



THE RAPID RISE OF MOBILITY PLATFORMS

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Two factors are driving the rapid rise of mobility platforms: digital technology, because it made them possible, and the shift from ownership to usership, because it makes them practical. We examine their success via three case studies.

MODALIZY: STRONG ON SUSTAINABILITY

Modalizy was created in 2017 as a subsidiary of OCTA+, a Belgian fuel company with long experience in mobility and strong ambitions for sustainability. The idea was to offer a complete mobility passport for businesses, as an app and credit card combo.



Iris Rassios (Community & PR Specialist at Modalizy): "Corporates who opt for mobility face obstacles which we aim to remove."

Why do companies choose a mobility platform?

"Mobility has become an issue, both in the corporate world and in wider society. On the one hand, there's the saturation of traffic in and around big cities. On the other, we have to confront

the environmental impact of our journeys. Both factors oblige companies to review their mobility options. Cars are no longer the only choice."

So what's your take on this issue?

"Corporates who opt for mobility face obstacles which we aim to remove. Our platform has grown over the past two years. For instance, we've integrated public-transport mobile ticketing for buses and trains in our app. And in March we'll be adding Modalizy Budget and Modalizy Flex: a response to market demands for mobility budget and cafeteria/flex plan management."

How do you set yourself apart from the competition?

"The services in our standard offer are not limited. To date, we've offered more than 300 different services. Also, our geographic scope is very wide - worldwide, in fact. We can instantly provide access to emerging mobility actors."

How does Modalizy sit with MaaS aggregators?

"We've been approached by some who want to integrate our payment solutions into their offer. They're especially interested in our expertise in flexible mobility payment solutions."

How important is it for mobility platforms to offer seamless service?

"Accepted for all mobility purposes, our mobility cards are easy to use, and our newest ones even more so - they use contactless technology. Plus, users can buy tickets via the app. No more need to collect tickets and proofs of payment to file in an expense report."

