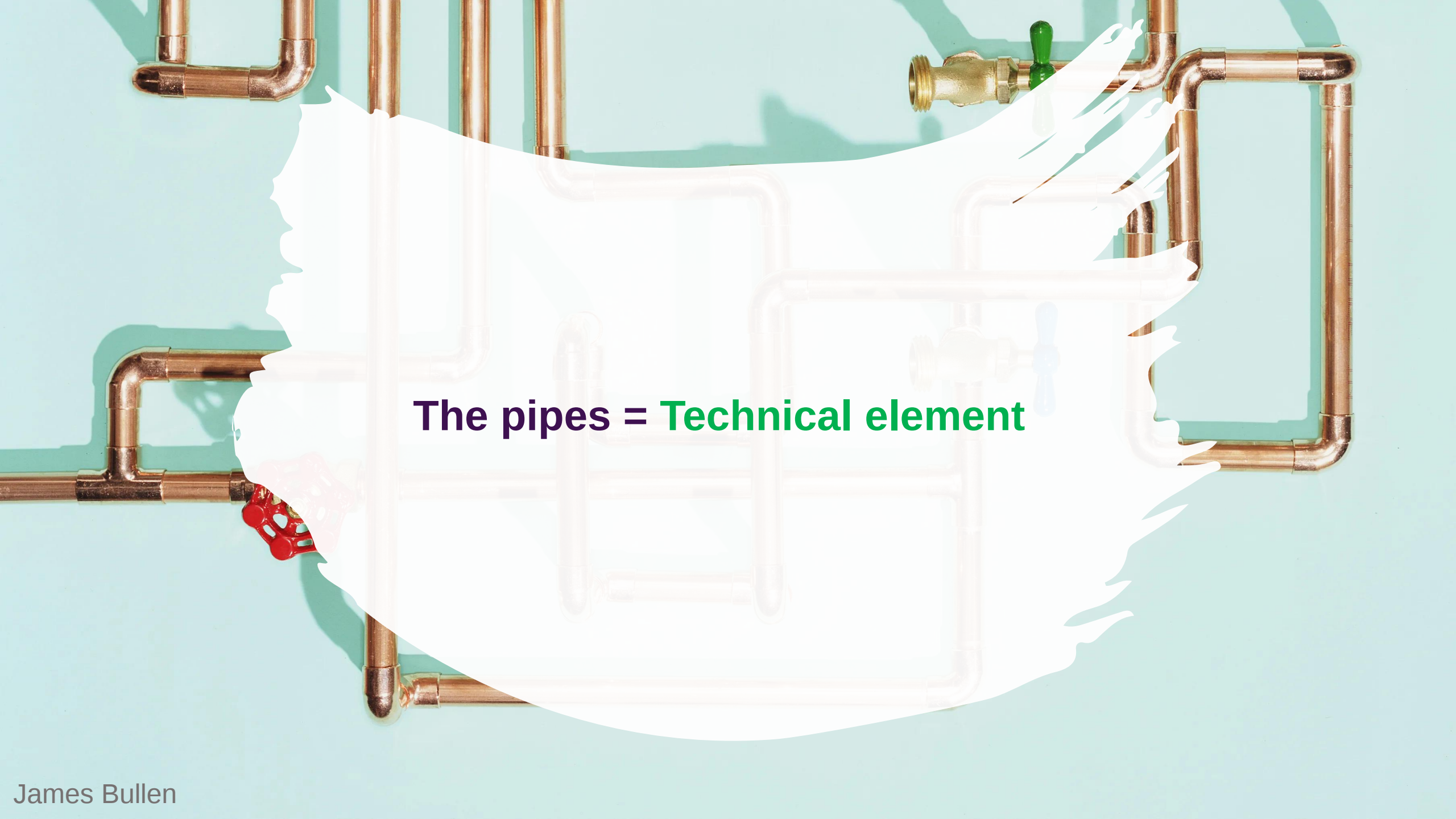




The Plumbing of MaaS

James Bullen



The pipes = Technical element

A photograph of industrial pipes in a facility. The pipes are wrapped in thick black insulation and connected with bright red flanges. They are laid out on a bed of gravel. In the background, there are concrete structures and more piping. A large white graphic with a torn edge is superimposed over the center of the image, containing text.

