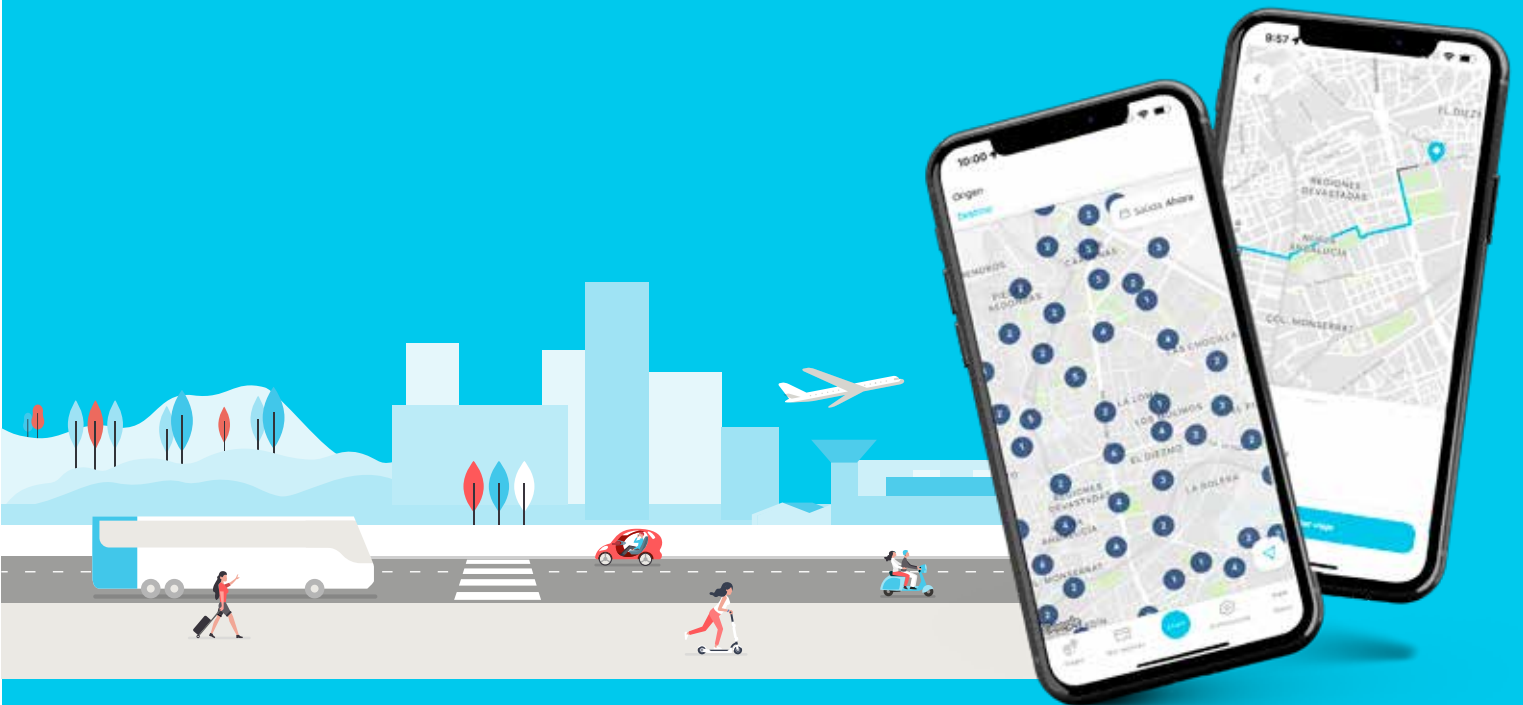


Alsa Mobi4U

- A new way of getting around the city, —
tailored to your needs



POWERED BY **meep**

1. WHAT IS ALSA Mobi4U?

Alsa Mobi4U is a mobile application that was launched in October 2021 by **Alsa**, a leading company in the passenger transport sector, and developed by **Meep**, a startup specialising in digital solutions for interconnected mobility, with the aim of bringing together different mobility services in a single integrated solution and expanding the transport operator's digital connectivity capabilities.

