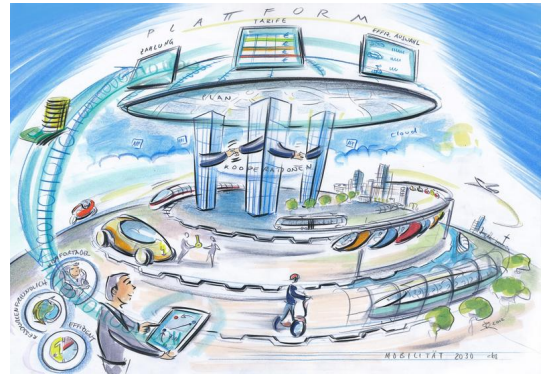


# Next-Level Corporate Mobility

## Concepts and Findings

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Johannes Asamer  
Benjamin Biesinger  
Miriam Enzi  
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Oct. 5th, 2018



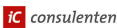
# SEAMLESS

Sustainable, Efficient Austrian Mobility with Low-Emission Shared Systems

# SEAMLESS<sup>o</sup>

- Austrian flagship project on e-mobility
- duration: May 2016 – April 2019
- funded by Climate and Energy Funds (KliEn)

This project is funded by the Climate and Energy Fund of the Austrian Federal Government and is carried out as a part of the seventh call of the "Austrian Electric Mobility Flagship Projects" programme.



# Our Challenge





- approx. 15%–25% of greenhouse gas emissions in transportation sector
- only 1/3 of registrations of new vehicles in private sector (in Austria)
- ⇒ corporate mobility is of high importance

# State-of-the-Art in Corporate Mobility

(in Austria)



- company cars with 1-to-1 assignment
- no mobility service(s) for the majority of employees



# Next-Level Corporate Mobility

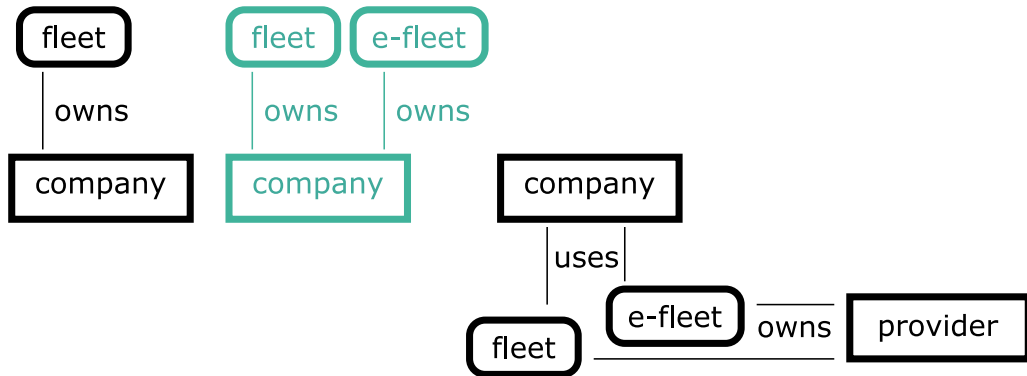


- get rid of directly assigned company cars
- implement a car pool
- grant access to alternative modes of transportation (e.g. bike-sharing, car-sharing, public transportation, taxi)
- open service to all employees

# Next-Level Corporate Mobility

## Concepts

- implementation of **car pools**
  - different cars of different sizes and types
  - integration of e-vehicles
  - changing ownership of vehicle fleets



# Next-Level Corporate Mobility

## Concepts

- introduction of **alternative** modes of transportation
- on-demand mobility backup with taxi / limousine service





# Next-Level Corporate Mobility

## Concepts

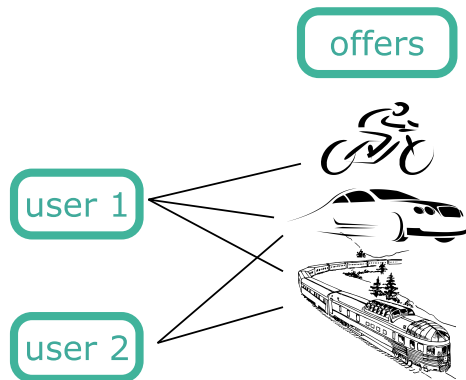
- **easy-to-understand** UI -> complexity hidden in the background
  - keyless access to cars
  - starting e-charging process via APP
  - planning and booking mobility



