

Over 100 global public and private companies joined in Mobility as a Service (MaaS) alliance. What is the relevance to the fuel retail industry?

Platforms are disrupting the marketplace.

The platform strives to commodify so that it becomes easy for customers to compare offers. Furthermore, this may create new mobility opportunities as it is possible to mix transport form into one seamless experience.

More than 100 public and private companies has formed an alliance to take advantage. The **Mobility as a Service (MaaS) Alliance** is a public-private partnership creating the foundations for a common approach to MaaS, unlocking the economies of scale needed for successful implementation and take-up of MaaS in Europe and beyond. The main goal is to facilitate a single, open market and full deployment of MaaS services.

Benefits are clear

Organizations like Carrefour and Accenture are already taking advantage as a customer. The MaaS platform ensure that employee expenses to travel is managed efficiently, and the convenience also allow staff to focus on the job ahead and not on how to get there while keeping within budget.

What's the link to Fuel Retail?

Imagine you are a business traveler. Your MaaS app tells you how to get from A to D by different means of transportation from different suppliers.

Your full travel plan could include:

1. Taxi ride +
2. Train trip +
3. A rental car that needs fueling on the way

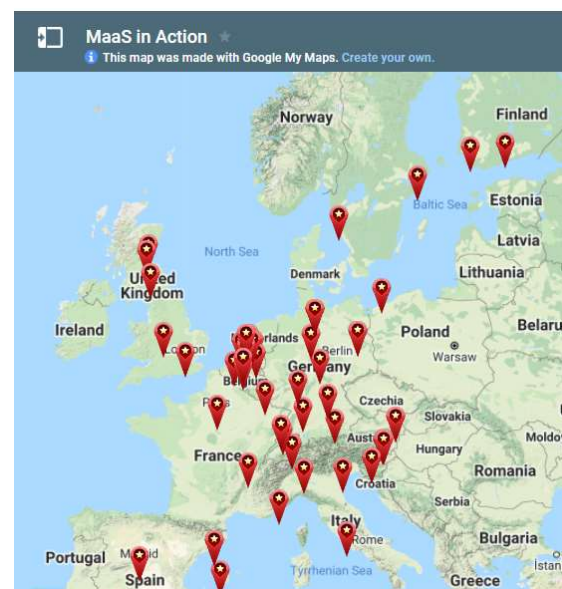
And you just refuel at one of the suggested fuel sites and release the pump with your MaaS app,

Article 4-08-2021 – Raaby 2020 – MaaS, a new exciting business model.

get a discount for the inconvenience and the app makes sure you get credited for the excess fuel not relevant to your trip.

What is a MaaS company?

Mobility-as-a-Service is a growing industry worldwide with new technology start-ups and transport companies sprouting up each month looking to get involved. Some MaaS companies focus on one specific area of mobility-as-a-service, whilst others are delivering complete solutions for consumer and business.



The challenge to overcome is two-fold.

For MaaS solutions to work with fuel the service/operator must be able to connect to dispensers which in every network and country often have different systems. This fragmentation is

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a result of an industry with many systems and suppliers of IT solutions.

Secondly MaaS solutions connect via cloud and not individual local operations.

The double roadblock in fuel retail is being cleared.

Innovative software companies – such as CarPay-Diem from Luxembourg - have seen this opportunity and offer a hosted cloud API that serves this purpose. Also, many of the traditional fuel system suppliers are offering their version of the same. Finally, IFSF has released a “mobile payment to site” industry standard to help drive the standardization.

Convenience and efficiency are key – platforms are a new opportunity for fuel retail.

The requirement for traditional fuel retailers is clear: Be close to your customers. This is a new battle for customers, and the threat does not come from your traditional competitors, but from a completely different place.

Consumers are impulsive, and companies need to be able to adapt. Digital companies are born to understand this premise. They focus on two things: To remove friction and to offer individual solutions, and when they succeed, it is natural for them to go deeper into the value chain.

The key to success for fuel retailers is first and foremost about understanding their customers and about investing in being close to them. If you are not good at it, there is a risk that new players will own the customer relationship.

For many fuel retailers it may be better to enter and collaborate with platforms such as MaaS to obtain customer closeness and convenience. In addition, platforms often expand the market and can create more growth for everyone in the value chain.

Get started.

Several companies are actively working on helping the fuel retailer with this new way of acquiring customers.

As a fuel retailer try and lay out your digital ecosystem meaning from your own core and internally focus, current customer focus systems, your suppliers and social media, transport services, etc. As a fuel retailer you are likely faced with 2 strategic options with regards to your IT and eco system:

- 1) Open your internal IT to the outside world.
- 2) Integrating external solutions.

Regardless of your strategy the key point is to get started and experimenting which is a good way forward when it comes to innovation.

Feel free to contact Morten Raaby at www.Raaby2020.com for more information.

Further recommended reading or links:

The Economist Special report – The marketplace, de-platforming. March 13th

[MaaS in Action | MAAS-Alliance](#)