

FinEst Smart Mobility 24.4.2019



# MAKES DAILY TRAVEL EASY

Mobility  
as a service

On-demand  
ridesharing

Mobility  
Data Analytics

# Smart approach from Estonia to Helsinki Airport

- Smooth travelling between Tallinn - West Harbor - Helsinki Airport/Aviapolis.
- The goal was to find a workable solution of the service that can offer a better mobility flows from Estonia to Helsinki Airport / Aviapolis region to prioritize sustainable mobility.
- The target of the pilot was to decrease the use of private car traffic from and to West Harbor, especially between West Harbor and the Airport.
  - The tools to achieve this was to offer an affordable shared taxi service and public transport route information and ticket sales through Kyyti app.



# The phases and service in FinEst Smart Mobility

## 1. Development Phase

- Interviews with the potential user groups, dissemination of the invitation to the interview, cooperation and development with the users.

## 2. Marketing Phase

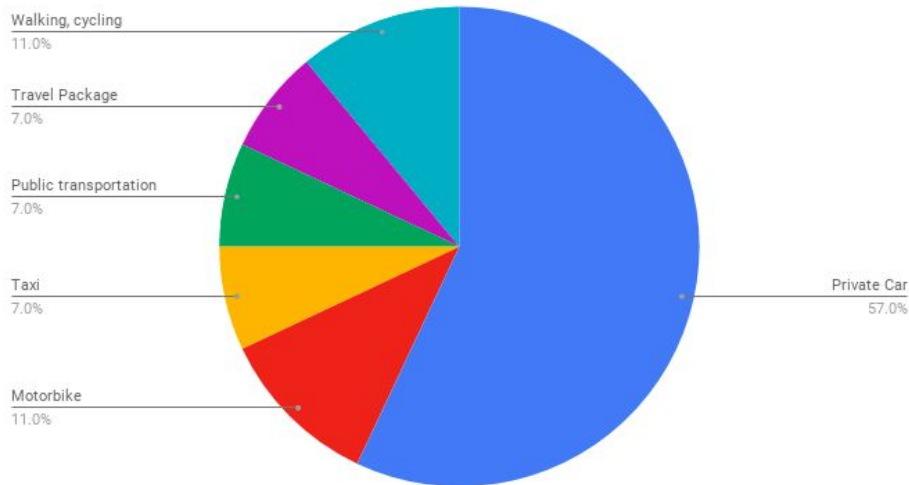
- Dissemination of the marketing materials in digital channels, marketing and promo's, dissemination of the marketing material in print, e.g. article in Baltic guide (Finnish), cooperation with Eckerö Line, City of Vantaa, Port of Helsinki and Finavia.

## 3. Technical development Phase of the solution

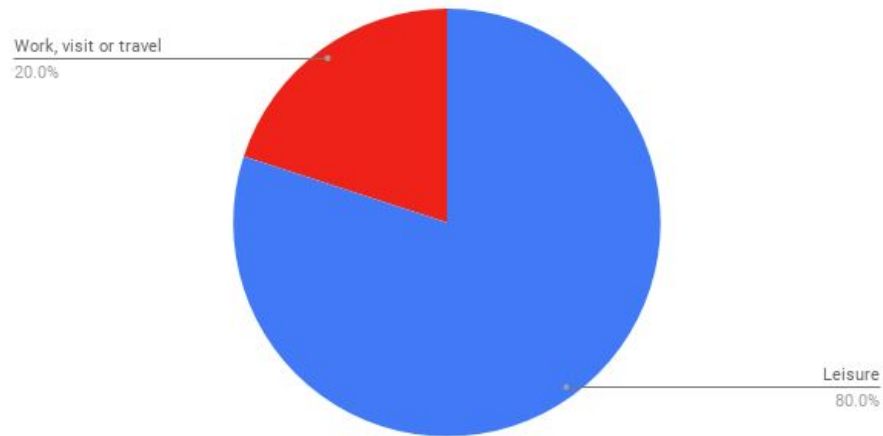
- Multimodality, on demand ride service, crossborder functionalities.

