

MaaS of the Month: RouteRANK

Intermodal mobility portals



routeRANK[®]

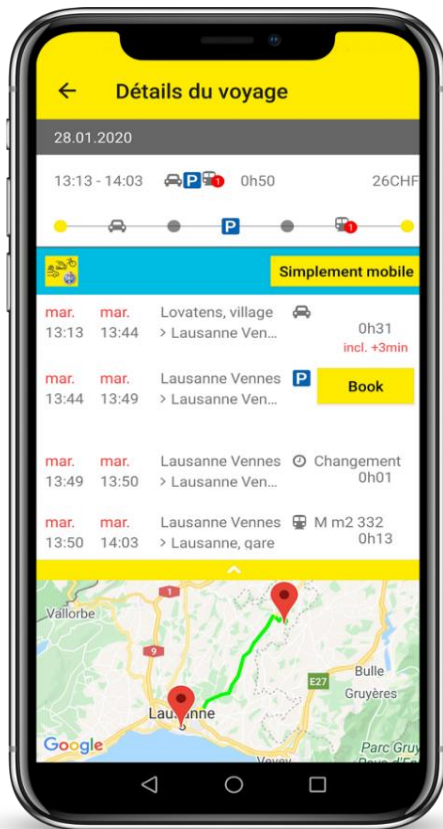
May 2020

Authored by:
routeRANK Ltd

MaaS
ALLIANCE

RouteRANK – multimodal mobility portals

Technology company routeRANK (established in 2006) provides mobility portals as an IT service. They address the entire door-to-door route by integrating all relevant modes of transport such as air, rail (high speed, national and regional), coach, public transport, Park+Ride, car, rental car, fleet, car sharing, car pooling, limousine, ride hailing, taxi, e-bike, bike, walk and their many multimodal combinations, including real-time information, in Switzerland, Europe and worldwide. In a single search, the technology finds and ranks the best possible routes, allowing users to sort them according to multiple criteria such as price, travel time and CO2 emissions, and to book/reserve them in the relevant ways. The platform is configured for diverse customers and partners and business cases, in particular around their own offering, their preferred partners and their goals. The portals are used both as corporate mobility portals (i.e. within customers, for their employees) and as mobility portals for the public.



MaaS stakeholders involved

Results to Date	
Usage	Over 250 million travel routes and related requests annually
Versions	Over 150 product iterations since 2006
Partners	Over 75 customer and partner versions

Customer implementations include

- Consumer applications like Avis, Mobility Car Sharing and Touring Club Switzerland (TCS)
- Public Transport Operators like Transports Publics Lausannois (TL), Transports Publics Fribourgeois (TPF), Transports Publics Genevois (TPG) and transport hubs like Geneva Airport
- Public institutions like City of Bagnes, City of Lancy and Canton Valais
- Tourism destinations and events like Verbier and Paléo Festival
- Mobility technology providers like SAP Concur and Siemens
- Global companies like BearingPoint and F. Hoffmann-La Roche
- Leading travel companies like BCD Travel and HRG
- International organizations such as WEF and WWF

"routeRANK's technology allows its users to improve their resource efficiency in travel and transport easily"

*Prof. Dr. Dr. h.c. Ernst Ulrich von Weizsäcker,
former Co-Chair, International Resource Panel UNEP*

MaaS Implementation

The technology enables personalisation and integration in relation to:

- Transport modes included (e.g. air, rail, coach, public transport, rental car, car sharing, car pooling, limousine, ride hailing, taxi, e-bike, bike, walk etc.)
- Mobility or data providers included, with their custom prices and reductions etc.
- Detailed configuration (e.g. of the routing)
- Integration options how to connect, all usual ones being supported from standalone portal/native mobile apps, iframe/reverse proxy/app SDKs, portal integration, API
- Integration options how to book, all usual ones being supported from (deep-)linking to mobility providers to booking on the platform, including the MaaS payment model

The **Touring Club Switzerland** website was extended by an intermodal mobility portal in 2013. Continued customization includes the integration of the local offer and the partner offer (such as hotels, campsites, car parks etc.), the configuration as well as real-time intermodal information and inclusion in the mobile application.

