

A blurred night-time photograph of a city street with lights and buildings, serving as the background for the text.

# TRANZER

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## OPEN MOBILITY CONFERENCE 2019

SANNEKE MULDERINK

TRANZER KEEP OUR CITIES FLOWING

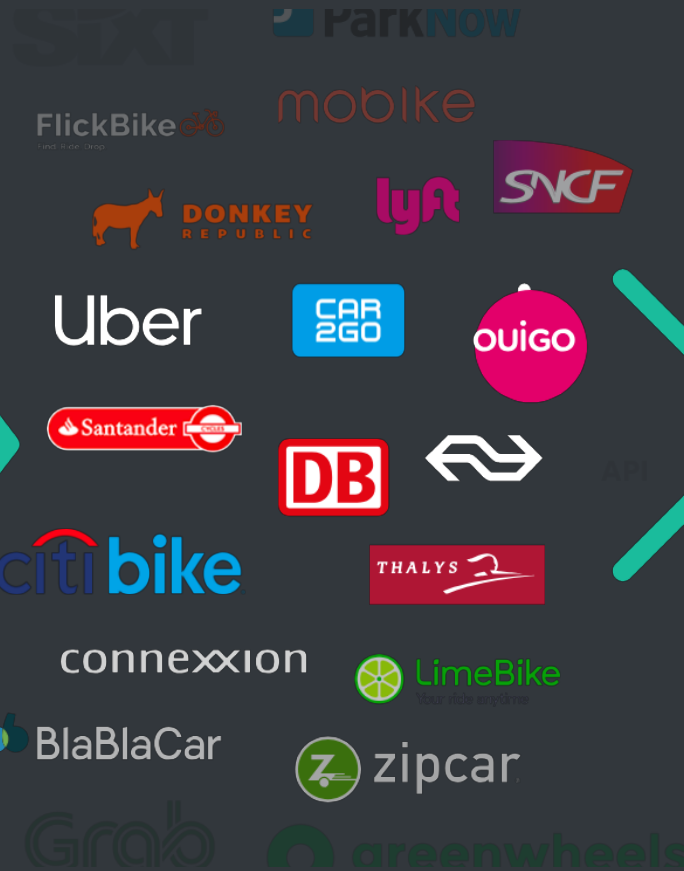
# TRANZER ECOSYSTEM

It used to be so simple

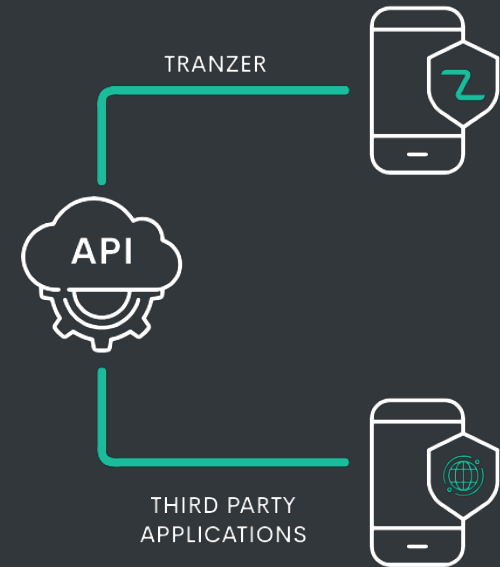
PERSONAL TRANSPORTATION



PUBLIC TRANSPORTATION



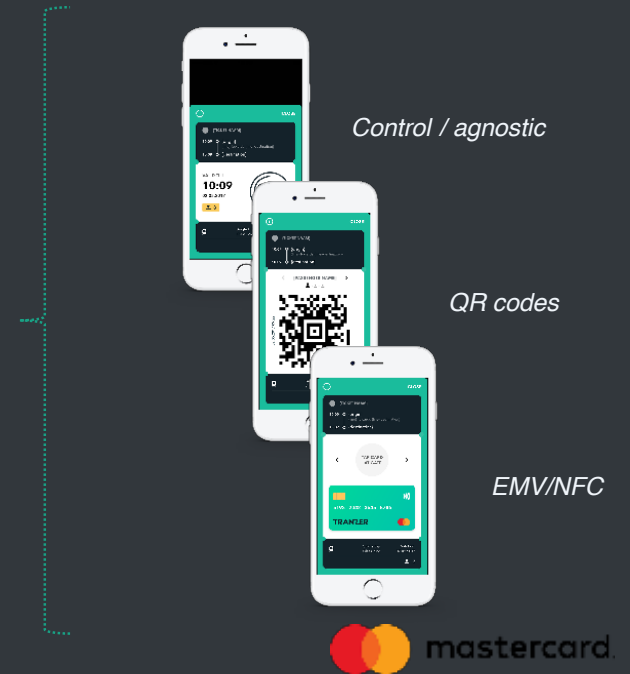
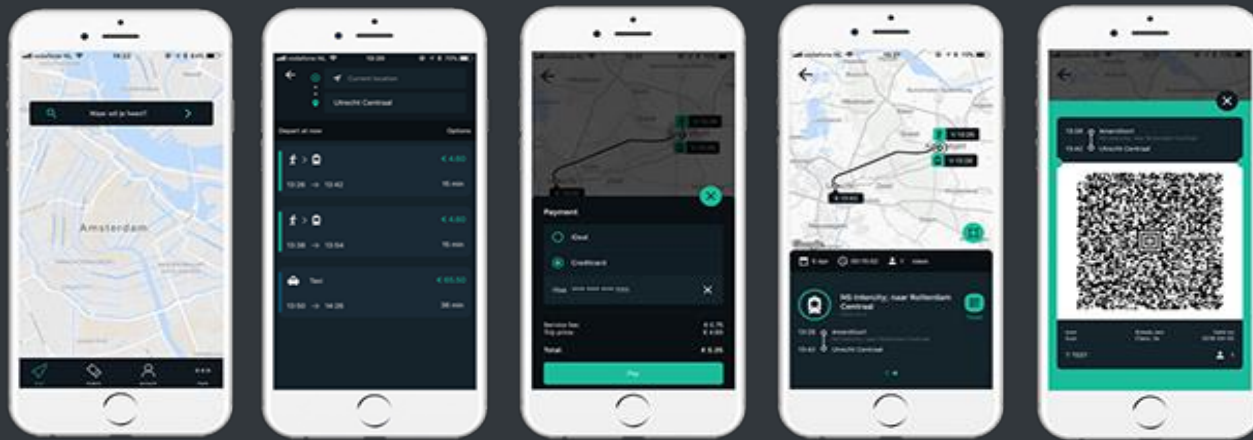
MOBILITY AS A SERVICE



# TRANZER

# PLAN, BOOK, PAY ALL IN ONE PLATFORM

All transport modes compared and offered based on price, speed and comfort



TRANZLER



# TRANZER INTEGRATES IN THE CUSTOMER JOURNEY

Transit creates stickiness with large customer facing companies



WeChat



MultiTankcard.



# PLAN, BOOK, PAY ALL IN ONE PLATFORM

Open Platform



TRANZER



THIRD PARTY  
APPLICATIONS

TRANZER

## CHALLENGES

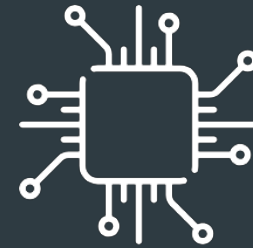
What makes Tranzer unique?