# Cooperation and development with the users

Passage to the West Harbour

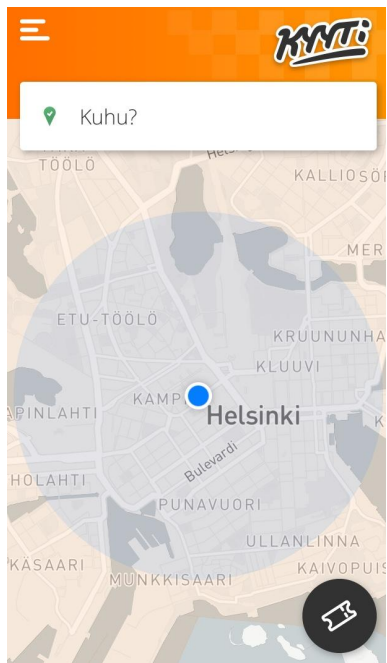


Reasons for travelling from Estonia to Finland

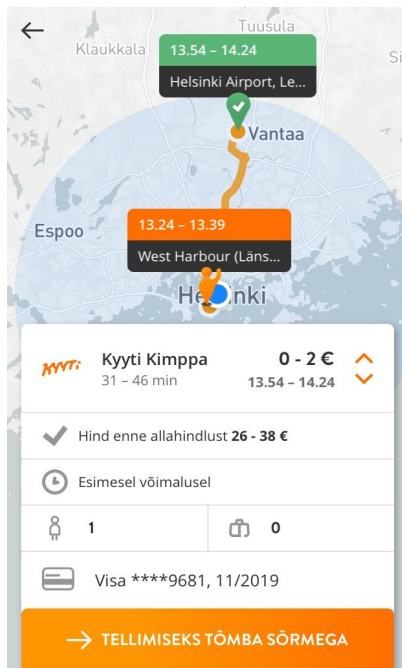


Research: Metropolia Students 2018

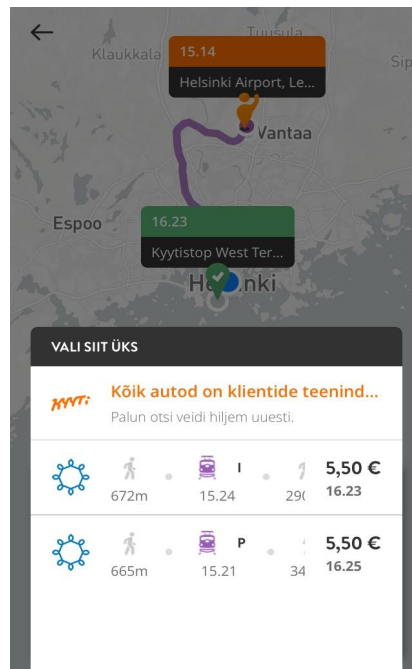
# Multimodality, crossborder functionalities and on demand ride service



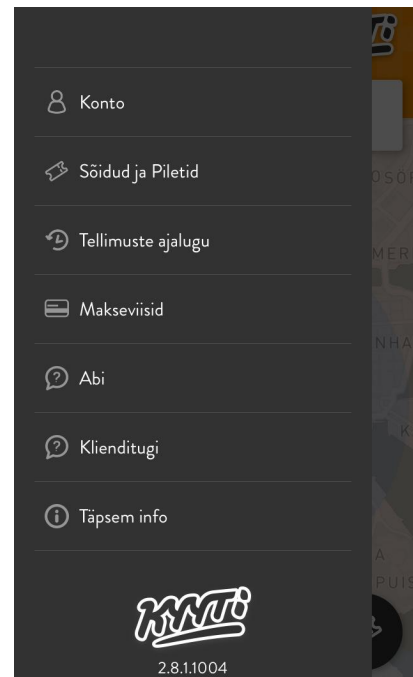
Kyyti app - Estonian language version.



App shows available shared and taxi rides.



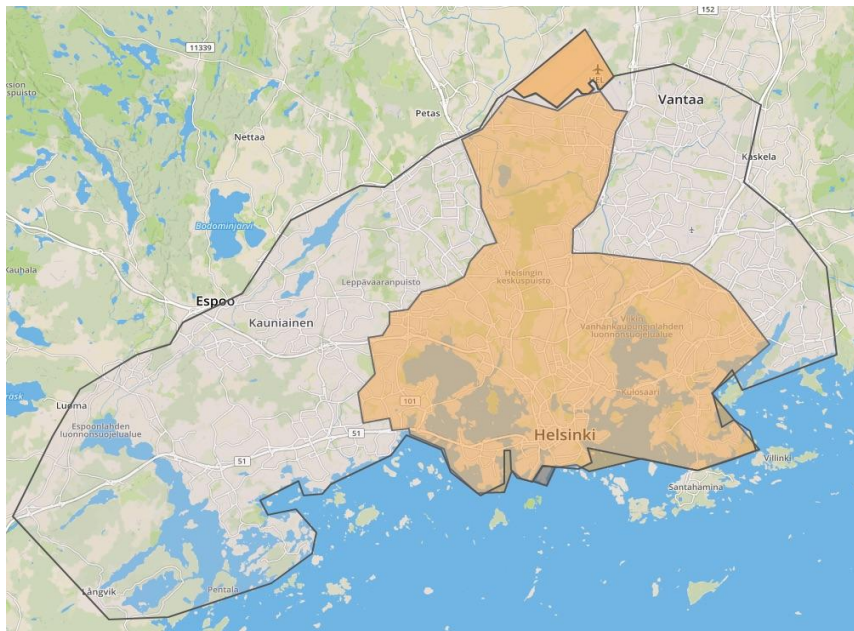
Routeplanner is integrated to Kyyti app using Digitransit API, Includes walking, cycling, HSL public transport and Kyyti service.