Keeping the rail and public transport options in the focus, the initial personalisation of the **TPF** (Transports Publics Fribourgeois) mobility portal includes car, bike, Park+Rail, Park+Ride and bike+rail combinations in the way desired by the customer as well as deep integration with the customer webshop for subscription purchase, SMS purchase and Fairtiq.

The **City of Lancy** corporate mobility portal handles fleet management including reservation for cars, e-bikes and bikes, pooling of the cars, integrated with public transport and car sharing in line with the corporate policy.

The screenshot displays a search interface for a journey from Dompierre to Fribourg on 14-02-2020 at 15:01. The interface includes a search bar, a date and time selector, and a 'Search' button. Below the search bar, there are tabs for 'Fastest' (32min), 'Greenest' (CO2 1kg), 'Available time', 'Stops' (FROM 0), and 'Best overall'. The 'Results' section shows two main options:

- Option 1:** Dompierre VD village → Fribourg/Freiburg via Romont. Departure: 15:49 (DOMPIERRE), Arrival: 16:25 (FRIBOURG), Duration: 36min, Available time: 17min. This route involves a change from Bus 561 to RegioExpress 128-Y.
- Option 2:** Fribourg, Avenue de la Gare 1. Departure: 15:41 (DOMPIERRE), Arrival: 16:35 (FRIBOURG), Duration: 54min, Available time: 17min, CO2 1kg. This route is direct from Bus 478 to RegioExpress 128-Y. It includes an 'OFFSET CO2' button.

Below the main results, there are detailed itineraries for each route:

- Itinerary 1:** Dompierre VD, village → Fribourg/Freiburg. Steps: 15:41 Dompierre VD, village; 12min Bus 478 (Heading: Romont FR, gare); 15:53 Romont FR, gare; 2min walk; 16:08 Romont Pl. 2; 17min RegioExpress 128-Y (Heading: Bern); 16:25 Fribourg/Freiburg Pl. 3; 0min walk; 16:25 Fribourg/Freiburg.
- Itinerary 2:** Fribourg, Avenue de la Gare 1 → Fribourg. Steps: 16:30 Fribourg, Avenue de la Gare 1; 5min bike (PubliBike); 16:35 Fribourg. A PubliBike button is visible.

At the bottom, there is a section for 'Romont' with a location pin and 'Available time 17min'.

Benefits

For users:

- Improved user experience of multimodal mobility portals
- Reduced planning time as well as travel time, cost and carbon footprint savings
- Integrated carbon footprint compensation
- Support with real-time multimodal trip information and travel companion including disruption notification

For customers and partners:

- Optimally position customers' own mobility offering, e.g. Park+Rail, Park+Ride or bike+rail, through multiple public transport stops and train stations
- Position preferred partner offering
- Illustration of the benefits of combined mobility options such as Park+Rail, Park+Ride or bike+rail, in particular when travel times dramatically change during rush hour

For society and the environment:

- More efficient use of transport infrastructure
- Encouraging modal shift
- Reducing carbon footprint

References

<https://business.routerank.com>

Lessons learnt by routeRANK

- **Market readiness:** When the development of the solution started 14 years ago in 2006, a reaction to 'multimodal' was often 'multi-what'. With persistence, implementing project by project, and over the years, this has changed, in particular over the last few years.
- **Content access:** In the early days in particular, access to content was often a limiting factor. This has much improved over the years and is generally much less of a barrier now. Standardisation is still not something that can be expected, but this is a (much smaller) hurdle in comparison and, in our view, one that a mobility platform provider needs to be able to handle easily.
- **Customer trust:** As a young start-up, without a track record, it was sometimes hard to find customers. With more and more successful implementations, and with the increasing experience and learning from errors made along the way, this has become much easier, leading to over 150 product iterations of the platform and over 75 customer and partner instances.

"MaaS of the Month" is an initiative of the MaaS Alliance; it is a collaborative effort of the members of the Alliance's Working Group on Users & Rules and Working Group on Governance & Business Models.

