The mobility needs of people around the world are constantly increasing, placing huge challenges on the available transport systems. With its smart IT systems, Siemens is making a key contribution to meeting future needs for intermodal mobility. One of our aims is to make public transport easier to access, and to integrate further mobility offerings. As a global competence centre, Siemens Switzerland Ltd Mobility is developing new access systems to achieve this aim. They will allow operating costs to be reduced and enable costs to be calculated based on the number of services sold thanks to an innovative business model.

We are already operating intermodal platforms, allowing easy access with our contactless Be-in/Be-out ticketing system (SiMobility JustGo). One of the major advantages is that travellers do not need to decide on a particular route or buy a ticket in advance: they simply board, travel from A to C via B, arrive at their destination – they then get charged the best price for the route travelled. Welcome to the modern world of mobility!

Solution with multiple benefits
With our cloud-based smartphone travel tool app, we provide rail customers with a handy and easy way to use the train of their choice without having to think about buying a ticket. Navigation aids also show travellers the fastest route to the train.

At the same time, rail operators use the Siemens system for their monthly revenue allocations, and obtain – subject to privacy regulations – precise frequency figures for their resource planning activities.

SiMobility Connect vehicle components

BLE = Bluetooth Low Energy
SOB and Siemens are a step ahead

The Swiss Südostbahn AG (SOB) realised that the intermodal mobility market could be filled with competitors from outside the industry, so it seized the initiative early on. At the end of 2014 SOB and Siemens Switzerland Ltd. presented a ‘Be-in/Be-out’ eTicketing system. Components of our SiMobility portfolio register passengers automatically when they board and exit a train and calculate the ticket price.

Tests on a composition of the Voralpen Express train which operates between Lucerne and St. Gallen were very successful. Our forward-looking solution impressed SOB so much that at the end of 2015 they chose Siemens as a strategic partner, commissioning us to develop, implement and operate a customer-focused sales platform based on our product platform SiMobility.

An SOB app will be available from the end of 2016 which includes an online shop for all Swiss public-transport services. In addition to the timetable change in December, SOB plans to pilot our BiBo smartphone ticketing system SiMobility JustGo.

BiBo will be just one of the functions on offer: the latest SOB order for the development of an integrated mobility platform goes much further. With SiMobility Connect SOB customers will not only be able to purchase public transport tickets for the whole of Switzerland – they will also be able to use a wide range of different means of transport intermodally. The final build will allow users to book rental cars, flights and even entire trips including hotels. These additional services will be available from 2017 and will offer SOB, and above all its customers, real added value going forward. Our SiMobility platform is supporting SOB in achieving its corporate goals. The business model, which is tailored to its needs, means it is cost-efficient to implement.

Platform as a Service

The business model from Siemens is based on the ‘Platform as a Service’ idea where we install, operate and support the system across the entire value chain. As a strategic partner, Siemens provides much of the upfront investment and takes care of operation, which has not yet reached break-even point, during the startup phase. SOB will start paying a contribution based on the number of services sold once the service goes live as planned. In doing so, SOB benefits from a considerable reduction in initial investment and from variable costs, based on the use of the sales platform.

It is a win-win situation, which the customers of the future intermodal mobility market will ultimately benefit from.