



Aalto University  
School of Electrical  
Engineering

# MaaS Global Value Network Configurations E7830 Value network Design for Internet

*Tuomo Kivekäs*

*Niko Rasi*

*Bahareh Gholampooryazdi*

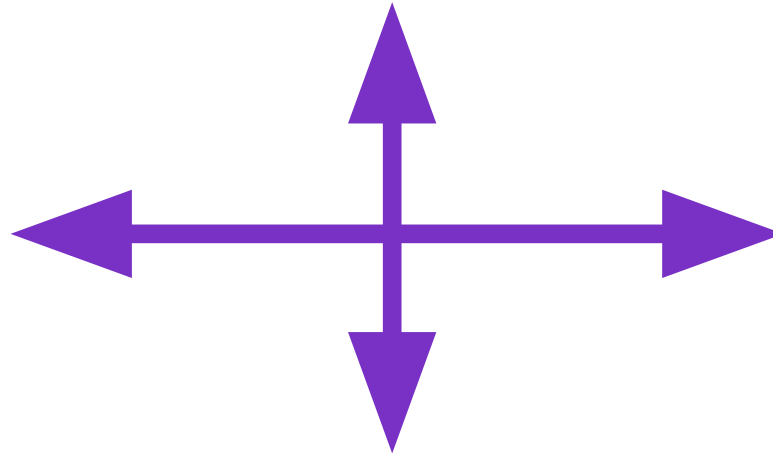
*Yunfei Xue*

*Tuomas Isola*

# Recap: Scenario matrix

**Closed Ecosystem**

**Multiple players  
on market**



**Dominance on  
market**

**Open Ecosystem**

# Recap: Scenarios

## Multiple players

## Dominance

Closed

### The present

- User driven
- Customers using multiple TSPs and their apps
- Split revenues

### Hurray for government

- TSP driven
- Increase in public transportation
- Less pollution
- TSPs not willing to work with MaaS companies

Open

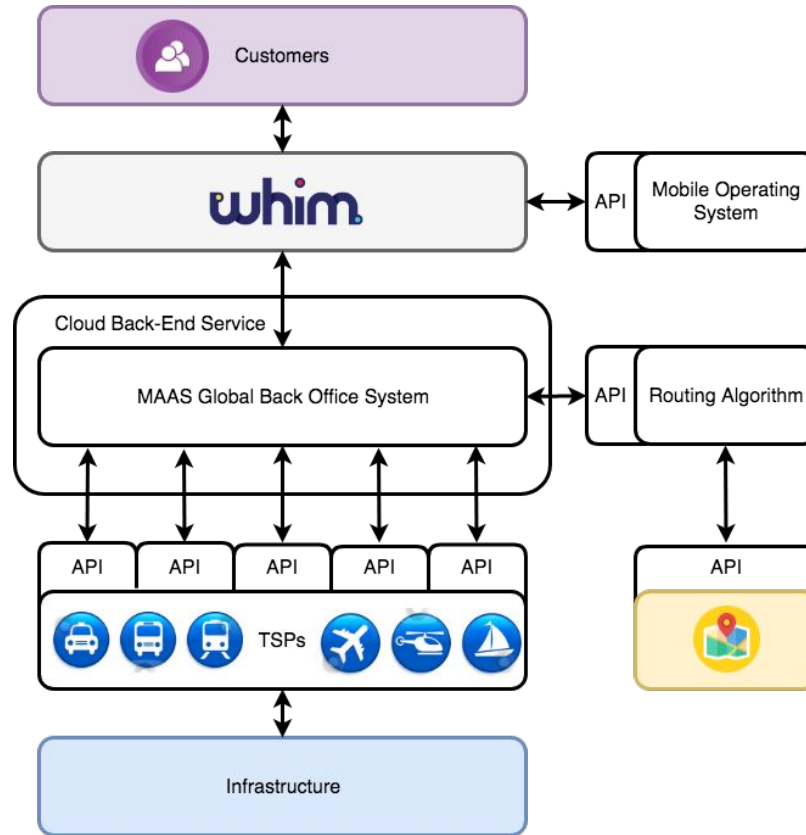
### Hippie way

- MaaS driven
- Multiple MaaS Services
- Roaming

### Big brother

- Map provider driven
- Convenience
- No need for roaming
- TSPs competing inside the service