Pipe insulation = Security
provisions



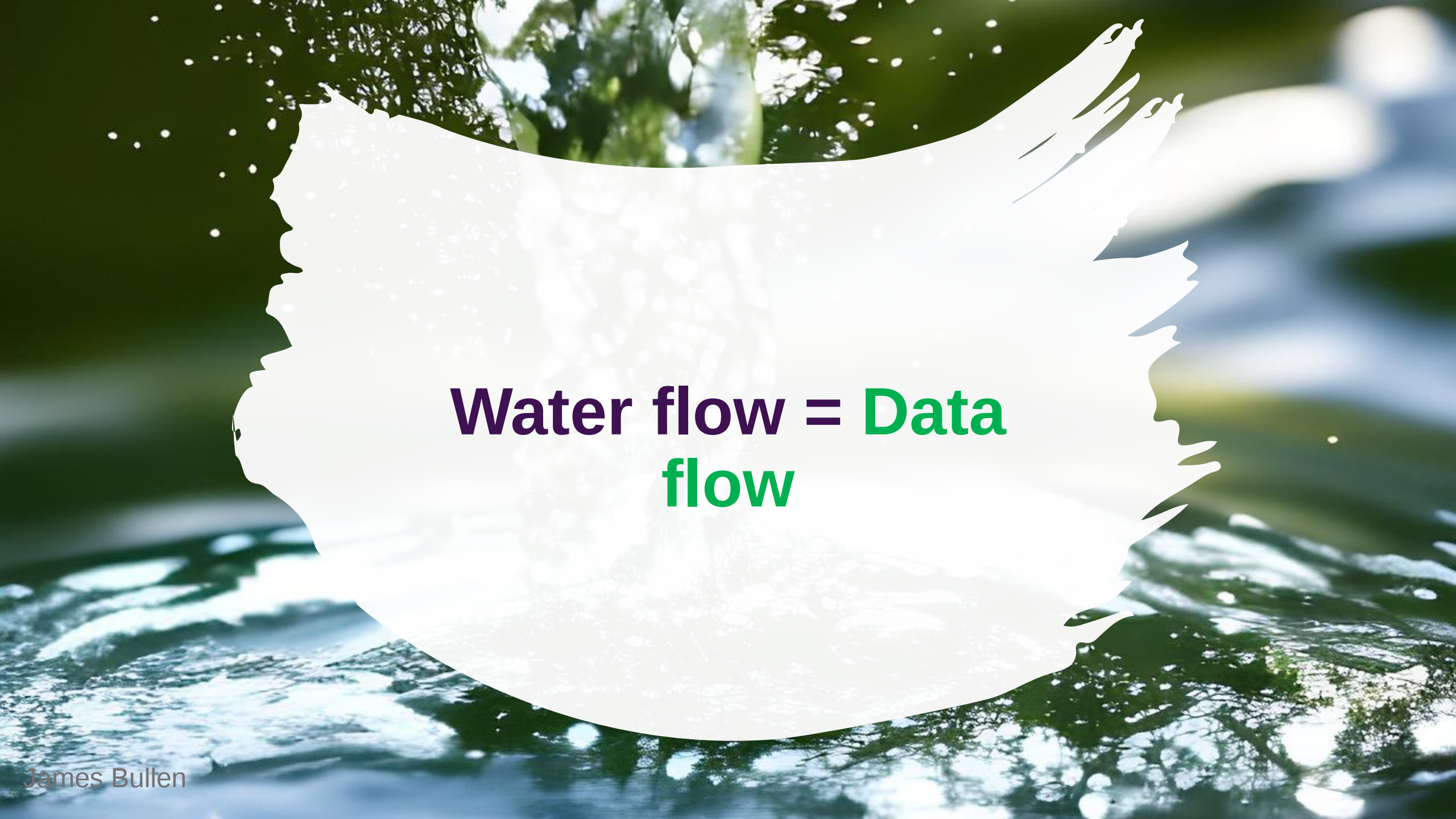
Pipe connection to supply of
water = **connection to supply
of transport**

**Pipe connection = connection to
customer delivery**



**Tap = Customer interface and
demand drive**





**Water flow = Data
flow**

A photograph of a person with dark hair washing their face at a public sink. A large, white, irregular splash shape covers the person's face and upper body. The person is wearing a blue and white striped shirt. The sink is black, and water is visible in the basin. The background is a light-colored wall.

