

### Request for Information (RFI)

OJ S – Prior information Notice 2021/S 071-181052

#### Rejsekort & Rejseplan A/S

On April 13<sup>th</sup>, 2021, Rejsekort & Rejseplan A/S (hereinafter referred to as RKR) published a Request for Information notice in the Official Journal of the European Union (OJ S – Prior information Notice 2021/S 071-181052).

The purpose of this RFI has been to assist RKR in obtaining a deeper understanding of the market for MaaS (Mobility as a Service) providers as part of the process of finalizing the strategy of the company. Furthermore, the purpose has been to get relevant insights into the market prior to the possible launch of a call for tender for the future system to support a single national mobility service to public transport in Denmark.

RKR has set up four strategic themes for the future system: improved availability, ease of use, better customer insight, and more cost-efficient services to RKR's direct customers.

The objectives were to:

- a) Better understand the potential market of MaaS providers in relation to the strategic themes,
- b) Gauge market interest and the capacity of potentially interested parties to meet the needs of Rejsekort & Rejseplan A/S.

#### Participation

At the deadline for submitting applications on April 26<sup>th</sup>, 2021, RKR had received 24 applications covering multiple services and multiple delivery models. As stated in the RFI material, RKR had limited resources to conduct the necessary dialogue meetings. To make sure that RKR had the broadest understanding of what the market had to offer, three selection criteria were put up: We wanted to speak with a representative range of suppliers with

1. different software archetypes of systems (SaaS, fully managed contracts, tailored with a standard core fully customized etc.).
2. capability of delivering across services.
3. solutions that require different levels of system replacement.

The criteria were focused on diversity between the participants, rather than comparing solutions as better or worse. To accommodate the selection criteria a total of 8 suppliers were selected to take part in the final dialogue phase.

#### Segments

Based on the received applications and after finalizing the dialogue phase, RKR has identified four different segments amongst the participating companies:

##### Software based MaaS providers

The Software based MaaS providers deliver MaaS solutions that are not depending on physical infrastructure to function to its full potential.

##### MaaS providers dependent on Physical infrastructure

These solutions are characterized by being a MaaS platform that is depending on physical infrastructure to release the full potential. Physical infrastructure is understood as e.g. physical cards, validators, gates, Bluetooth beacons etc.

##### Innovators

This group of providers are characterized by delivering innovative solutions or components that leverage new technology to elevate the user experience.

### System integrators

This group of providers does not deliver a standard solution but integrate and implement different partial solutions to meet the business needs.

### **Key Findings**

RKRP have during the RFI collected valuable knowledge about the market that can be used for the imminent work with establishing the future strategy of RKRP. In the following some of the key findings are highlighted:

#### A maturing market for MaaS solutions

RKRP observes that the market can deliver different solutions to reach RKRP's strategic goals, and that the solutions on the market has been tested and is already in daily operation on different geographical markets. Given the complexity of the public transport system in Denmark and the framework conditions that needs to be fulfilled to deliver a reliable MaaS solution in Denmark, RKRP will investigate how to best handle the complexity in a future solution.

#### Considerable market interest

Given the timeline of the RFI, RKRP is impressed by the number of potential suppliers of high quality who showed interest in participating in the RFI. We see it as a clear statement from the market, that there is an interest and the necessary capacity of potentially interested suppliers to fully support RKRP's needs in the future.

#### One basic difference in between the solutions

RKRP were presented with pure software solutions as well as software solutions supported by physical infrastructure. The main difference between the solutions was how the solutions support services as digital ticketing, check-in/check-out, be-in/be-out. In addition, solutions for the non-digital end user were presented. However, all solutions presented during the RFI showed a clear focus on continuous customer centric development to ensure the best possible customer experience.

#### New low-cost physical infrastructure is emerging

RKRP were presented with solutions based on physical infrastructure, that used new technology to lower the cost of maintenance, while still providing high levels of availability.

#### The market recommends a step-by-step approach to a potential system replacement

The market recommends a step-by-step approach with a strong focus on risk mitigation and reduced time-to-market. There was a clear trend in the recommended approaches to initiate with a pilot phase and from that further develop the product.

### **Next steps**

The next step going forward is to exploit the findings from this RFI in the process of finalizing the future strategy of the company. It is expected that the strategy will be finalized by end of November 2021.

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RKRP would like to thank all the participants for putting in the time and effort into providing us with completed questionnaires as well as active participation in the dialogue phase.

In case there are questions regarding the finalized RFI process, please feel free to reach out to:  
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