



Data & sales channels stakes for MaaS

What is MaaS ?

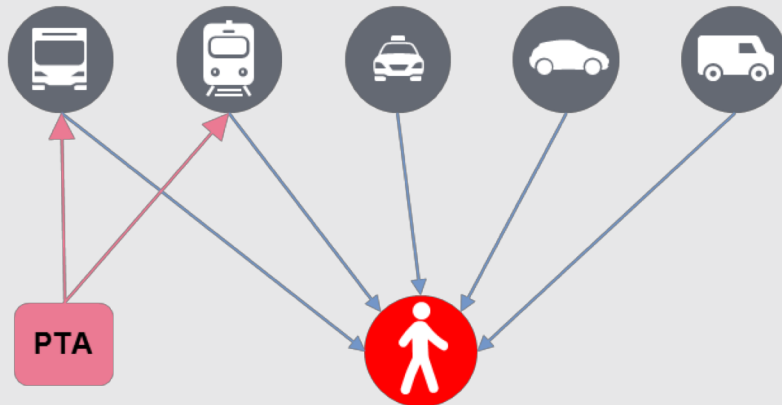
Simplify
Daily mobility

Integrate
Public & private
services

Identify
Trusty third party

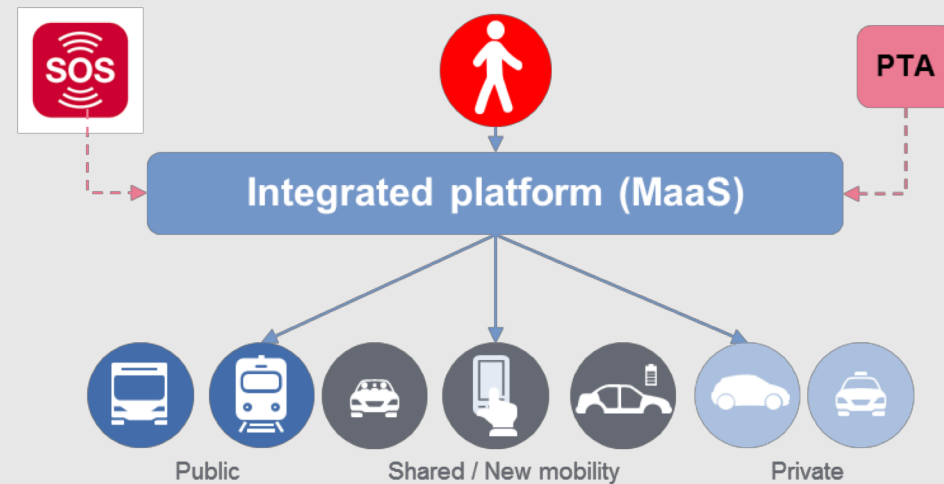
FROM 

