



20 Public Network Organisations – **One solution**

Check In & Be Out in the State of Baden-Württemberg

SSB  EOS.UPTRADE



Nett hier.
Aber waren Sie schon mal in Baden-Württemberg?

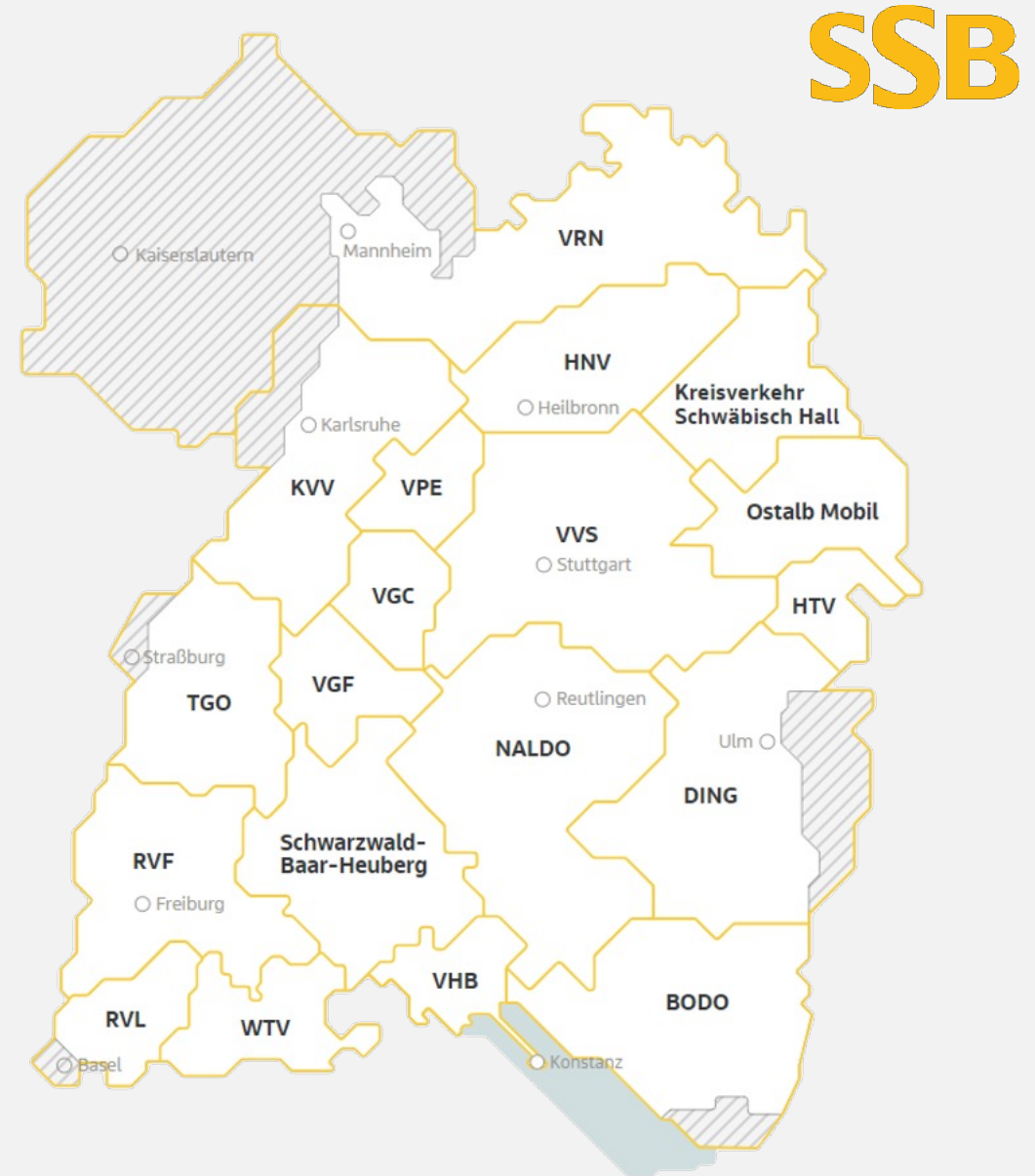


Baden-Württemberg
THE LÄND

Quite complicated.

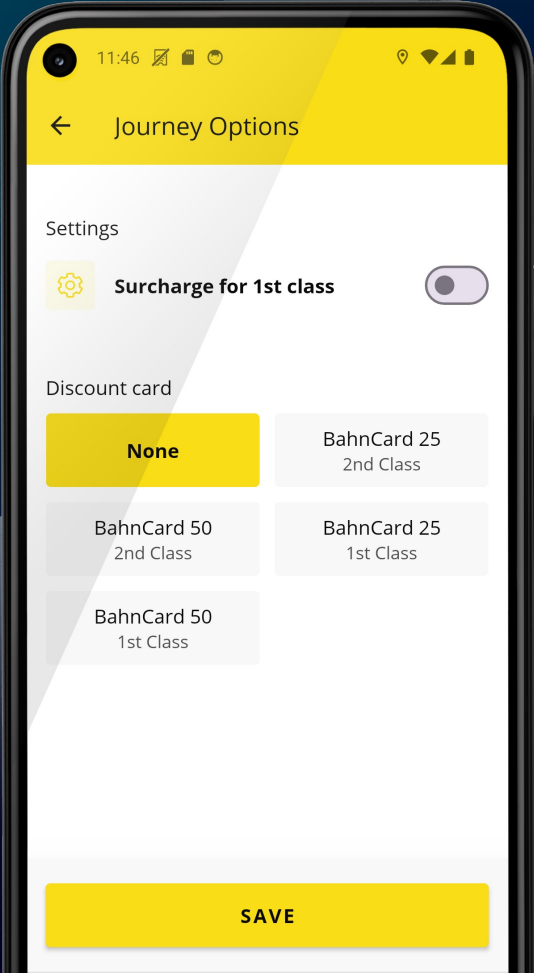
The public transport state of Baden-Württemberg