This platform marks a step forward in this traditional operator's sustainability and connectivity strategy, enabling it to be a pioneer and frontrunner in the connected mobility sector. **Carlos Acha, Chief Digital Officer at Alsa**, said the following: "the collaboration between all the ecosystem's partners (startups, large corporations and public administration) is key to achieving our objectives"



2. WHERE IS IT AVAILABLE?

This is a constantly evolving project that is flexible to the needs of the different areas and markets that the client, Alsa, operates in.

This **multi-city** project is currently available in 13 areas and cities: Cantabria, Asturias, Galicia, León, Madrid, Guadalajara, Murcia, Jaén, Vélez-Málaga, Granada, Ibiza, Almería and Rabat (Morocco). New cities will soon be joining the scheme, which will place Alsa at the forefront of **mobility digitalisation**, enabling them to provide the best possible service to their passengers.

As far as Rabat is concerned, the launch of this platform is a groundbreaking step in **the digitisation of transport in Morocco**, as it offers real-time bus transport routes, the option of integrating other operators, and a unique management system and user experience.

3. WHY DOES A TRANSPORT OPERATOR NEED A MAAS (MOBILITY AS A SERVICE) APP?

Urban mobility practices have changed due to the new digital environment we find ourselves in. And, as a multimodal and connected company, Alsa has taken a new step in its digitalisation strategy by implementing Mobi4U, an application that firmly positions Alsa in today's world of urban mobility and unifies all its services in these 13 areas, with the expectation that more locations will be included in 2023.

In the midst of such a competitive market, Mobi4U aims to facilitate urban and interurban travel for users by offering services that adapt to their specific needs, promoting flexible, accessible, and sustainable transport services.

Moreover, by unifying the digital experience on a single platform, the operator can simplify user access and reinforce its business strategies. All this while retaining the possibility of personalising the experience at a local level, due to each city or area having its own unique characteristics.

4. KEY FEATURES



Real-time information on Alsa's city and intercity buses, such as stop times and the exact duration of the journey, as well as detailed information about the routes and intermodal connections. In this way, the user can optimise the time they spend travelling on public transport.



Plan routes according to the user's preferences and needs, offering either the fastest, cheapest, greenest, or healthiest choice.

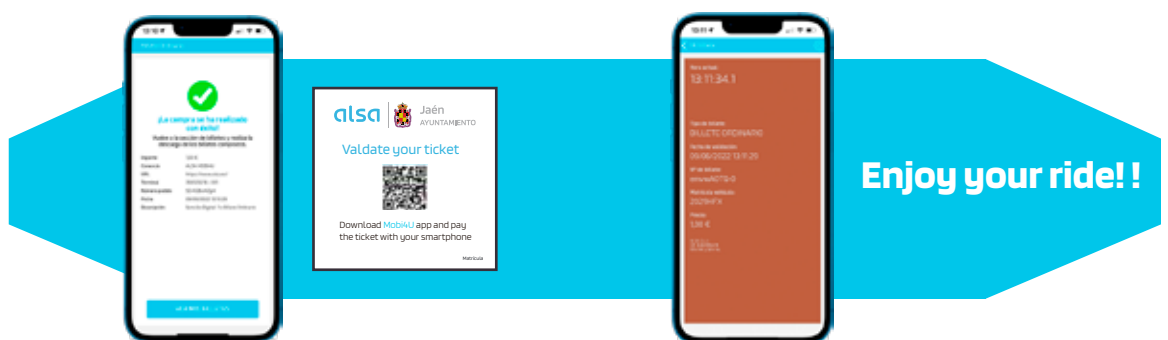
Meep's unique algorithm enables Alsa Mobi4U to develop a customisable route planner, which is able to combine all the available mobility options on a single platform, reflecting Alsa's commitment to digitalisation.