Push of operators offering different products



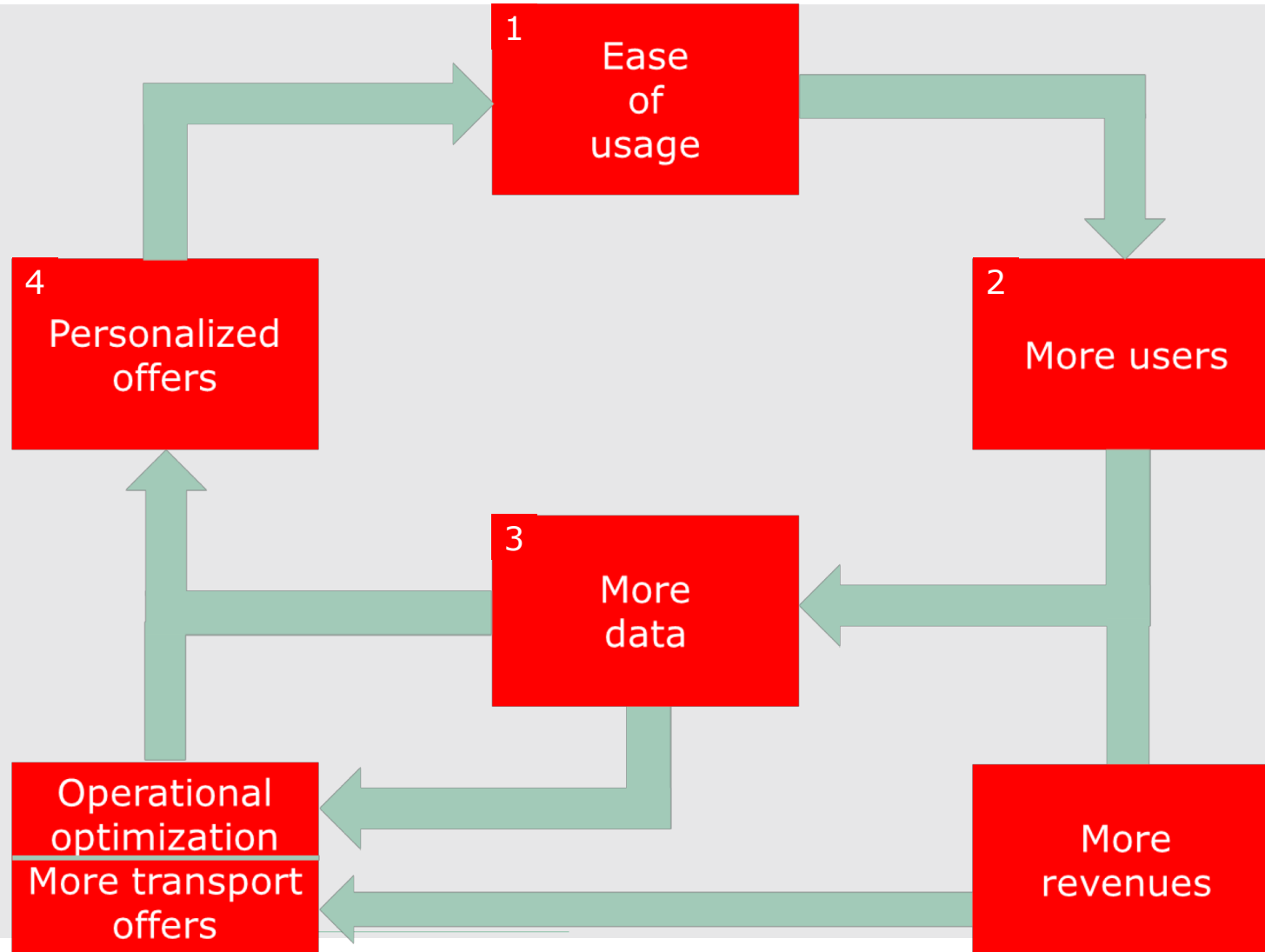
 TO

Integrated passenger-centric offer



Why ?

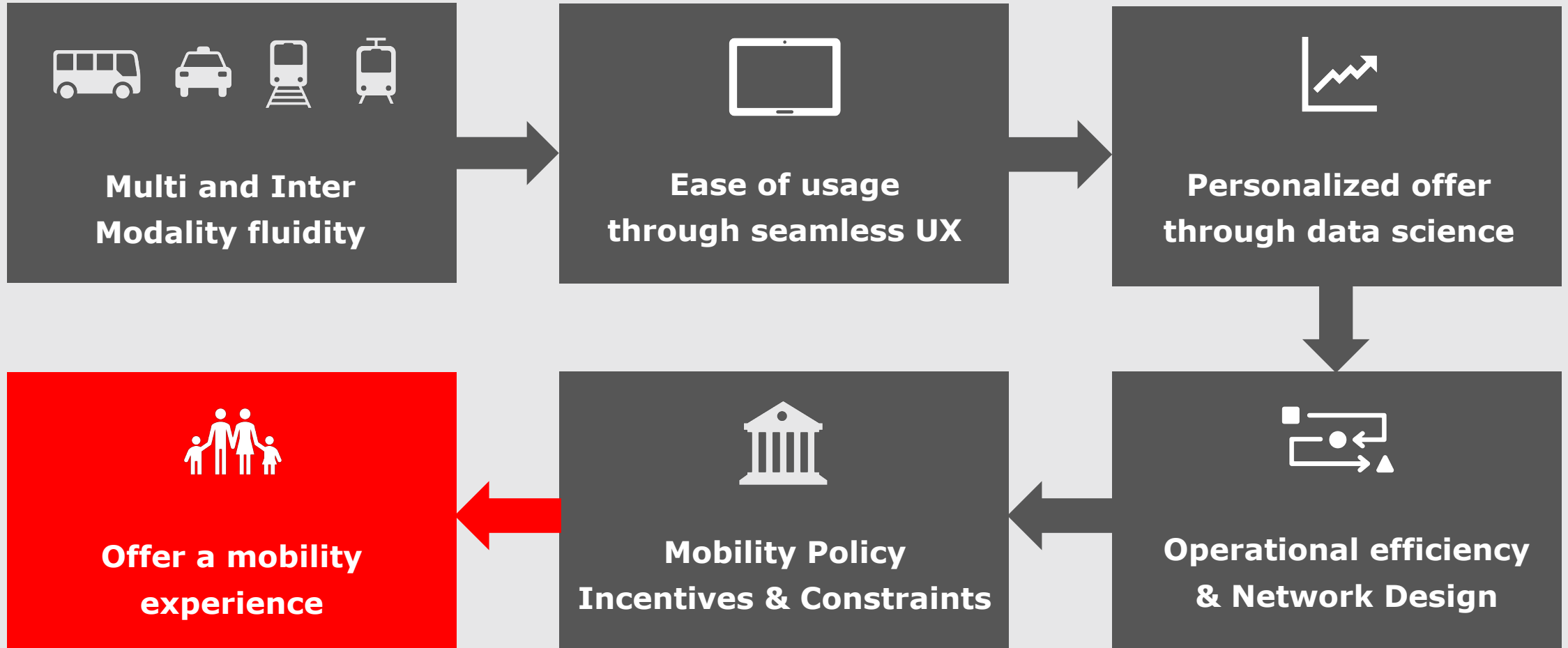
Ease of usage through data and sales channels opening = virtuous value chain of the MaaS



