



Future of Mobility: New Corporate Mobility Business Models

In order to define corporate mobility management, Frost & Sullivan and Smart Mobility Management have jointly developed a survey of key corporate mobility decision makers in France, Germany, UK, Netherlands and Belgium, to outline current awareness and interest of several business models, as well as pain points with existing solutions, in order to better inform the next wave of mobility solutions.

As can be seen by the continued proliferation of solutions such as carsharing & carpooling in it's many forms, and new integrated mobility offerings allowing journey planning, routing and ticketing options to customers in real time, customers' changing expectations in the way they get from A to B are being met with innovative new business models.

This has been influenced by several demographic, social and technological trends, in particular the continued growth of smartphone penetration changing the mobility landscape, as more potential customers become aware of their nearest travel options for example.

Innovative corporate mobility solutions

Whilst much of the growth of such services has been in the consumer market – for example traditional carsharing membership now tops 3.5m globally – there has been a recent momentum in interest for solutions in the corporate space from several

industry participants, looking to capitalise on a trend towards the use of innovative mobility products and services for work related or corporate travel, to target efficiency improvements to the employers, and offer convenience and flexibility to employees.

For example, over 13 providers now offer corporate carsharing solutions across Europe, predominantly led by fleet/leasing providers such as Alphabet (with AlphaCity), OEMs (such as PSA and Daimler with ShareYourFleet/Daimler Corporate carshare respectively), and emerging third party telematics providers such as Ubeeqo in France, who lead the market with over 500 vehicles equipped with their technology. We've also seen an appetite for new integrated mobility offerings to improve an employees convenience in both using travel services on demand, and processing their expense payments retrospectively (as opposed to a standard pay as you go consumer model) – the NS Business card and Radiusz total mobility solutions in the Netherlands are good examples of how this can be integrated on a national level, two of several examples for mobility solutions in the Netherlands where there's a real appetite for corporate mobility solutions.

Other notable corporate mobility business models include carpooling/ridesharing services, such as TwoGo from SAP, and significant developments towards integrated IT platforms for corporate mobility from Travel Management companies such as CWT, and technology providers such as Amadeus and Concur moving towards facilitating a more seamless corporate travel/expense management and approval experience. For some time our conversations with corporate mobility providers have indicated a move towards seamless integration of travel planning, booking, and expense reimbursement, to facilitate national travel in the short term and international travel in the longer term through a one stop shop service; early examples of this can be seen from companies such as RouteRank.

Developing successful business models

This is all underpinned by technology advancements combined with access to technology via 'always-connected' mobile devices, as well as much more accessible customisation & white labelling of applications and platforms for business customers, to be used for booking travel and charging expenses for example.

That said, where large complex businesses are concerned, the availability of new corporate mobility offerings must be tempered with the realities of operating in their current (and future) working environments, where solutions need to be fit for purpose for all employees. Furthermore, resources to manage new arrangements are

typically constrained, solutions must be able to align with core processes and existing technology infrastructure, and the danger of introducing new, unplanned risks is heavily scrutinised with a clear return on investment sometimes difficult to prove in the short term; the challenges to developing successful business models in this sector are clearly evident.

As a result of the aforementioned trends, opportunities and concerns of such models, there is a clear need to firstly educate potential customers on the wide range of corporate mobility services available and how they can improve their business, as well as to better inform the industry of their client's current and unmet needs, to improve future mobility product developments towards the corporate sector.

Defining corporate mobility management

In order to answer these questions, Frost & Sullivan and Smart Mobility Management have jointly developed a survey of key corporate mobility decision makers in France, Germany, UK, Netherlands and Belgium, to outline current awareness and interest of several business models, as well as pain points with existing solutions, in order to better inform the next wave of mobility solutions. With responses from 5 key European markets, the responses will allow a good distribution of preferences and concerns faced in each market, and highlight which of the core products and services can be scalable across international markets.

With a quantitative survey of between 250-500 key decision makers initially, and in depth interviews with an additional ~150 corporate clients, we hope to not only provide quantitative data on the appetite for mobility solutions, but also shine a light on best practice and through the findings help buyers and suppliers alike to collaborate and improve corporate sustainability / reduce mobility budgets.

This will allow the topical trends of shifts from corporate car allowances to mobility allowances, the usage (and interest) of integrated mobility platforms, and penetration of exciting corporate mobility solutions like corporate carsharing could be realised in the coming years.

To participate in the first phase of research, please use the link below:

<http://na2.se.voxco.com/se/?st=BP7v4TGKhzBehnsVUAEbMFyGEOQwxnxxaY0eySZfSq8%3d>

For those interested in accessing the study findings, please contact the mobility team at Frost & Sullivan: martyn.briggs@frost.com