Passenger transportation in Sweden

- Public transport authorities (PTA), 21 in all
- Railway, bus, and boat companies running traffic on behalf of the PTAs.
- Commercial traffic companies on a deregulated market
Samtrafiken: A collaboration arena and a business development company

Our mission is to tie Sweden transit systems together.

55/38
Business partners/Owners

1993
When we were founded

5
Areas of cooperation
Swedish Mobility Program
WHY?
In China, Didi Chuxing and Microsoft Office 365 keep business moving with new ride-hailing add-in for Outlook
Redefining ”public transport”

Public transport = *Passenger transport services by shared resources.*
Swedish Mobility Program (SMP)
Establishing a national integration platform

• The aim is to enable and promote combined mobility services on a large scale, and third party sales in general by making PTA and PTO services available via a national access point and ensure a common regulatory framework

• Starting point is PTA services in Gothenburg area (Västtrafik) 2017/2018. Stockholm and Malmö etc. 2018/2019

• We want to see new combined mobility services and sales channels emerge in Sweden

• We search for a technical supplier/partner for an integration platform and selling partners. Starting now…
HOW?
Customers should have good access to combined mobility services that are easy and reliable both to purchase and to use. All modes should be included and services can be individualized. The needs of the customers can be met through efficient interfaces that provide an alternative to private car ownership.

Producers of passenger transport services by shared resources should be able to provide their services in combination with others. The new services will result in improved profitability and an increased market share for the producers that offer sustainable travel by shared resources.

Samtrafiken is a partnership and development company for passenger transport services by shared resources. We enable the emergence of combined mobility services by providing technical and business expertise that coordinates and facilitates the availability of the producers’ service range. Desired development is ensured by the fact that Samtrafiken is owned by the partnership companies that provide the passenger transport services.

The overarching transport policy goal is to ensure a socioeconomically efficient and sustainable supply of transport services for citizens and businesses across the country. This will contribute to creating the prerequisites for desired sustainable development, efficient mobility services and good accessibility for citizens.
Transport operator

Individuals/Organisations

Producer

Sales channel

API and Business rules

Integrator

API and Business rules

Transport operator

Individuals/Organisations

Samtrafiken
1. Technical facilitator/ coordinator
2. National access point/ integration platform
3. Co-ordinate a joint business agreement
Technical and commercial integration

Conclusion principles:
✓ No monopoly
✓ It is free to sign contracts / build integrations bilateral
✓ Selling party must have control whose services they wish to sell
✓ The producer must have control whose services are sold and by whom
✓ The technical solution will only be found in the parts it adds a value
✓ The technical solution must be able to communicate with other integrators/platforms
Swedish Mobility Program

Establish a national access point/integration platform

Establish the role as Technical facilitator/coordinator

Initiate, coordinate and participate in pilotes

Steering group: Samtrafiken Board

Steering group: Involved parties

Steering group: Repr. from current and future partners

Steering group: Samtrafiken + involved parties

Open data*

Technical solution
Business rules
Planning
Information
Business
Etablera rollen som teknisk möjliggörare/samordnare.

Förstudie
- Etableringsfas 1
  1, ver. 1
  Teknisk lösning
  Affärsavtal
- Etableringsfas 2
  2, ver. 2
  Affärsavtal
- Teknisk lösning
- Affärsavtal

Piloter, exempelvis Tjänsteresa
- Etablera rollen som teknisk möjliggörare/samordnare.
- Affärsavtal, organisation & affärsmodeller för Samtrafiken
  Drivs parallellt med ovan

Roadmap
Swedish Mobility Program (SMP)
Establishing a national integration platform

Project: Etabliring Väst

Starting point is PTA services in Gothenburg area (Västtrafik) 2017/2018.
lars.lofquist@samtrafiken.se
www.samtrafiken.se