**PAYMENT AND  
VALIDATION**



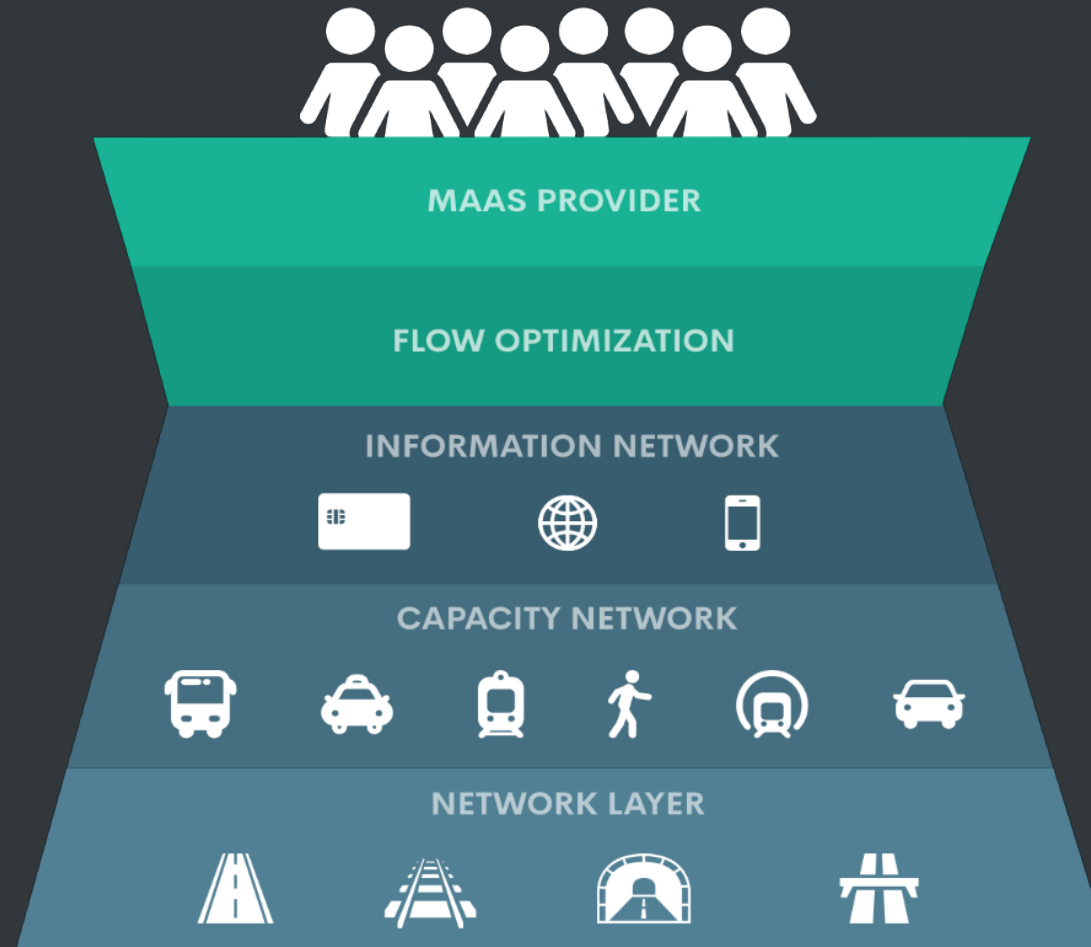
**KNOWLEDGE AND  
EXPERIENCE**



**AGNOSTIC**  
Works with all  
operators worldwide

# KEEP OUR CITIES FLOWING

Pricing & Prioritising



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# MAKING MAAS WORK

3 key elements



**ALL TRANSPORT MODES & TICKETS NON-DISCRIMINATORY AVAILABLE**



**GOVERNMENT: COOPERATE TO DIRECT THE FLOW OF THE CITY – DATA IN RETURN**



**SELF SUPPORTING BUSINESS MODEL:  
- COMMERCIAL MARGIN**

**“ALL MODES OF  
TRANSPORT FINANCED BY  
THE PUBLIC OR PRESENT IN  
THE PUBLIC SPACE  
MUST BE OFFERED NON-  
DISCRIMINATORY TO  
MAAS PROVIDERS”**



A blurred background image of a city street at night, showing lights from buildings and traffic, creating a bokeh effect.

# TRANZER

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**TRANZER** KEEP OUR CITIES FLOWING