly evaluated Go:Smart/UbiGo MaaS pilot project with 70 paying households in 2014. The main take away was that people really changed their behavior and were happy with it. Since then, UbiGo has worked with the public transport community to find models for the crucial integration of public and commercial services, along with the refinement of the business model and service concept.

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