



BMW'S URBY MOBILITY: FROM A BROAD IDEA TO A SUCCESSFUL APP.

VIDEO TRANSCRIPT

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BMW Group, Munich. A big city, a big company with more than 40,000 employees. That's the challenge BMW Group has here in Munich. Therefore, the idea was to create a solution, to make all information to all their corporate mobility offers easily accessible.

To make the idea of incorporating all mobility services into one single app BMW Group was looking for the right partner. They were looking for a company that was able to deliver in time, in scope and in high quality, but yet be innovative and open minded for new ideas. And here Zielpuls came into play.

Zielpuls developed the Urby Mobility app with which they deliver a meaningful, future-oriented app for their client, BMW Group.

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With this app, you can easily choose between multimodal transport options. The best way to get to the office and to travel in between workplaces. An additional advantage of using the app is that the user can collect leaves when choosing sustainable means of transport, which results in BMW Group planting new trees.

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Leading up to the release of Urby, the Zielpuls team really did a massive diligence and work. They've implemented a holistic mobility solution

for companies with different locations within a region, providing them a tailored overview of all travel options between those locations. Zielpuls has full stack developers covering both the app and the microservice backend with several interfaces to external service providers. Besides, they also developed the backend for the app.

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Zielpuls developed Urby as a cross-platform application, but the team also went way beyond the development because they took care of the app at every single step of the DevOps lifecycle. That means that they optimized the build process and ensured that new versions of the app were well tested and deployed regularly.

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Urby was invented as part of a research program in 2017. The question was how does the mobility of the future look like when BMW Group is looking at corporate mobility with the special challenges? They talked to a lot of employees inside BMW Group to figure out what are their pain points when they need to get around for business travel. And it turned out that companies are providing a lot of solutions to get from A to B, cars, bicycles, shuttle services. But information about these services is scattered across apps, intranet and postings on pin boards. So it's quite challenging to find the



optimum solution for your travel from A to B. So the idea was to incorporate all of these mobility services into a single app to make access to these mobility services as easy as possible.

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With more multimodal options being added and the ever growing number of users, the app became an integral part of BMW Group's corporate mobility. They now have 18,000 employees using Urby for their corporate trips. The collaboration with Zielpuls made the project a real success.