- 19 Public Transport Networks
- One state-wide tariff system: **bwtarif**
- ~ 55.000 stops and stations
- ~ 70 PTOs



CiBo

Check-in/Be-out



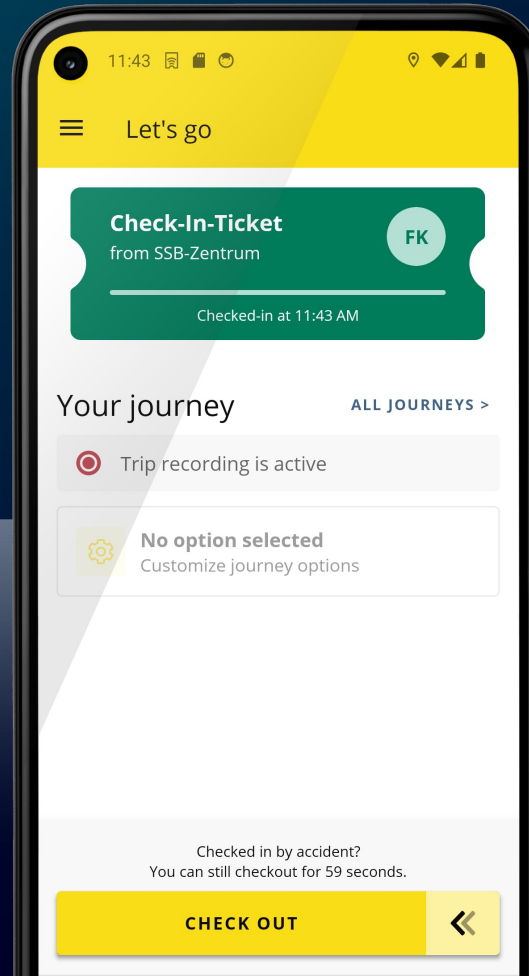
RNSS



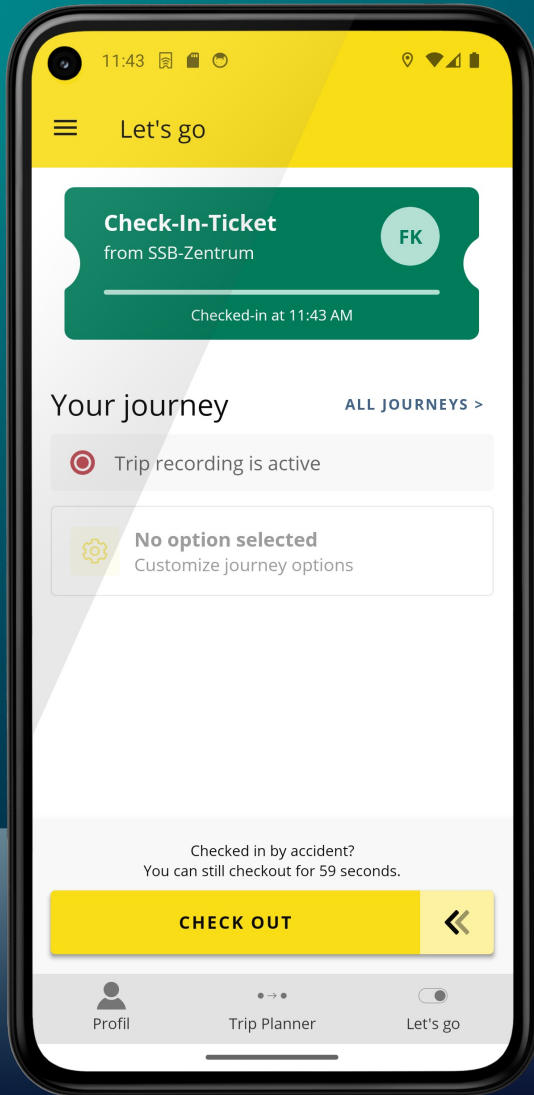
Cellular
Wifi



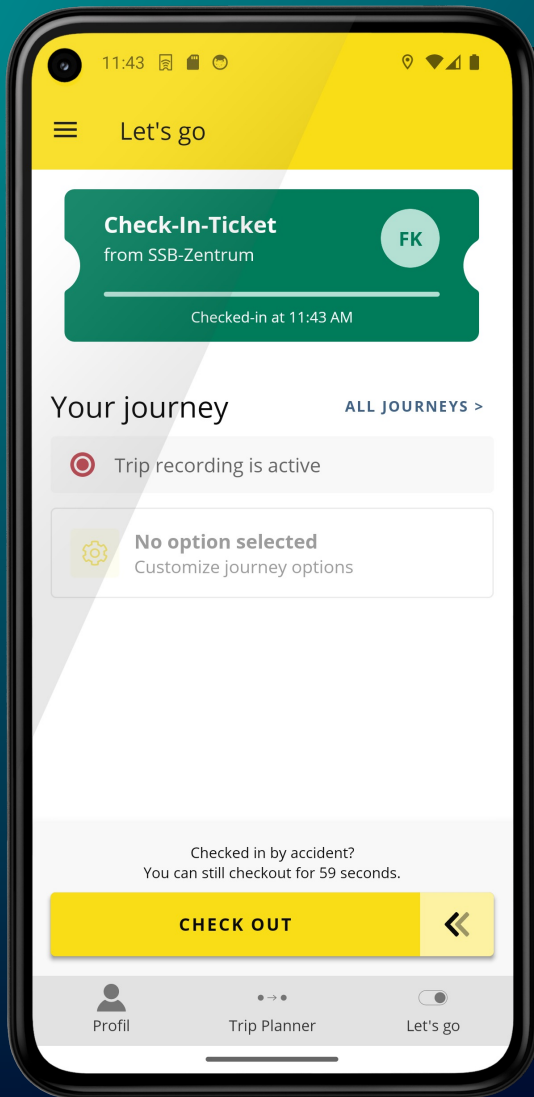
Motion



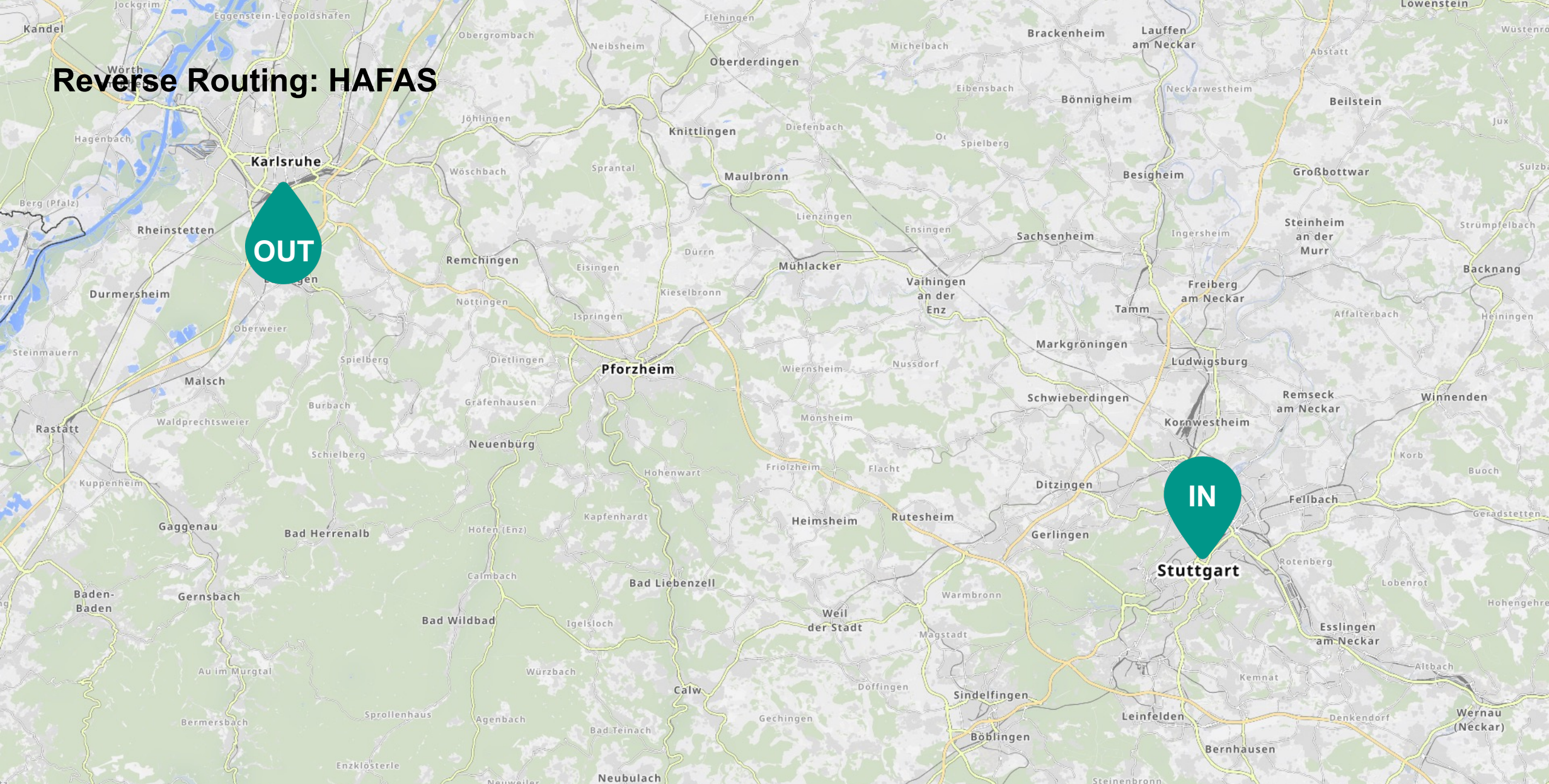
SIEMENS



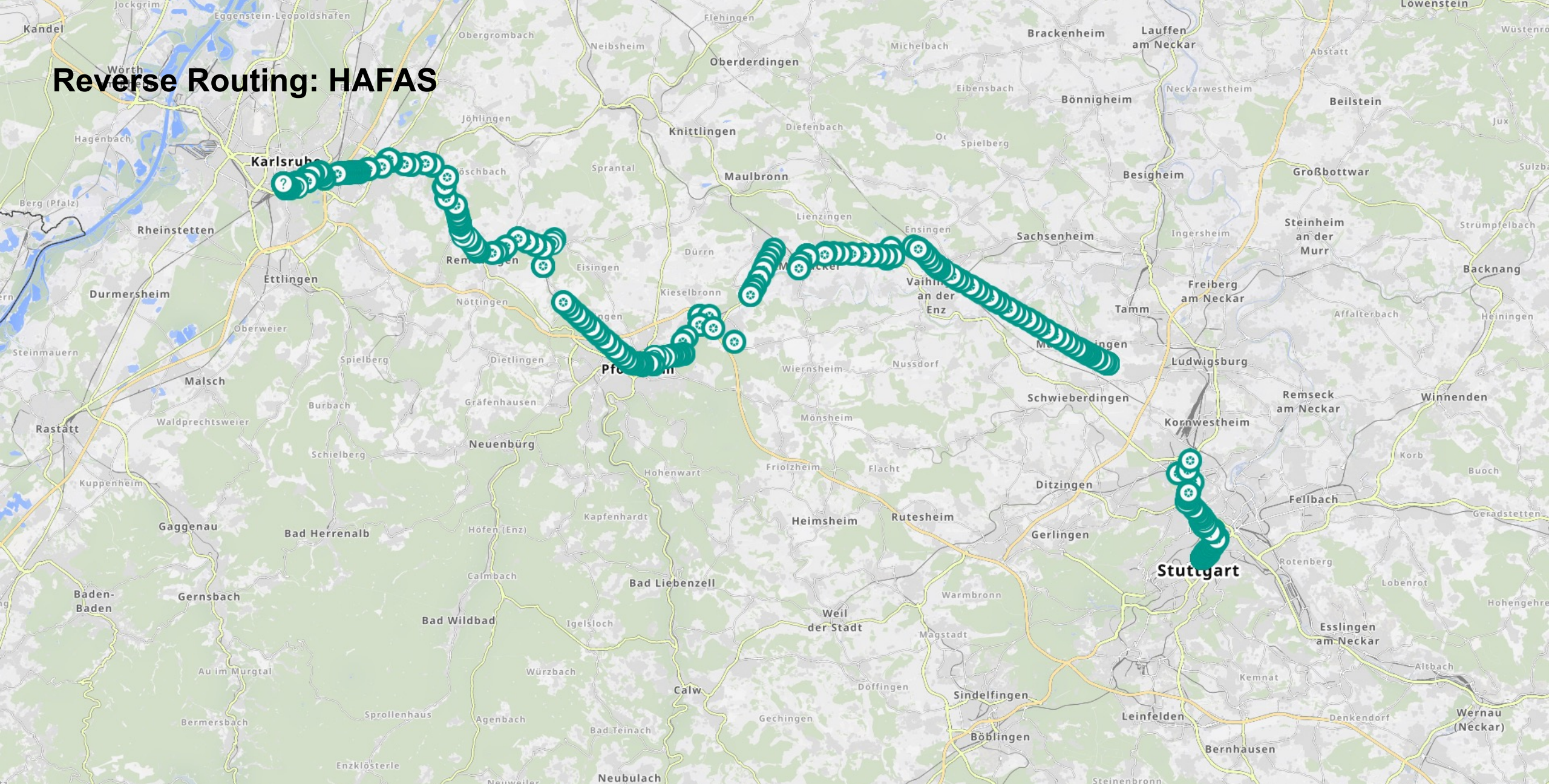
„Swipe to ride“



