

URBAN PLATFORM

MHP MANAGEMENT- UND IT-BERATUNG GMBH
RALF FRISCH | 11TH OF APRIL 2019
OPEN MOBILITY CONFERENCE 2019





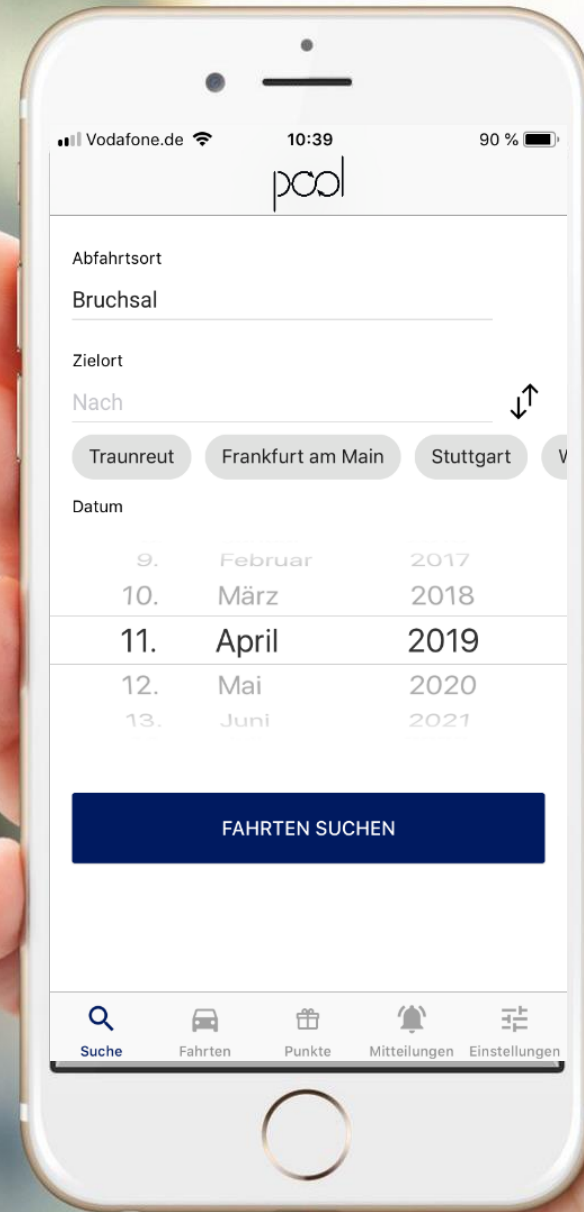
MHP
A PORSCHE COMPANY

**LUTZ MESCHKE, DEPUTY
CHAIRMAN OF THE
EXECUTIVE BOARD OF
PORSCHE AG AND MEMBER
OF THE EXECUTIVE BOARD:**

"I am convinced that in the megacities of the future, owning a car will not be important; instead, mobility on demand will be key. But who says that the form of end-to-end mobility chains or a digital lifestyle cannot be custom-tailored and characteristically Porsche?"

MHP POOL

FROM A TO B – MHP POOLS. MHP'S CEO DR. RALF HOFMANN GIVES MHP-COLLEAGUES LUDWIG PANNACH AND LUCAS REINERS A LIFT AND FINDS OUT HOW IT'S GOING WITH MHP'S NEW DIGITAL MOBILITY SERVICE.

