

Smart Mobility Supplier Awards

At the Smart Mobility Forum the winners of the 2nd Smart Mobility Supplier Awards were revealed. We take a closer look at the winners and shortlisted entrants and hear why the judges made their selection.

The Smart Mobility Supplier Awards, judged by an eclectic group of corporate buyers and industry experts from across Europe, recognises suppliers that are offering pioneering products and services to help corporations manage mobility in an integrated way.

With a wide array of products innovations over the past year the judges had a tough decision when selecting this year's winners.

KDS with KDS Neo

KDS is the proud winner of the 2nd annual Smart Mobility Supplier Award for its holistic mobility solution, KDS Neo. Neo, which was released earlier this year, delivers complete, bookable, door-to-door itineraries as well as predicting related expenses that will be incurred by a traveller on a business trip.

The judges were enthusiastic about the possibilities that Neo offers the corporate travel sector. One commented, "Business-centric travel booking tools have long lagged behind consumer sites in terms of look and feel, and importantly functionality. This solution tackles this issue head-on and if it does what it says on the tin then I am sure that many companies will be taking a close look at this product."

The advantages that Neo offered to travellers were also a compelling selling

point. Another judge added, "As a frequent traveller I love the idea of having all the information I need and my options for a trip at my fingertips."

Dan Fitzgerald, Vice President of Product Strategy, at KDS said of receiving the Smart Mobility Supplier Award, "We are delighted that KDS Neo won the Supplier Award for 2013. There was a lot of discussion at this year's conference about door-to-door as a new way of managing mobility, so hearing the positive response we are getting from our customers and partners, was very rewarding. We really think it's the start of a new and better chapter in our industry."

For more information on KDS Neo go to www.kds.com/products/kds-neo

2nd Place: routeRANK

RouteRANK's patent pending technology offers travellers complete visibility of door to door travel by integrating rail, road, water and air connections and their many multi-modal combinations. By plugging together multiple modes of travel the technology behind routeRANK creates seamless door to door journey planning for the corporate marketplace and offers a new perspective on managing mobility.

The judges were impressed. One commented, "RouteRANK's multi-criteria and multi-technology approach to more efficient, more supportive and less

damaging ways of working and travelling is both impressive and inspiring."

The market demand for door to door solutions saw more praise for routeRANK. "The flexibility of choosing if and how to travel, and the ease of having the itinerary and route planned sounds like a great way to improve efficiency. And being able to set (monitor and improve) the appetite for considering green travel options helps to bring wider considerations into the travel decision making process," said another of this year's judges.

Jochen Mundinger, Chairman of RouteRANK, said "routeRANK is delighted to be recognised by a group of professionals appraising corporate mobility from a fresh perspective. Viewing corporate travel from the perspective of how travel can be provided to achieve better business outcomes and triple bottom line benefits is why routeRANK exists. As Smart Mobility Management explores this territory is particularly pleasing for us to be presented with a Smart Mobility Supplier Award."

For more information on routeRANK go to www.routerrank.com

3rd Place: ALD Automotive - Freedom through co-modality

"Corporate mobility is a big issue that needs a big picture solution. Freedom through co-modality is a big answer. It's like looking at mobility through a new



Smart Mobility Awards Winners: Dan Fitzgerald, KDS (front left), Jochen Mundinger, routeRANK (front centre) and Christophe Duprat, ALD Automotive (front right) with the awards. Back left, Jonathan Green, Chief Editor Smart Mobility Management, Alexander Prinsloo, Alton Mobility Consultancy and the 2013 Smart Mobility Award Winner (back centre) and Luc Davidseel, Johnson and Johnson, Judges representative (brown suit jacket).

pair of glasses" commented a judge on ALD Automotive's submission.

With costs, traffic congestion, the war for talent, scarce resources and legislation challenging and changing the corporate mind set towards mobility, ALD Automotive has created a client offering that presents multiple solutions in a single and simple package.

By broadening its product suite from car leasing to various forms of co-modality including ALD railmobility, ALD 6 &

7 wheellease and ALD companybike, ALD Automotive has designed a smart mobility solution that supports organisations implement and their employees understand the world of integrated mobility management.

Smart Mobility Award shortlist

The following solutions were shortlisted for the 2013 Smart Mobility Supplier Award.

ALD Automotive & Mobispot: An online booking platform for working places

and meeting rooms. Mobispot groups 40 professional business centres spread across Belgium, representing 500 working places and 150 meeting rooms that travellers can book and use on the go.

Find out more at <https://mobispot.be/>

Carlson Wagonlit Travel, CWT To Go: Available on iPhone, iPad, Android and Blackberry devices, CWT To Go automatically syncs travellers' itineraries to their mobile devices and updates them if there are any changes to a journey en-