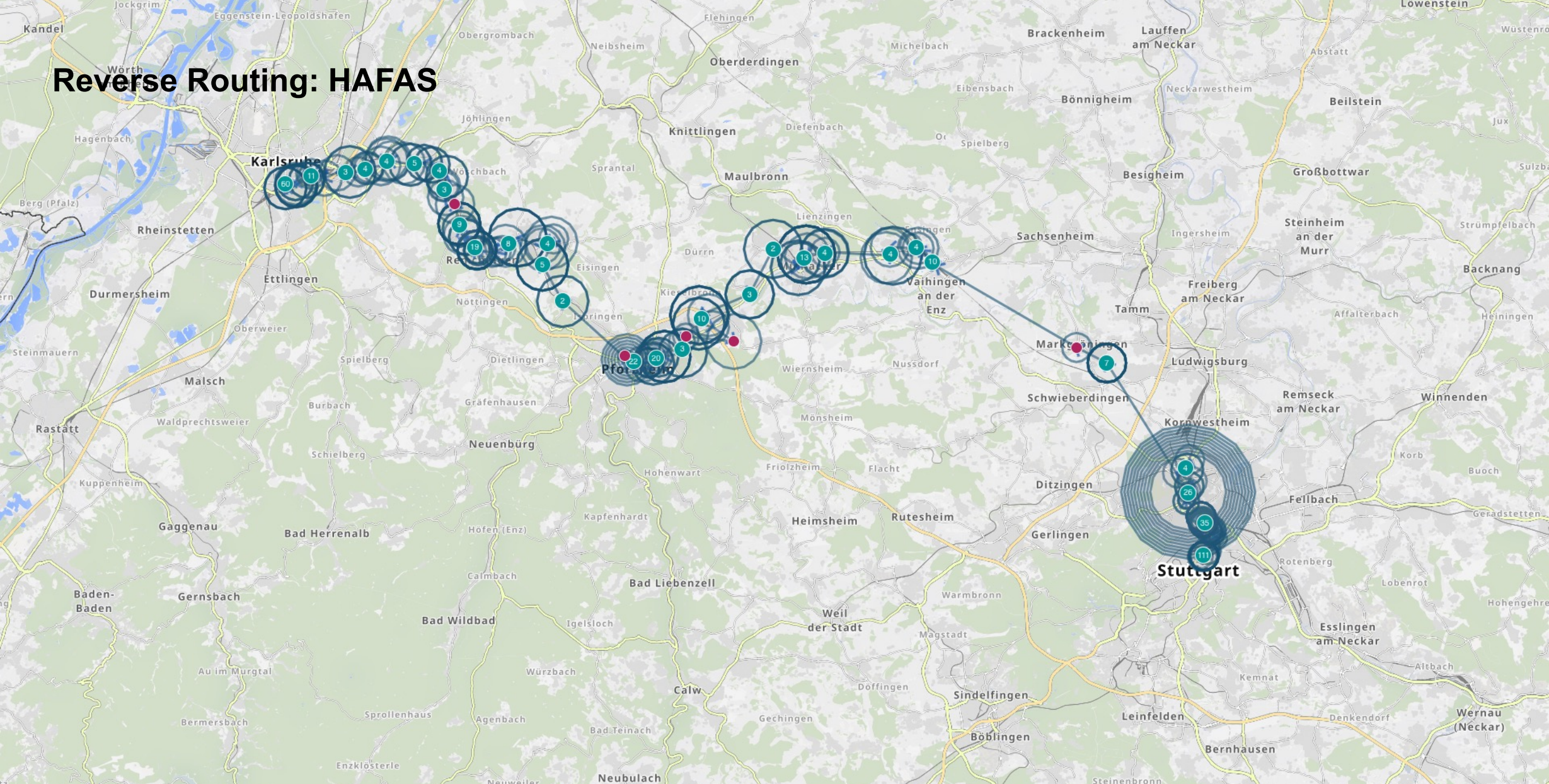
Reverse Routing: HAFAS



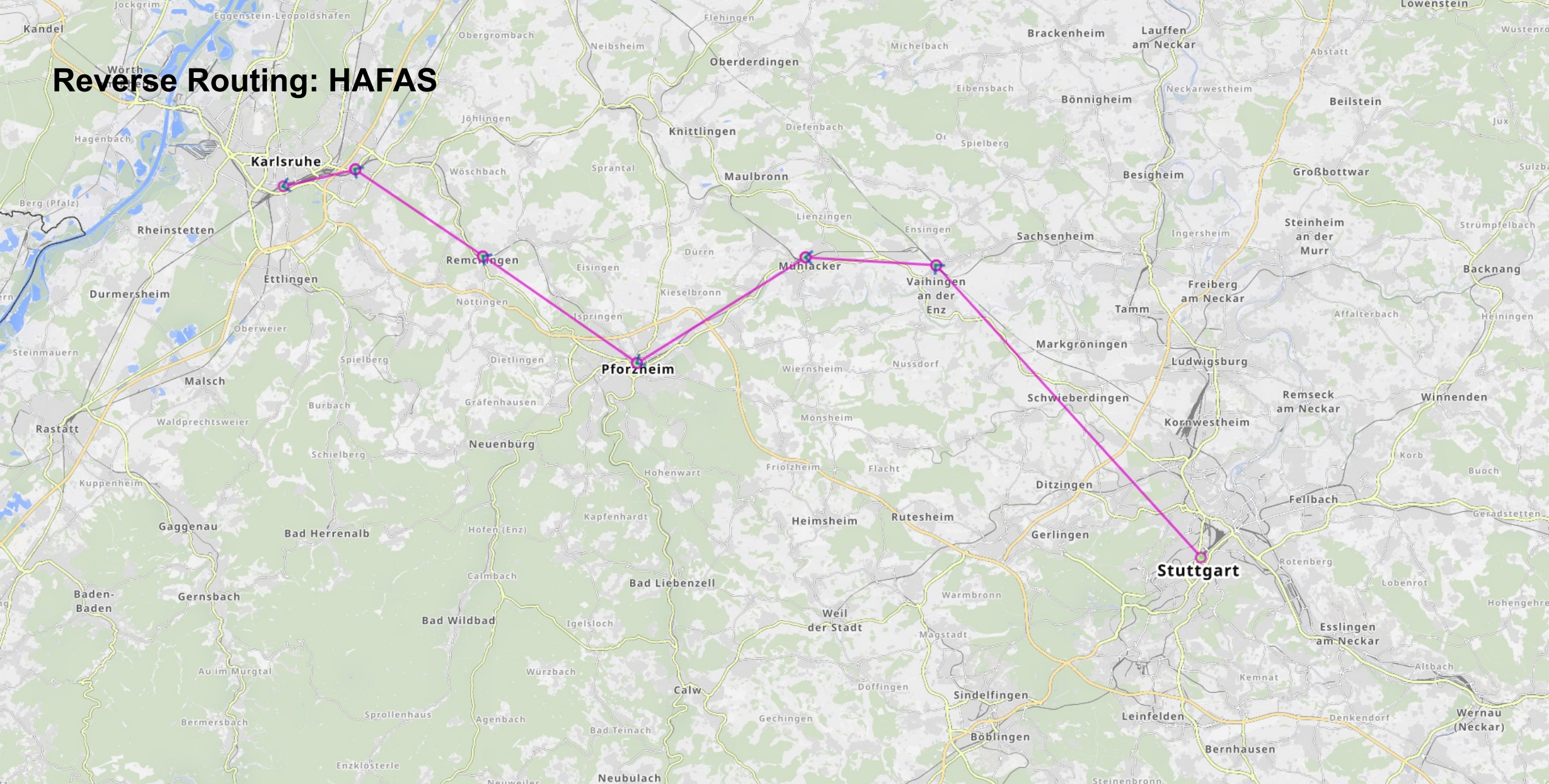
Reverse Routing: HAFAS



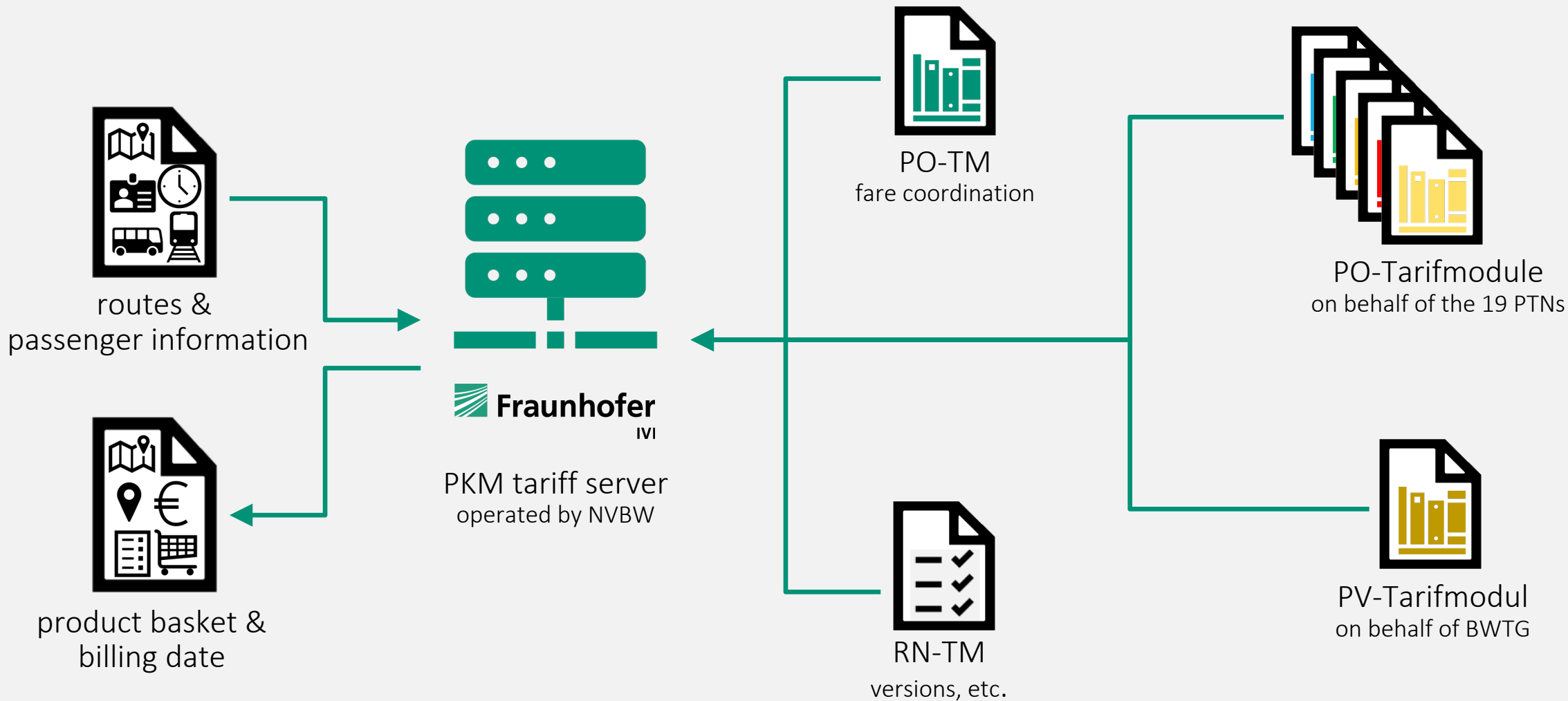
Reverse Routing: HAFAS



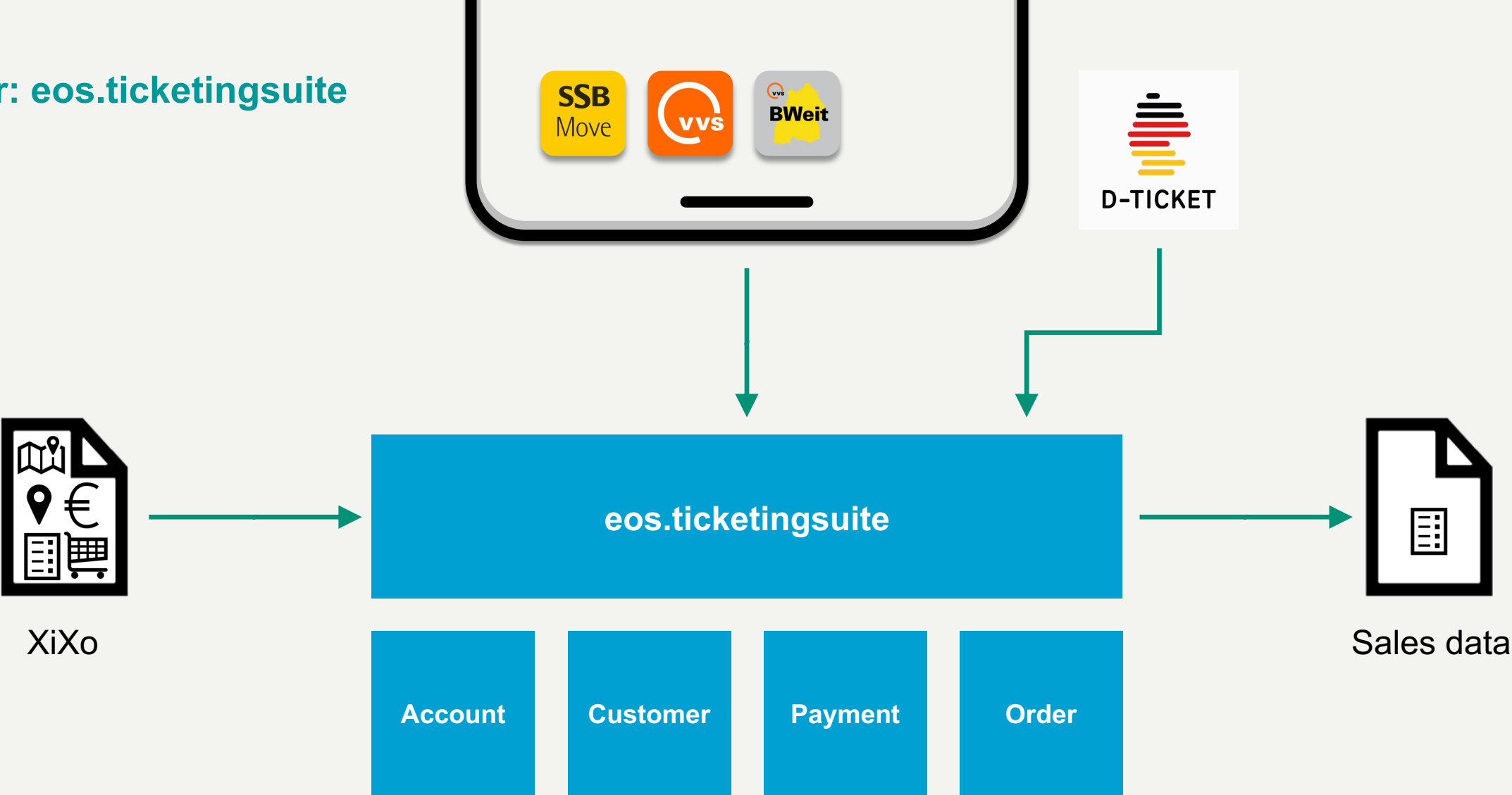
Reverse Routing: HAFAS



Pricing & Optimisation: IVI



Order: eos.ticketingsuite



Setup

 EOS.UPTRADE

XiXo

 HACON

**HAFAS
Reverse Routing**

 **Fraunhofer**
IVI

