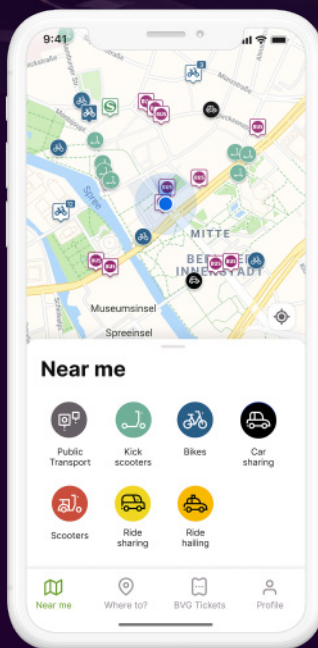


Trafi I>>

BVG Jelbi - world's largest MaaS solution in Berlin

Initiated and launched by BVG.
Powered by Trafi.

Launched in 2019



13k

Available
vehicles

4.2

App store
rating

Berlin's public transport company, the Berliner Verkehrsbetriebe (BVG), is the engine that moves Berlin, and has been doing so for 90 years. With its dense network of lines, state-of-the-art vehicles and efficient service, BVG is Germany's largest municipal transport authority. The BVG transport network is made up of ten underground railway lines, 22 tram lines and more than 150 bus lines, as well as six ferries, and provides mobility around the clock, 365 days a year. The employees of BVG operate a fleet of around 3,000 vehicles, serving more than 3.5 million inhabitants across an area that covers some 1,000 square kilometres. More than a billion passengers use the buses and railways operated by the BVG every year.

Challenge

At the heart of BVG's smart mobility strategy, **#Berlinsteigtum, is an initiative that connects the whole shared mobility offer in Berlin into a single marketplace to provide an attractive alternative to private car usage for all residents.**



Jakob Michael Heider
Head of Jelbi

“With Jelbi, we want to help shape the future of mobility in Berlin by bringing all the pieces of the mobility puzzle together and giving the users an attractive alternative to private car usage. Our solution based on Trafi's technology platform integrates into one app not only public transport but also all other forms of shared mobility in the city. The people of Berlin can now seamlessly plan, book and pay on-demand for all their transportation needs with one single app and account.”

BVG understood quickly that creating such a product from scratch would require a lot of human capital and time. But there was no time to spare. The Public Transport authority therefore decided to look for a solution. Thus BVG and Trafi, one of the MaaS solution leaders, started talking to each other. From these conversations, Jelbi was born.

Solution

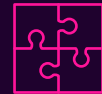
BVG Jelbi was launched in just six months and was built on Trafi's MaaS Suite. Trafi provided not only a plug and play white label app that was easily adjusted to BVG's branding, but also a sophisticated backend system to power it.

BVG Jelbi integrates all public transport and shared mobility options into a one-stop-shop for Berliners to find, plan, book, and pay for all their trips. It covers all riders' needs such as assistance planning and routes discovery, real-time public transport information and shared mobility vehicle location and availability, a streamlined payment solution for any integrated mobility service, as well as the possibility to compare the duration and cost of each trip.

Project highlights



Launched in 6 months



Deep integrations for all mobility services



Streamlined payment for all integrated services within the app



Real-time public transport data

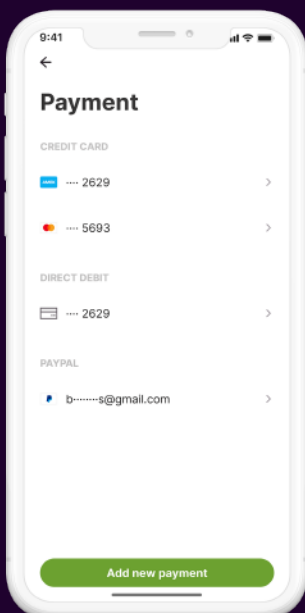
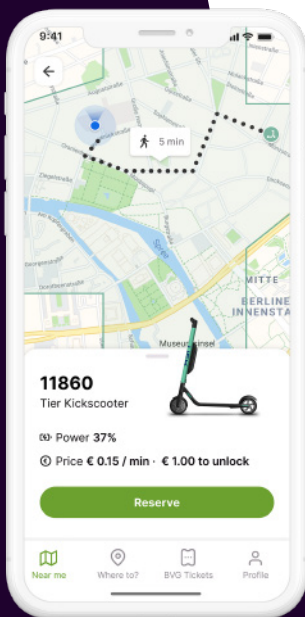
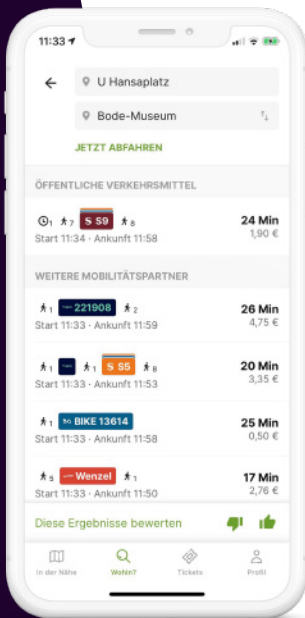


Roadmap goals:

- 1 - grow the user base,
- 2 - increase multimodality,
- 3 - promote sustainable movement

Main features of the application:

- Berlin's full mobility network in one place. Over 13,000 vehicles covering every kind of public and shared mobility options ready to be booked and paid for straight from the app.



