

# Frictionless Intermodal Transit

Transportation mobility is rapidly changing. The advent of Mobility-as-a-Service (MaaS) models is driving traditional transportation providers to rethink their business based on shared challenges and new competition. Companies who in the past have not considered rider experience to be part of their strategic imperative have had to modernize to compete with ride-hailing companies, as well as consider multimodal partnerships. These single mode providers often are at risk of disruption due to single “product” delivery and limited revenue sources. Combined with **comparative advantage** issues in route delivery that are in contrast with market demand, mobility providers are struggling to become profitable.

## SHIFTING THE PARADIGM IN MOBILITY-AS-A-SERVICE

Frictionless Intermodal Transit (FIT) addresses high the cost of transaction that riders experience with single-mode mobility services. The single-mode service delivery model leads to unnecessary business risk, for public and private sector mobility organizations, as they are largely single product companies in an industry going through drastic disruption. Additionally, these providers do not cost optimize their business model to work in an automated fashion across modes which carries a high opportunity cost for their business. To shift this paradigm Oracle has created FIT based on our expertise in Enterprise Performance Management, Customer Experience, & Emerging Technologies to:

- **Enable Intermodal.** Enable multi-modal, multi-company transit; with Fastest, Cheapest, & Most Efficient Routing and lower cost per transaction.
- **Improved User Privacy.** By leveraging key-value pair and decentralized identity principles, Oracle Frictionless Intermodal Transit limits consumers digital litter and organizations data risk.
- **New Advertising & Promotion Offerings.** Empower businesses to bring new advertising models and revenue based on the context of Time, Location, and Preferences.
- **New Top Line Revenue.** Support organizations in managing their costs, maximizing profit, and enabling referral models across mobility organizations based on the comparative advantage of their services.



## Enabling Sustainable Mobility

To achieve sustainable transport goals providers need to deliver an incentive to sway riders.

- **Connected:** Operators must provide relevant information on time, location, and capacity
- **Heterogeneous:** One click booking across modes in Fastest, Cheapest, Most Efficient **format**.
- **Intelligent:** MaaS providers must provide relevant information at the **right time to the right audience**,
- **Personalized:** MaaS must meet rider preferences and provide unique personal **experiences**,

## ALIGNING PRIVATE SECTOR, MASS TRANSIT, & CONSUMER INTERESTS

- **Lower Total Cost of Ownership:** Enables intermodal services for riders, and reduces friction in the customer experience, giving the customers succinct option based on their preferences of the Fastest, Cheapest, and Most efficient manner.
- **Increased Privacy:** Leverages verify, not identify technology and only shares pertinent vector and non-PII preference information.
- **New Revenue Possibilities:** Extends transportation options for consumers, enables new modes and delivery options, and connects people to local opportunities with local promotions

## APPLYING INDUSTRY EXPERTISE TO ENABLE MOBILITY OUTCOMES

- **New Business Models:** FIT leverages enterprise performance management capabilities such as Planning and Budgeting Cloud Service and Profitability and Cost Management; Oracle has developed new business models specific to transportation mobility
- **Referral Models Across Companies:** Through Oracle's industry leading Blockchain capabilities Oracle enables intermodal mobility models to net out revenue in referred bookings and to bring new revenue to your business, as well as an automated capability to onboard partners at scale.
- **Innovative advertising methods:** FIT enables on-demand advertising models that allow for economic development and connections to local businesses outside of the advertising of social media. This system relies on personalized opportunities within the communities you serve.
- **Sustainable Transportation;** As a global company Oracle is constantly searching for new ways to make the world more environmentally friendly. We believe through FIT we will usher in new opportunities and incentives for consumers to move on from personal mobility and car ownership to a more sustainable model.

## Key Business Benefits

FIT drives changes in mobility business models by creating heterogeneity in transit. This encourages new outcomes that have not been achieved before at scale including:

- Full understanding of rider supply and demand across modes
- Automated partnership enablement through frictionless ticketing.
- Granular understanding of complete rider journeys and profitability of mode and regions
- Cost management capabilities via referral modeling
- New advertising and promotion capabilities for local and national businesses with freemium and CPM purchasing options

**“FIT enables powerful customer outcomes and new revenue models, our plan is to leverage FIT and these new business models across Tennessee to enable true Mobility-as-a-Service models that works for mass transit, mobility organizations, and everyday Tennesseans.”**

**Brad Rutherford**  
Treasurer  
TennSMART

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