Why ?

Data opening towards the build of a mobility experience versus autosoloism

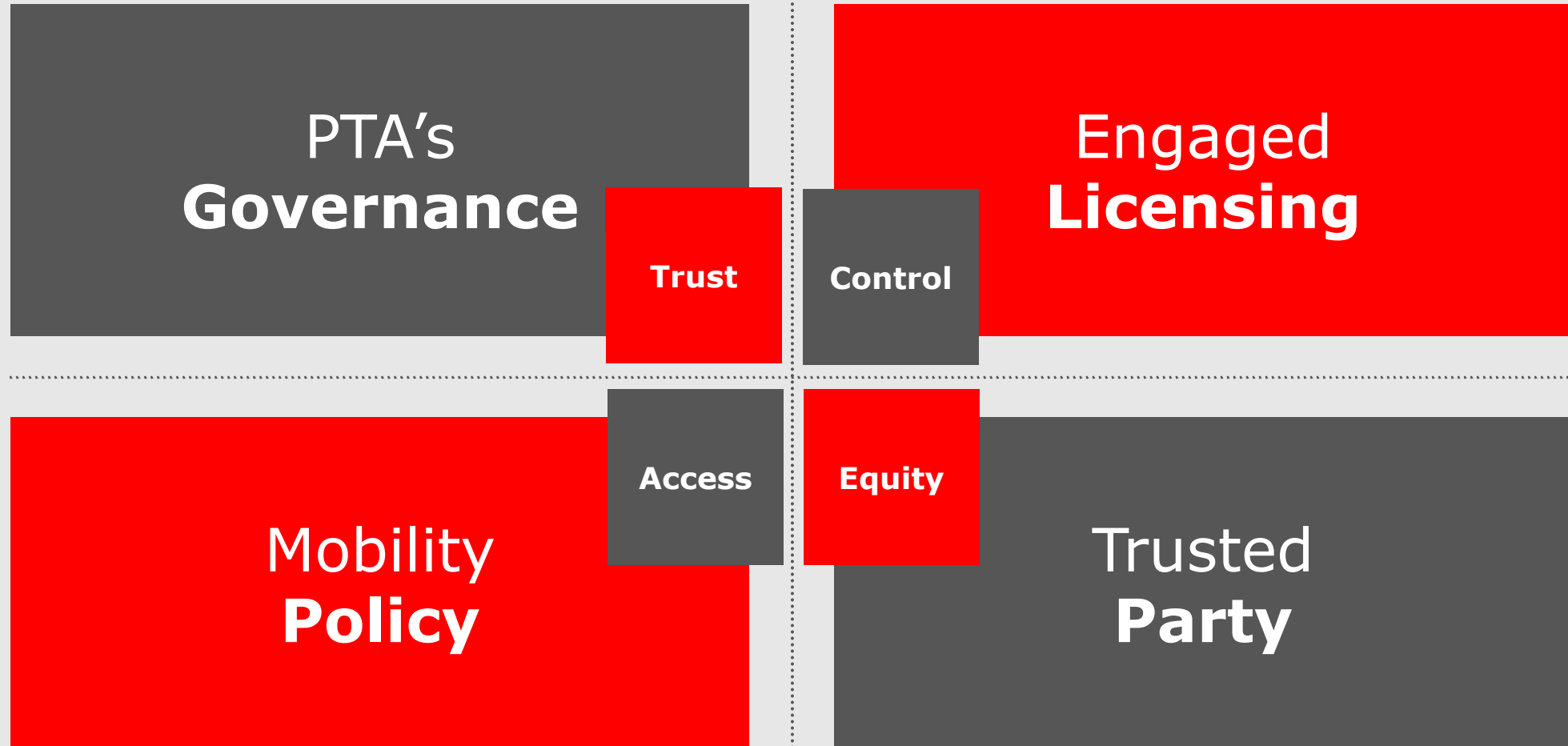
Governance of the PTA guarantees of the mobility public policy



How ?