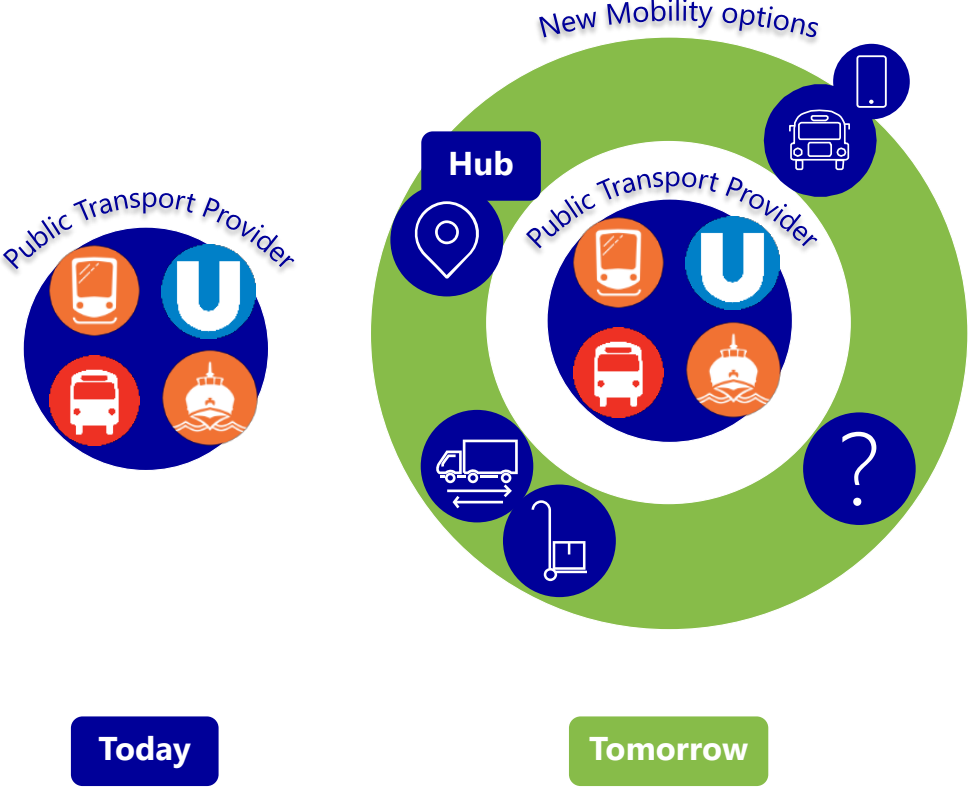


FROM A PT PERSPECTIVE: MOBILITY WILL BE COLOURFUL

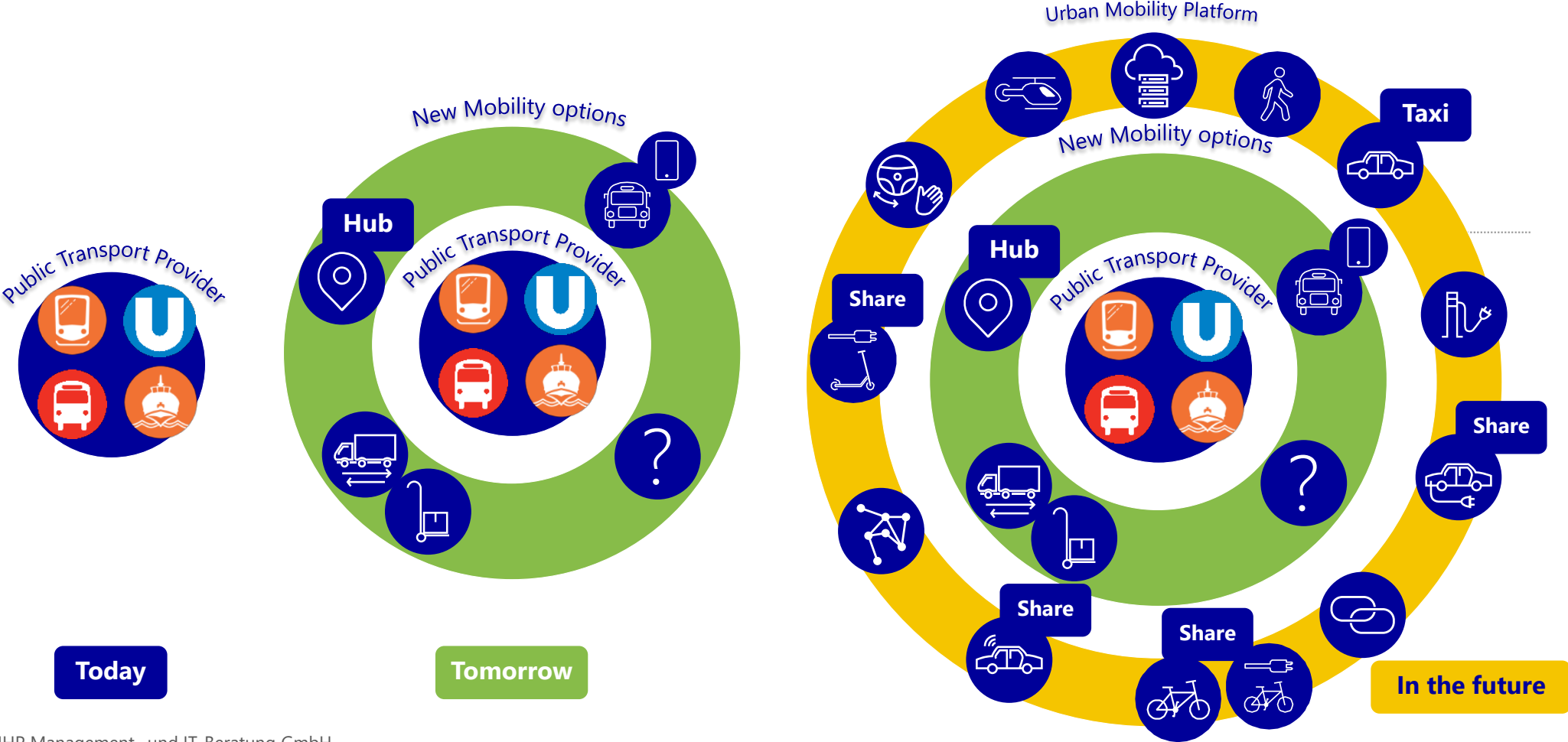


Today

FROM A PT PERSPECTIVE: MOBILITY WILL BE COLOURFUL



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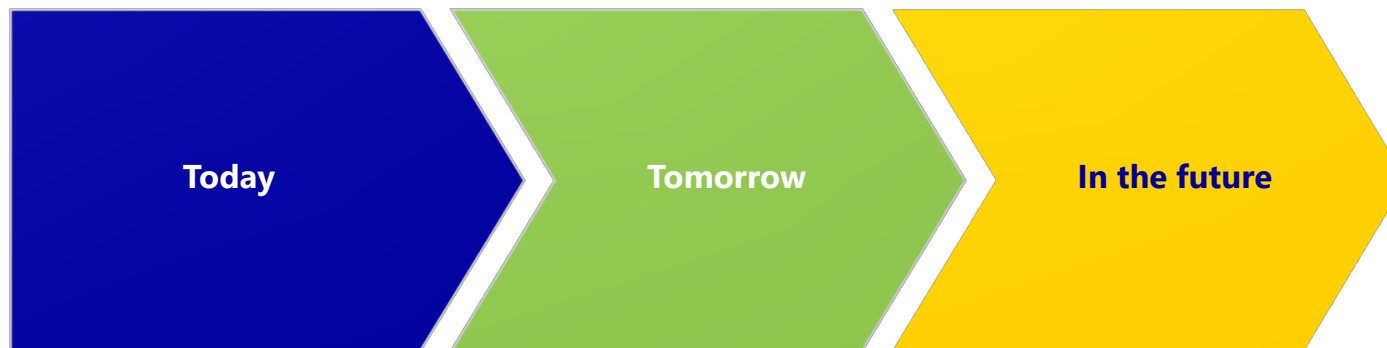
MHP DELIVERABLES

2018

- Evaluate the status quo
- Stakeholder analysis
- Assess the Service Engine
- Analyze the Business Architecture

2025+

- Define the role of a PT in the future urban ecosystem
- Elaborate the future Service Engine and Business Architecture
- Give strategic recommendations



2018-'25

- Identify necessary changes in the Service Engine
- Draft changes for the Business Architecture

ESSENTIAL CHARACTERISTICS OF AN URBAN PLATFORM



NEUTRAL

- independent of a manufacturer
- non-proprietary, scalable platform solution to address structural needs within municipalities



NON-DISCRIMINATORY

- open for all combinations of inter- and multimodal travel chains
- Intelligent customer-oriented mobility solutions optimized on the individual traveller needs



SUSTAINABLE

- resilient platform architecture to guarantee sustainable, city-friendly mobility solutions
- ecological, economic and social efficiency



“FREE OF CHARGE”

- Transaction-based platform solution
- low-risk investment



OPEN SOURCE

- Open APIs and open standards („copyleft“)
- time to market: short-term solution to guarantee market share

LET'S SHAPE THE FUTURE OF MOBILITY!

Ralf Frisch

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