



HanseCom
Member of the INIT Group



HanseCom Mobility Platform

Combining and orchestrating mobility offers in a customer-oriented manner



- Search, book and pay for mobility offers at a single provider
- Intelligently combine and orchestrate your own and third-party offerings
- Supplement the travel chain with additional services in a customer-oriented manner
- Connect any customer frontends and touch points
- Customer data belongs to the transport company
- Manage prices in a central system
- Seamless integration into existing system landscape
- Modular design allows for cherry-picking the functions you need
- Open system can be expanded to include new services and requirements

Smart Mobility Management

Your customers want to have flexible control over their own mobility, fluidly moving in-between different modes of transportation such as their privately owned car, public transport, cabs, ride hailing, or grabbing a rental bike or e-scooter. Depending on the place, time, weather and specific situation – or just on a whim – people want to be able to link different mobility offers into multi- or intermodal travel chains tailored to their individual needs.

Our open and modular mobility platform provides you with the technological foundation for meeting this demand, and it empowers you to sustainably manage and expand mobility

in your region. You can give your customers centralized access to the full offering via different customer access points and touchpoints, such as apps, smartwatch, an online portal or on the navigation system in the customer's own car. In this way, you can reach various target groups through their preferred channels.

In addition to traditional and new mobility offers, you can just as easily integrate complementary services such as parking tickets and e-mobility charging services or other offers such as leisure and event tickets. The mobility platform controls all processes and systems involved in the background.

Components of a Forward-Looking Mobility Platform

Modern transport companies enable their customers to choose freely from a wide range of mobility offers including booking, ticketing and billing in a single system – thanks to our mobility platform. The following six modules play a central role in making this happen:

Fares – From Public Transport to Car-Sharing

In order to make the different mobility offers accessible, the mobility platform can display different fares and tariff models, even those from third-party providers. This allows passengers to book tickets for all services using a single frontend, without the need to keep switching between applications.

Customer Data – Always at Your Fingertips

Information about your customers, their preferences and habits is the key to making personalized and individualized offers that truly meet the needs of your customers. The mobility platform offers a consistent solution that connects all relevant systems, delivering a central tool for managing customer data.

Real-Time Service – Always Up to Date

All information must be available in real time. Your customers expect to be informed of delays or changes to the timetable right away, and they want to have their valid tickets issued immediately.

Ticketing – Centralized POS for all Offers

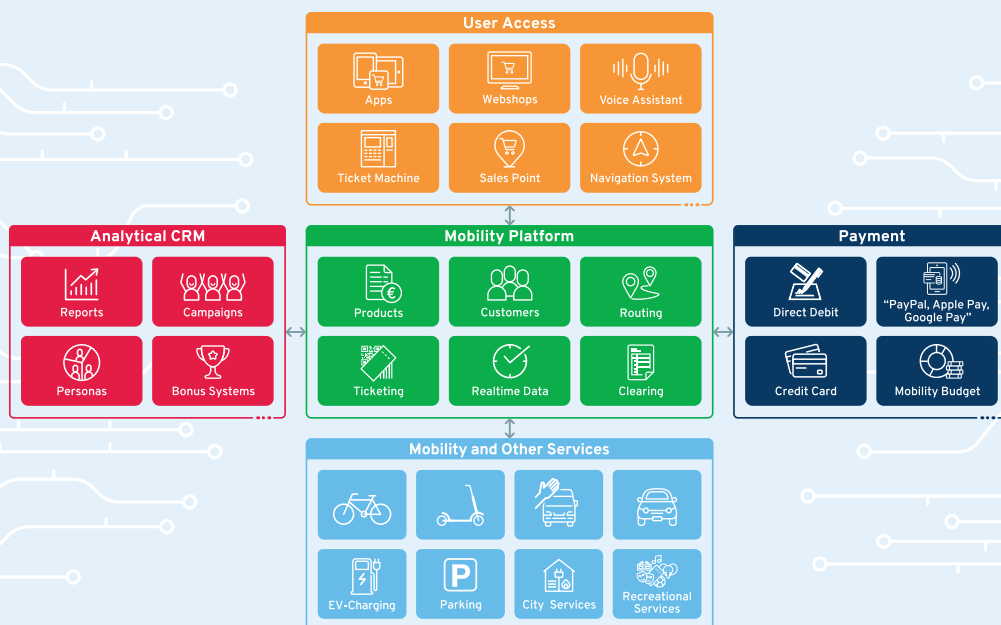
Customers want to be in control of selecting the sales channels used for purchasing tickets, from ticket vending machines through to mobile phone tickets. For this reason, a mobility platform needs to integrate all sales channels and provide transparent offers and prices.

Routing – Traveling Seamlessly from A to B

The identification of existing connections between the start point and destination of a journey is an essential capability of a modern mobility platform. This must be done taking into account all applicable timetables as well as current disruptions. Fares, ticketing and routing must be integrated in a seamless manner.

Billing – Consistent Payment to a Single Source

From the traditional payment methods such as direct debit or credit cards all the way to PayPal or Google Pay: The mobility platform supports a wide variety of payment methods and billing systems, and all offers are settled with the end customer via a single invoice.



Forward-Looking Design

Be it a new customer frontend, additional payment services, further mobility or leisure offers or the integration of third-party systems such as analytical CRM: The HanseCom mobility platform integrates seamlessly with your existing system landscape, and new features can be added at any time. This gives you the flexibility you need to adapt and expand your offering at any time according to your requirements.