**IVI
Tariff server**

 EOS.UPTRADE

eos.ticketingsuite

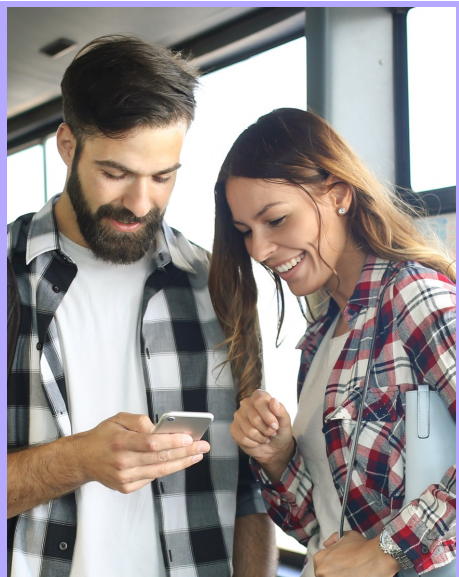
 HACON

**HAFAS
Navigator App**

User trips



Business



Tourists



Leisure



Pensioners



Unplanned

Public transit might not be primary mode of transportation

User trips



Business

Public transit might not be primary mode of transportation



Commuter

Public transit is primary mode of transportation

User trips



Public transit might not be primary mode of transportation

Pull them in

Convince them

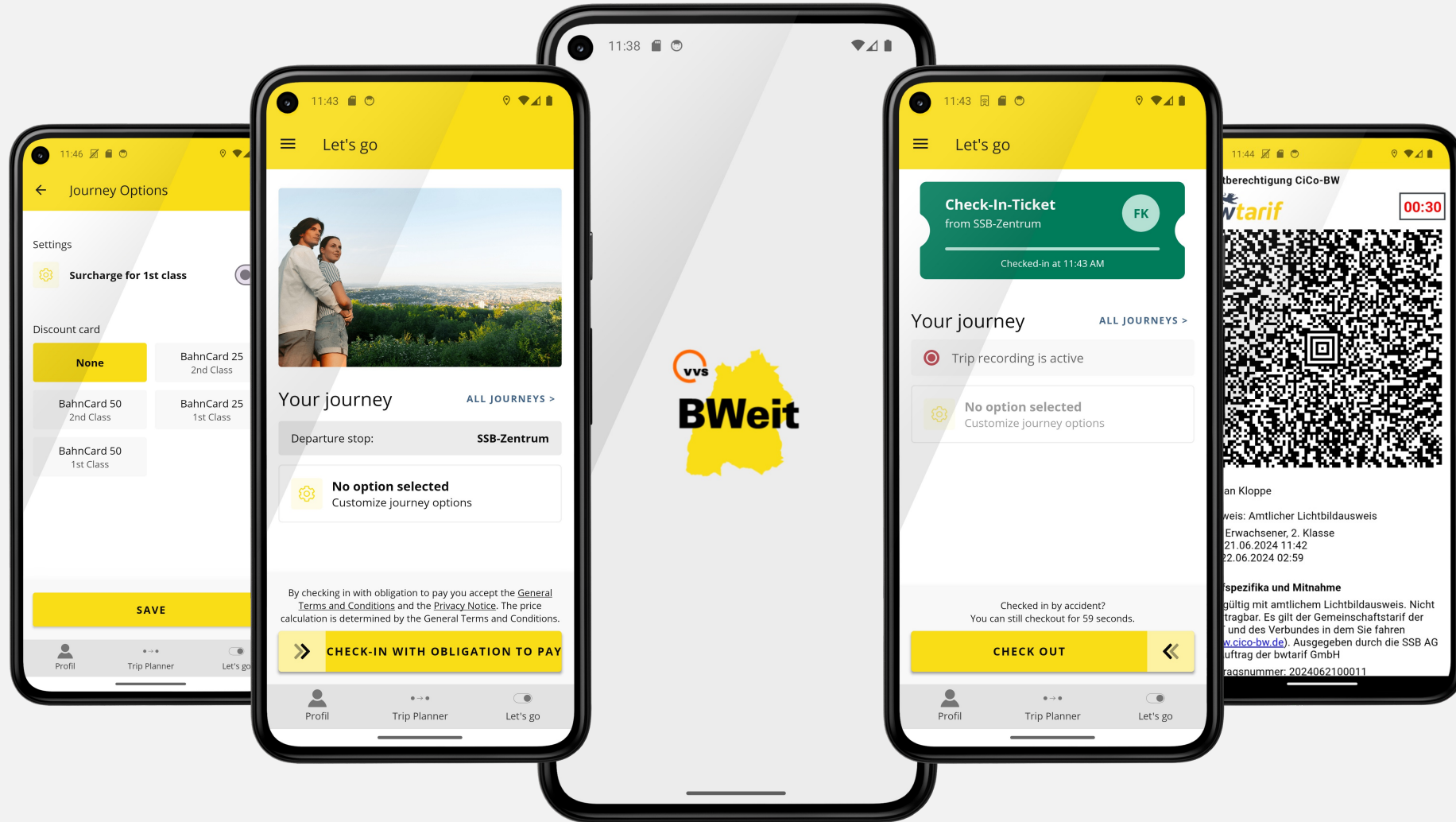
Make them subscribe



Public transit is primary mode of transportation

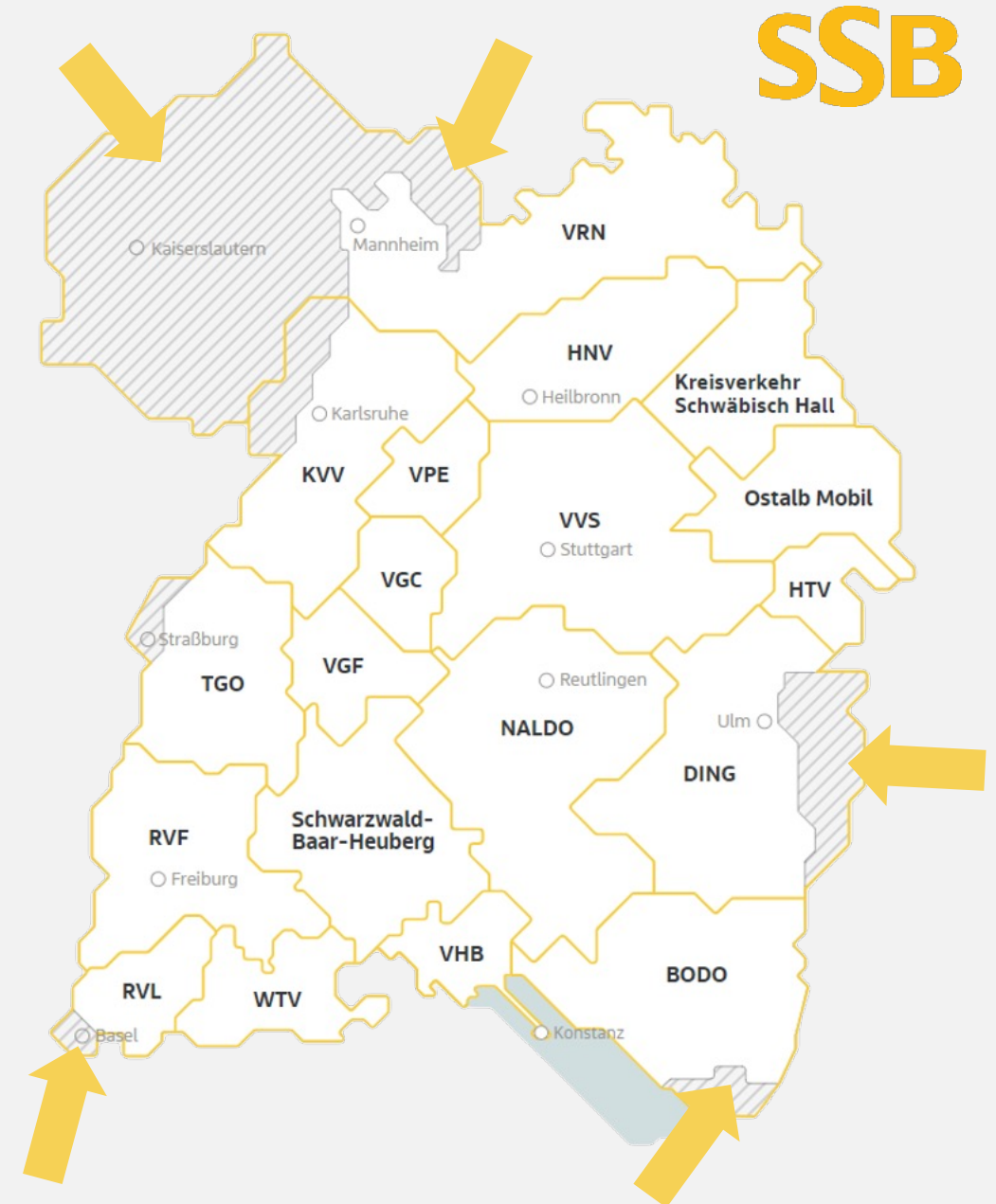
- **Why is the D-Ticket such a success?**
 - Easy to use → one product for all subscribers
 - Price → cheaper than anything else (40% - 80% cheaper in the VVS)
