

# Unlock the value of mobility services

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### How to improve profitability

**BI:** In order to seize this opportunity, some fundamental changes need to be made. Incentives and regulations need to be more mobility-friendly and service offerings need to be more open and integrated into city traffic control systems.

### How can companies profit from mobility services?

**JR:** We identified three major levers to improve profitability. The first one is really to address the fundamental issue of making regulations not only more favorable, but just making them more fair in a sense of factoring in the external costs that are associated.

**BI:** To address this, first both companies and the public sector need to come together to create a working, value creating mobility market that favors no one player independently.

**JR:** The second recommendation is all about optimizing mobility across the fleet of vehicles in terms of optimizing fleet operations. And the third recommendation is to really pivot from the core products and from the core services into dedicated products, purpose built vehicles and dedicated service models.

### What does it take?

**JR:** At the end of the day it requires a system integration approach, it requires a platform-driven approach, it requires combining innovative services and purpose-built products with intelligent technology. And last but not least, a lot of collaboration across the ecosystem.

### Implementing recommendations can have a significant income

**BI:** Players in the market need to harness technology and collaboration to optimize for highest mobility utility. If we get this right—when we get this right—the benefits will be enormous.

**JR:** Now is the time to act and work across the ecosystem to drive more profitability out of mobility services. The potential is there, if we shape the future of mobility.