Kyyti account is very diversified.

# Sustainable Mobility

## Tallinn - West Harbour - Helsinki Airport/Aviapolis



Kyyti shared taxi is offered in the orange area (included West Harbor and Helsinki airport).



Location of Vantaa in Helsinki Metropolitan Area.

**Final conclusion**

**Building the service, intensive cooperation  
with the ferry companies is crucial**



# Ferry companies as a key solution

- **The ferry passengers** don't have an urgent need for alternative mobility solutions.
- **To reach the Estonian passengers** it would be useful that the service includes also the Tallinn public transport and taxi services.

Travelling between Tallinn and Helsinki is not so frequent that the passenger would mind downloading an app for connecting trips in Helsinki just for that purpose. But if the app would also serve the passengers everyday travel in Tallinn/Estonia, it would more probably be used in Helsinki as well.

- **The role of the local public transport authority** and a feasible ticket sales API is crucial. Feasibility means both technical feasibility and fair commercial terms.
- **A national public transport route database and routeplanner** is a crucial infrastructure needed to boost digital mobility service markets.

The MaaS mobility market will not grow and scale rapidly without a national route data infrastructure.

The public sector should have a role in maintaining the national route database both for public and private public transport services.





# Kyyti as a technology provider to a ferry companies?

- **A deeper cooperation with the ferry companies** is crucial in reaching Estonian Ferry travellers especially travelling with their cars.

Ultimate channels to reach Estonian customers is online ferry ticket services and on board during the ferry trip.

- **Car users** should have been reached already before they choose to take the car to the ferry or terminal.

Disseminate the information about the new service option already when the customers order the ferry trip.

- **Ferry companies** could maybe rather promote ride services of their own.

Tallink has Tallink Takso service and mobile app in Tallinn. The provider of the service - Talixo - is in Helsinki as well, and Tallink might perhaps be considering launching its own service in Helsinki as well?

- Kyyti's strategy is to launch branded ride services for ferry companies. Then Kyyti offer the technology and a sales channel, and the ferry company is a provider of the ride service.
- This could first be offered for group traveller packages.

**Kyyti Group Ltd.**  
**Technology provider**



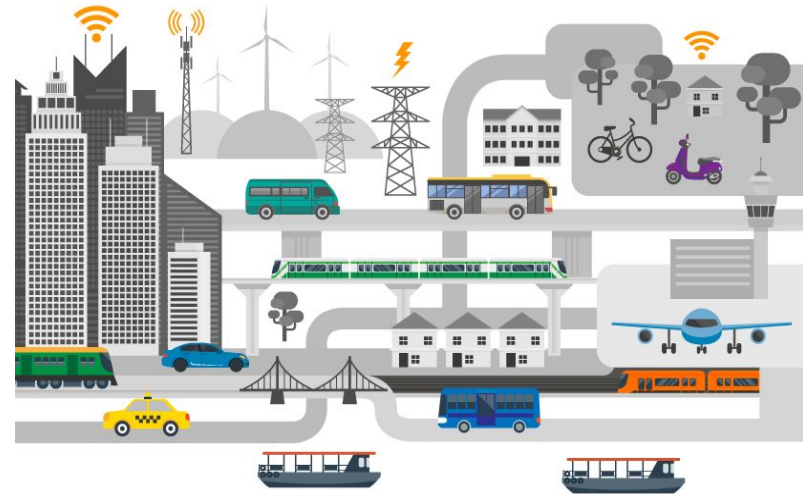
# Kyyti Group is offering its technology platform white-labeled and as a service to international clients

**Deploy the Kyyti MaaS solution to build personalized mobility solutions in your region under your own brand.**

Kyyti is dedicated to making everyday mobility more efficient, convenient, and environmentally sustainable.

We ensure that people have every transport option available at their fingertips so they can commute better and save time for the important things in life.

Kyyti offers the most advanced turnkey MaaS platform solution for public transit authorities, transport operators and large enterprises.



Video: 1. [Kyyti - Makes Daily Travel Easy](#) 2. [Kyyti - Makes Daily Travel Easy](#)

Thank you!

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The logo for KYYTI is written in a stylized, white, outlined font. The letters are bold and slanted, with a thick white underline beneath the word. The logo is positioned on the right side of the slide, set against a background of a grey and white checkerboard pattern.