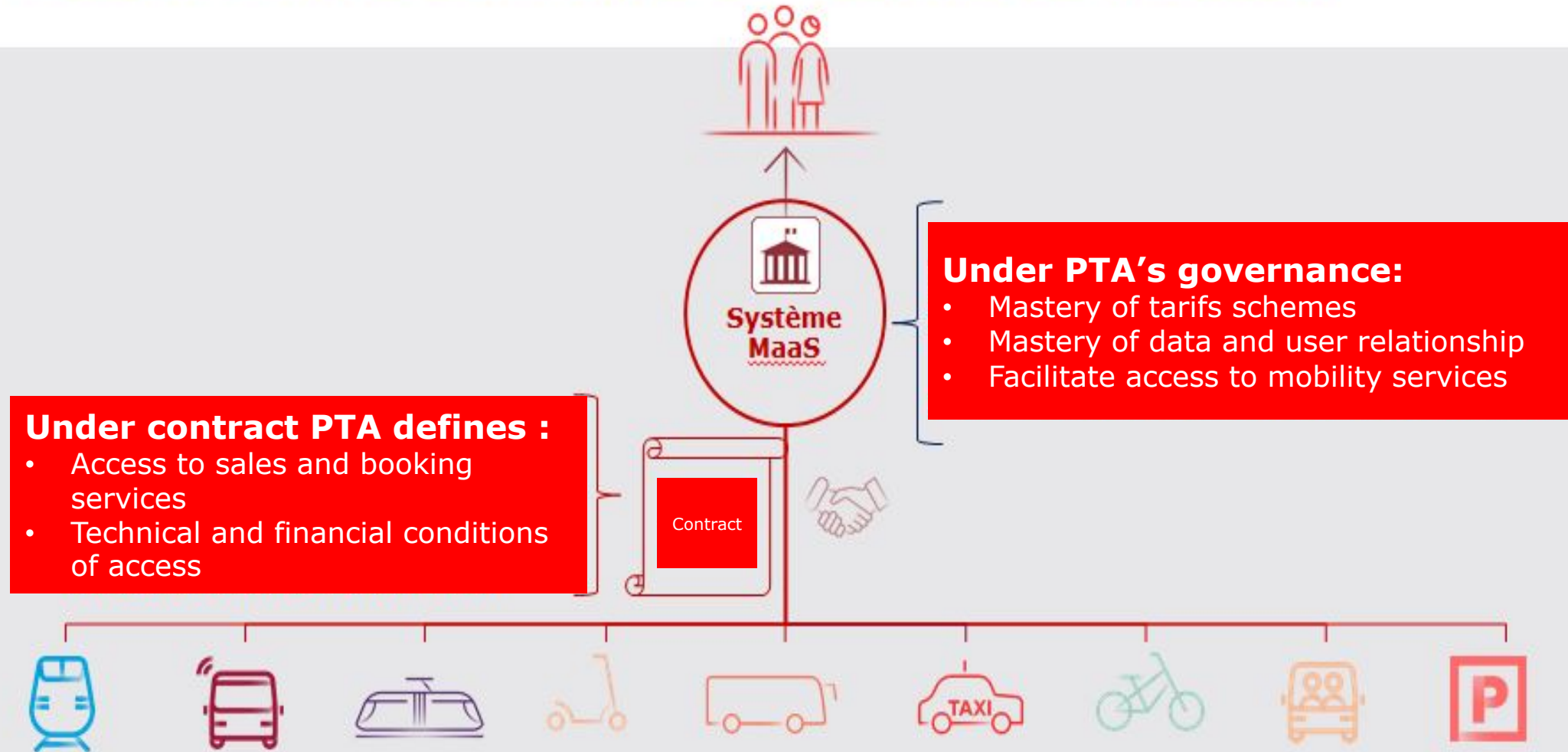
4 key pillars of the data and sales channels governance

Open every tariff schemes to address daily mobility under PTA's governance



How ?

PTA's contract management





Thank you !