Decoding the Urban Mobility-as-a-Service MaaS landscape in Europe

Objective

A leading professional services firm embarked on a mission to unravel the intricacies of the Urban Mobility-as-a-Service (MaaS) ecosystem in Europe. Their primary objectives were to:

- Gain an in-depth understanding of this market, spanning both legacy and innovative vendors

  Conduct extensive research on vendors offering Urban MaaS solutions, with a focus on identifying the most innovative players

- Compare and benchmark solutions and products offered by different vendors in the Urban MaaS domain

- Develop strategies for market expansion and growth based on the insights gathered

- Explore technologies leveraged by vendors, delve into platform architectures, and understand operating models

- Learn from success stories of Urban MaaS implementations in benchmark countries mentioned in the client's exhaustive list

Approach and Solution

Netscribes proposed a comprehensive three-phase approach to address the client's objectives:

PHASE I: Ecosystem map and assessment

Step 1: Overview of Urban MaaS in Europe

- Gain insights into key trends, solutions, and operating models within the MaaS ecosystem

- Explore initiatives driven by the MaaS ecosystem towards cities and the industry movements propelled by associations and regulators

Step 2: Mapping the universe of Urban MaaS

- Create a comprehensive and exhaustive list of Urban MaaS solution providers, encompassing vendors, integrators, and end customers

- Shortlist key vendors based on parameters such as geographic presence, operating models, and innovative technology

PHASE II: Vendor deep-dive (Shortlisted)

Step 1: Solutions benchmarking

- Conduct benchmarking of MaaS solutions offered by shortlisted vendors

- Compare product features, technology, pricing, customer base, and market positioning

Step 2: Vendor profiling

- Develop detailed profiles for shortlisted vendors, including business overviews, product portfolios, financial health, geographic presence, and application areas

- Analyze their Urban MaaS solutions, technologies leveraged, and platform architectures

Step 3: Platform deep dive

- Explore the platform architecture, operating models, and unique selling propositions (USPs) of each vendor

- Identify key customers and purchasing criteria

Related reading: **Decoding the European Electric Automotive Two-wheeler Industry**

PHASE III: Learnings from benchmark countries

Step 1: Urban MaaS integration landscape

- Investigate the Urban MaaS integration landscape in benchmark countries to extract valuable insights

Step 2: Operating and technology models

- Examine the operating and technology models employed in benchmark countries

Step 3: Eminent success stories

- Analyze and learn from top-tier case studies of Urban MaaS implementations in benchmark countries

Results delivered

Netscribes successfully executed the three-phase approach, resulting in the following outcomes:

- A comprehensive understanding of the Urban MaaS ecosystem in Europe, including legacy and innovative vendors

- Detailed profiles of shortlisted vendors, encompassing their offerings, financial health, and market positioning

- Benchmarking of Urban MaaS solutions, providing insights into competitive advantages

- Strategies for market development and expansion based on the findings

- Technological insights, including platform architectures and operating models

- In-depth knowledge of success stories from benchmark countries

Client benefit

Armed with invaluable insights, the client made informed decisions, gained a competitive edge by understanding vendors and benchmarking solutions, formulated strategies for market expansion, adapted to evolving technologies, and drew inspiration from success stories in benchmark countries. In essence, the client's proactive engagement with Netscribes empowered them to thrive in the dynamic European Urban Mobility-as-a-Service (MaaS) landscape.

To get a comprehensive and detailed picture of any specific ecosystem, vendor deep-dive, and more, leverage Netscribes' market research solutions.

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