The Customer

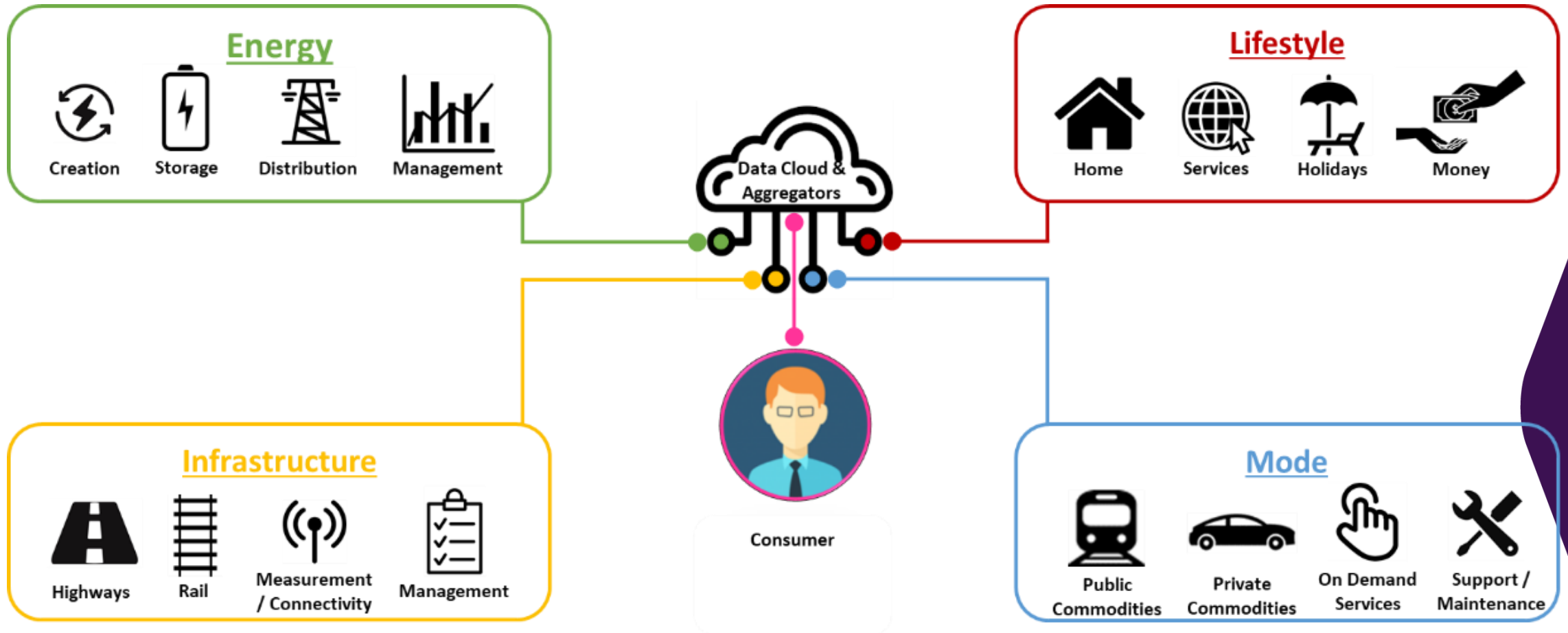


Aim of WM MaaS

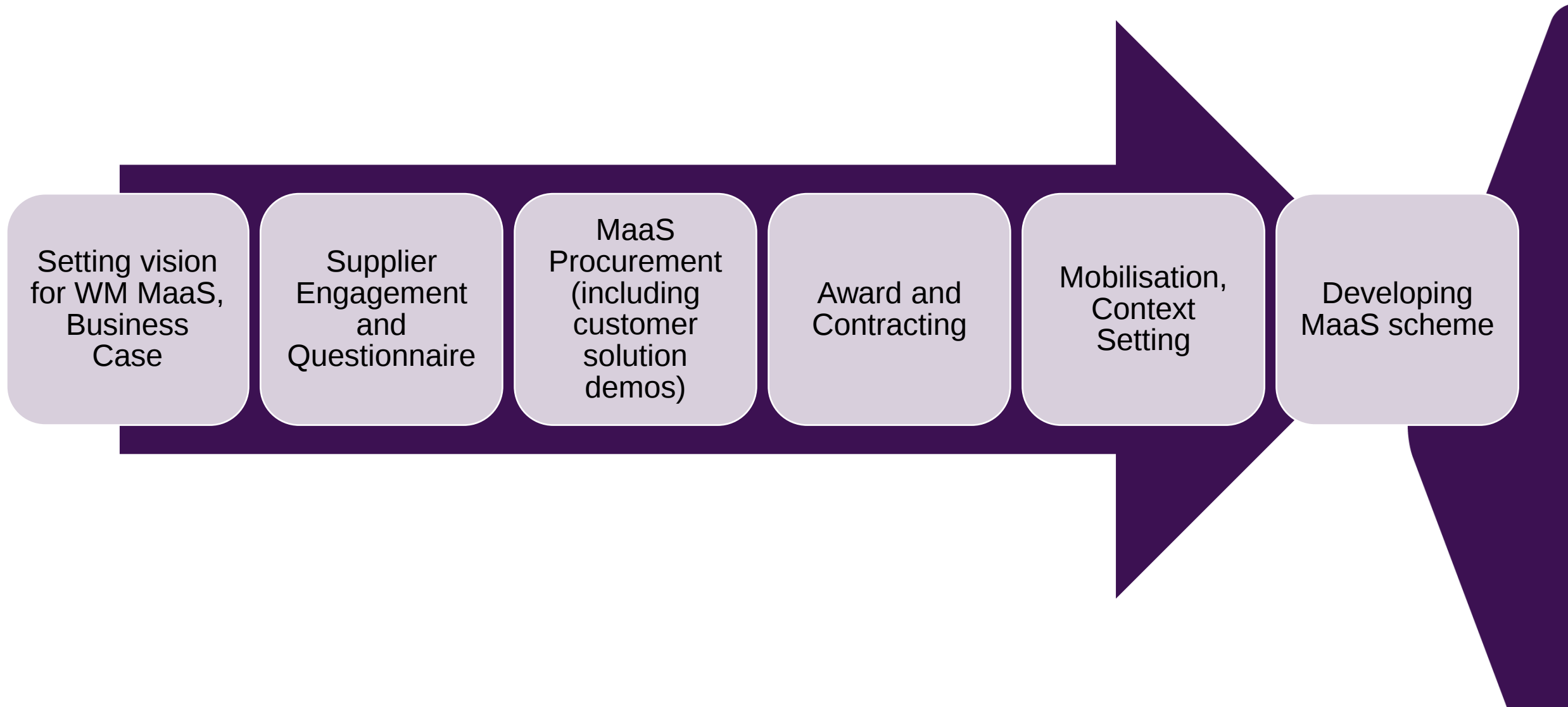
The aim of WM MaaS is to develop a one-stop front-end interface where customers can **plan, book and pay** for their journeys across **multiple transport modes**, while also developing an **integrated back-office** and combining the two elements into a **data-led tool** to **influence behaviour**.

Eco-system

A philosophy of integration and customer focus...



Where are we?



We have done a lot outside of procurement to enable MaaS



Surveys, focus groups and interviews



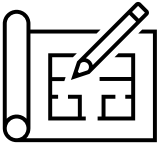
Equalities Impact Assessment



Branding work



SaaS & Operational agreements and engagement



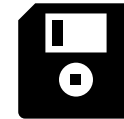
Technical documentation + process mapping



Financial Modelling



M+E plan & measuring success



Data Privacy Impact



Test strategy and planning



Operations and Customer Support

Thank-you

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