Francisco Iglesias Santos, CEO of Alsa: "New technology and digitalisation are great allies of this new mobility, and we believe that they must develop and evolve at the same time. The most recent result of our digitalisation strategy is Mobi4U, a dedicated mobile app for Alsa customers that enables them to access all the mobility services in a given city, and find out in real time all the information they need about the services and their current status, next stops, intermodal connections, etc., making it easier for travellers to plan their routes according to their preferences and current location, and find the most suitable combination".

The integration QR payment. In Jaen, and soon to be introduced in more cities, Alsa Mobi4U makes it possible to buy tickets using the app and then validate them by scanning the QR code on the bus.



A payment method which, as Francisco Iglesias Santos, points out, "offers greater convenience when purchasing bus tickets and aims to reduce waiting times and optimise processes, making buses an increasingly efficient, comfortable, and safe means of transport".



Integration with other complementary transport operators. Mobi4U is an app designed to integrate perfectly with other mobility operators that can complement and strengthen the Alsa network. This is thanks to Meep's cloud-based modular platform, whose connections to other systems through APIs/SDKs allow for the integration of information, booking, and sales from each city's different operators and services.



5. TESTIMONIES



"The know-how provided by Meep to develop the Alsa Mobi4U MaaS app has helped us to be at the forefront of mobility digitalisation and provide the best service for our customers".

Carlos Acha

Chief Digital Officer of ALSA

"Alsa Mobi4U lays the foundations for sustainable and connected multimodality - a key strategy on the part of Alsa that creates the necessary foundations to progressively create strong digital transport ecosystems wherever it operates, through the potential of mobility services".

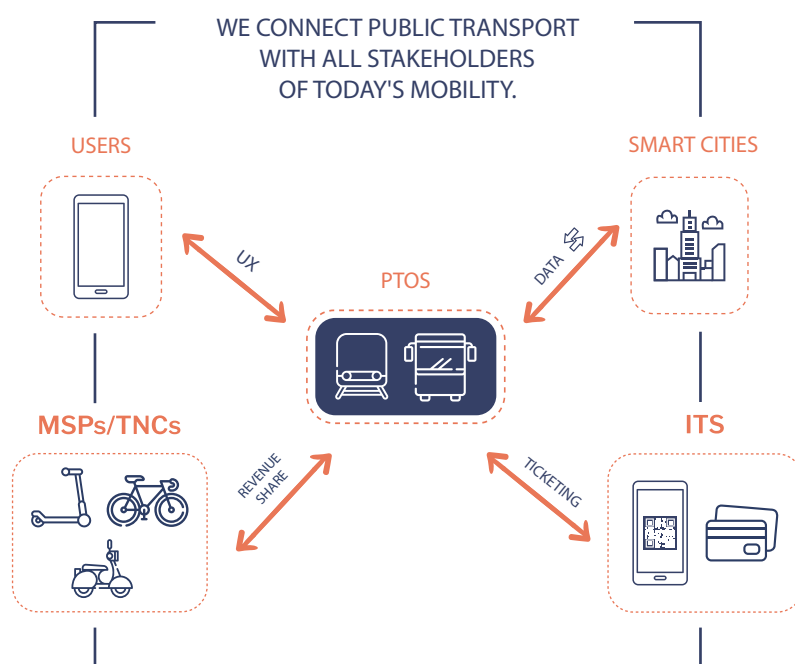
Guillermo Campoamor

CEO y co-founder of Meep



6. DIGITAL MOBILITY SOLUTIONS FOR TRANSPORT OPERATORS

With platforms such as Alsa Mobi4U, Meep promotes public transport as well as more efficient, connected mobility, bringing the service closer to the people, and increasing the number of passengers and business opportunities with other mobility operators.



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For more information on this case study, and to find out how
MaaS can improve the quality of life in cities, please contact us at
hello@meep.app or visit <https://meep.app/>.