# Next-Level Corporate Mobility

## Concepts

- introduction of **mobility offer allocation problem**
  - fixing of mobility offer assignment as late as possible

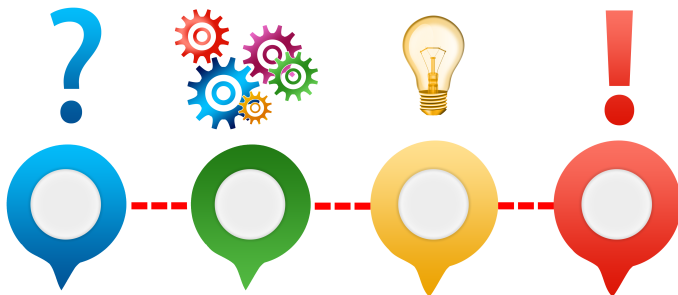


- B. Biesinger, S. Knopp, M. Prandtstetter (2018): *Optimizing Allocations for Corporate Mobility Services*. In Proceedings of ICCL 2018.
- B. Biesinger, S. Knopp, M. Prandtstetter (2018): *A Resource Allocation based Approach for Corporate Mobility as a Service*. Submitted to Transportation Research Part B: Methodological.

# Next-Level Corporate Mobility

## Findings

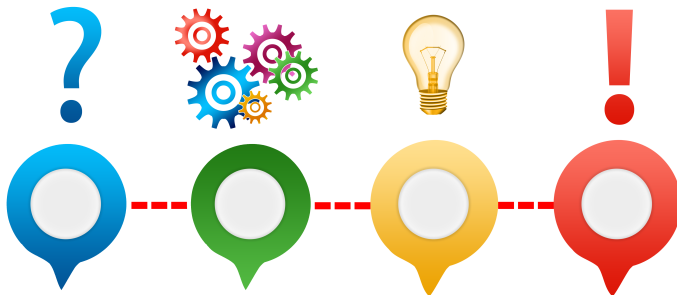
- taking away directly assigned company cars is not so easy (in Austria)
  - fear to loose something -> “there is no flexibility”
  - discussions with work’s council



# Next-Level Corporate Mobility

## Findings

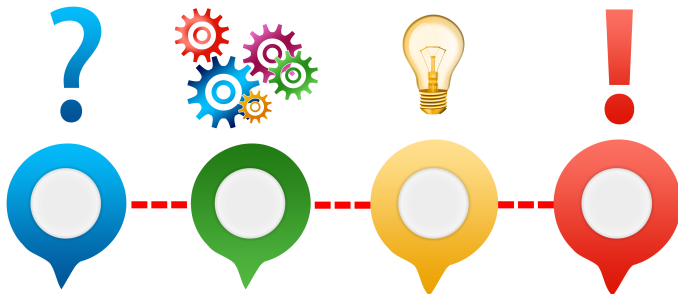
- understanding of mobility offer allocation algorithm (late vehicle assignment fixing) is not or only partially given



# Next-Level Corporate Mobility

## Findings

- acceptance in small companies (or with employees without corporate mobility solutions so far) is quite high
- problems with general data protection regulation (GDPR)



# What's next?

- integrate e-charging management into mobility offer allocation problem
- intensify accompanying measures to persuade companies towards sustainable corporate mobility concepts
- add additional features to APP like management of car body damages



# Next-Level Corporate Mobility

## Concepts and Findings

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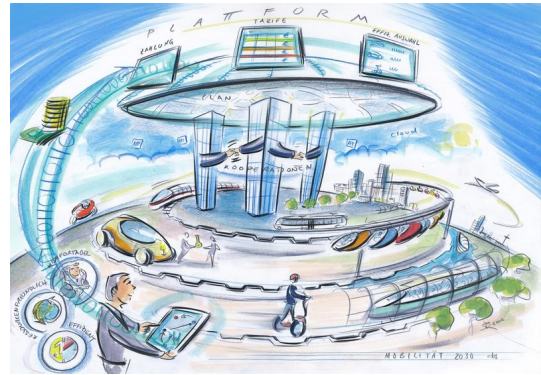
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