 - Security → valid in all of Germany

- **How do we get new customers?**
 - Motivate them to do their first ride as few people start as regular users
 - Make the use as easy as the D-Ticket → check in and ride
 - Price → promise the best price and keep your promise!
 - Security → valid in the whole state of Baden-Württemberg without exceptions



Outlook

- Bigger area of validity, adding the missing parts in:
 - Rhineland-Palatinate
 - Hesse
 - Bavaria
 - Austria
 - Switzerland
- Take people with you
- Monthly capping (first step: VVS network)



Outlook



- Bigger area of validity, adding the missing parts in:
 - Rhineland-Palatinate
 - Hesse
 - Bavaria
 - Austria
 - Swizerland
- Take people with you
- Monthly capping (first step: VVS network)



Outlook



- Bigger area of validity, adding the missing parts in:
 - Rhineland-Palatinate
 - Hesse
 - Bavaria
 - Austria
 - Switzerland
- Take people with you
- **Monthly capping (first step: VVS network)**





Thank you for your attention.



Konstantin Schaible
Marketing and Sales

Schockenriedstr. 50
70565 Stuttgart
Germany

E-mail konstantin.schaible@ssb-ag.de



Florian Kloppe
Product Manager XiXo

Schanzenstr. 70
20357 Hamburg
Germany

E-mail fkloppe@eos-uptrade.de