- Enhanced real-time information and a seamless way to purchase various BVG tickets - single use, daily, monthly - within the app.
- Single registration to find, plan, book, and pay for all mobility services that are or will be integrated. Users who have a BVG account can use it to login into BVG Jelbi making the process even quicker.
- Berliners can plan their trips in mere seconds and choose the best route by comparing all travel options according to duration, cost and mode in one screen.
- Accurate trip suggestions for multiple types of transport, whether it be unimodal or intermodal.
- BVG Jelbi users can pay for their trips with credit card, PayPal, or even direct debit.
- Car sharing and ride sharing require a verification of the user. Users can verify their ID and driver licenses in Jelbi within seconds while adhering to the highest security standards thanks to deep integrations and supporting providers.

Behind the scenes

BVG is responsible for talking to mobility service providers (MSPs) and handling contracts with them. From the start, BVG was strong-minded and aimed only for deep level integrations with MSPs. It means allowing users to access and pay for their services directly in the BVG Jelbi app.

Trafi handles all the integrations and makes sure that they work flawlessly. Trafi's MaaS Suite upholds all the integrations and communication between the MSP systems. The payments for MSP services booked through Jelbi are managed directly through the integrated Payment Service Provider (PSP). The PSP charges money from users and directly transfers it to the MSPs, ensuring a quick and direct payment to each provider. Neither Trafi nor the BVG are involved in the payment process except for providing the platform.



Trafi has integrated BVG tickets into the BVG Jelbi app, thus ensuring that Berliners can follow the familiar process of ticket purchase. The digital ticket incorporates a QR code which is easily scannable and recognizable. Trafi also incorporated a Trafi also incorporated animated security features into the ticket, indicating that the ticket is active in order to prevent fraud.

Trafi's MaaS Suite does the heavy lifting for all integrations such as payments, ticketing system, user ID, driver license and phone authentications, amongst others. Its proprietary routing algorithms also provide unimodal and intermodal trip suggestions. To guarantee the most accurate arrival ETAs and best route suggestions possible, it captures and enhances any incoming static and real-time mobility data to provide excellent real-time public transport information and accurate shared mobility availability and location.



Key Learnings for BVG

- **Deep level Mobility Service Provider (MSP) integration is a must.** Without deep level integration, a 'MaaS' solution would be a mere aggregator rather than a full multimodal solution. Some MSPs initially shy away from deep integration, but then rapidly understand its value, e.g. reaching a vast consumer audience with no extra advertising costs.
- **Tech moves fast, but integrations cost time.** An essential step is realizing that cities should start talking with new mobility service providers as soon as possible. Integration is a complex and time-consuming process. MSPs have their own roadmaps, as well as limited tech team capabilities, which means that the integration on their end may take some time as well.
- **Working hand-in-hand.** Working with Trafi meant working at a new speed for BVG. Using a mature technology stack rather than developing it from scratch, and combining both expertise and know-how from our two different companies, allowed us to launch Jelbi in just six months' time.
- **Expectation management.**
"The most significant learning was expectation management. It is important to understand that it is a work in progress. The product will never be done; you always have to keep on developing and innovating," said **Sebastian Wolf, product owner at BVG Jelbi.**
- **Organic growth is steady.** We see that it takes time for Berliners to adjust to a new solution and immediately grasp its benefits. However, we have been witnessing a steady growth over time, and we predict that it will pick up even faster as the BVG Jelbi app keeps on getting better.

Trafi |>>

Trafi's technology brings together both public and shared mobility services to create a Mobility-as-a-Service alternative to city-straining modes of transport. As of 2019, Trafi powers the most extensive MaaS deployment in the world managed by Berlin's public transport authority BVG. Trafi works shoulder-to-shoulder with some of the most complex cities in the world such as Munich and Jakarta, as well as leading companies like Apple, Google, Lyft, and Gojek.

"When BVG started to look for a trusted partner to launch a Mobility-as-a-Service solution in Berlin, we were mostly looking for speed, agility, and a top-notch customer experience. This is exactly what Trafi offered us. As an independent start-up, Trafi brought us the possibility to integrate all partners in record time. And even more importantly, we share the same vision: letting cities orchestrate their mobility networks to drive the push from private to shared mobility."

Jakob Michael Heider, Head of Jelbi at BVG.

Let's talk about MaaS in your city.

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