# Technical architecture



# Actors

TSPs

Traffic information  
provider

Mobile Network  
Operator

Account Operator

Map agencies

Mobile Operating  
System Provider

MaaS Global

Server operator

User

# Business roles

Map Provisioning

Application Service  
Provisioning

Wireless Network  
Operation

Account Operation

Transportation  
Provisioning

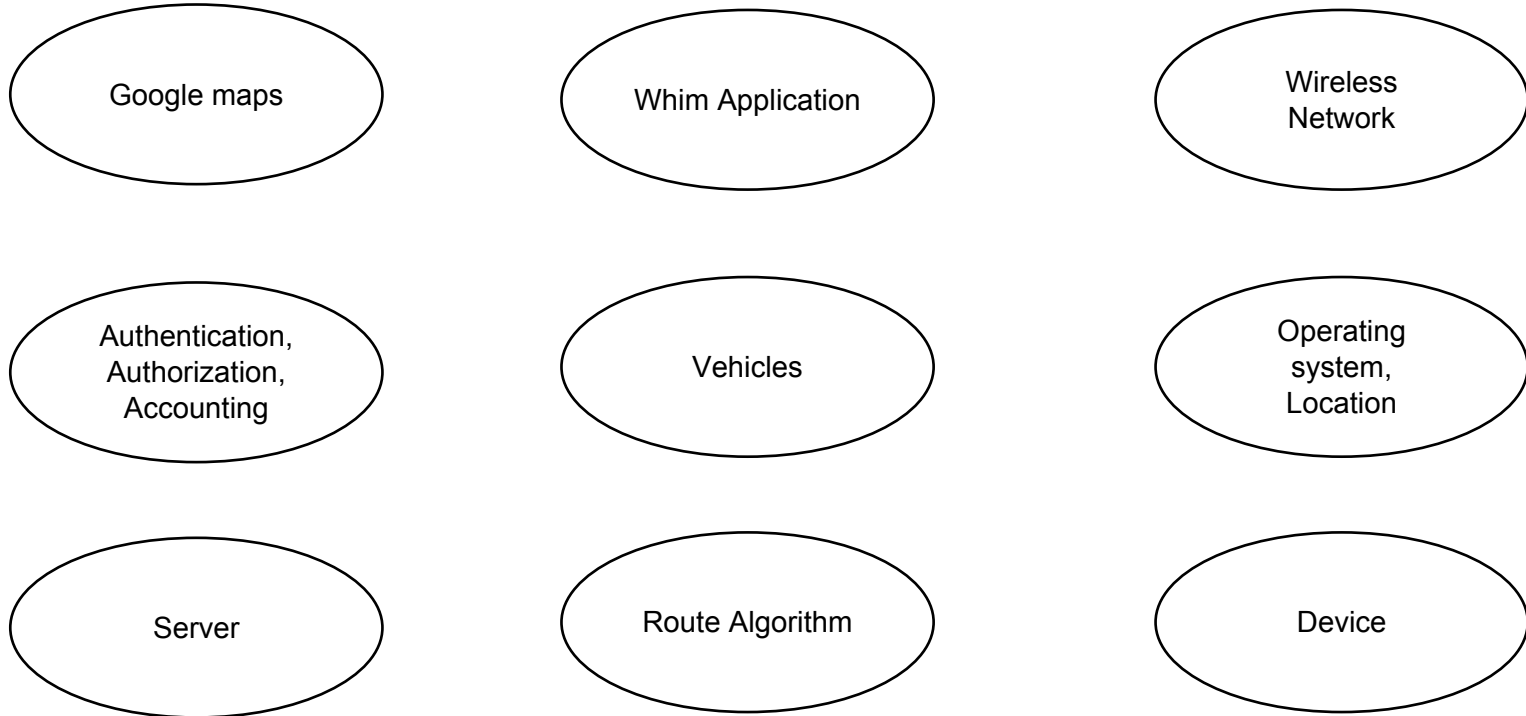
Service Aggregation

Server Operation

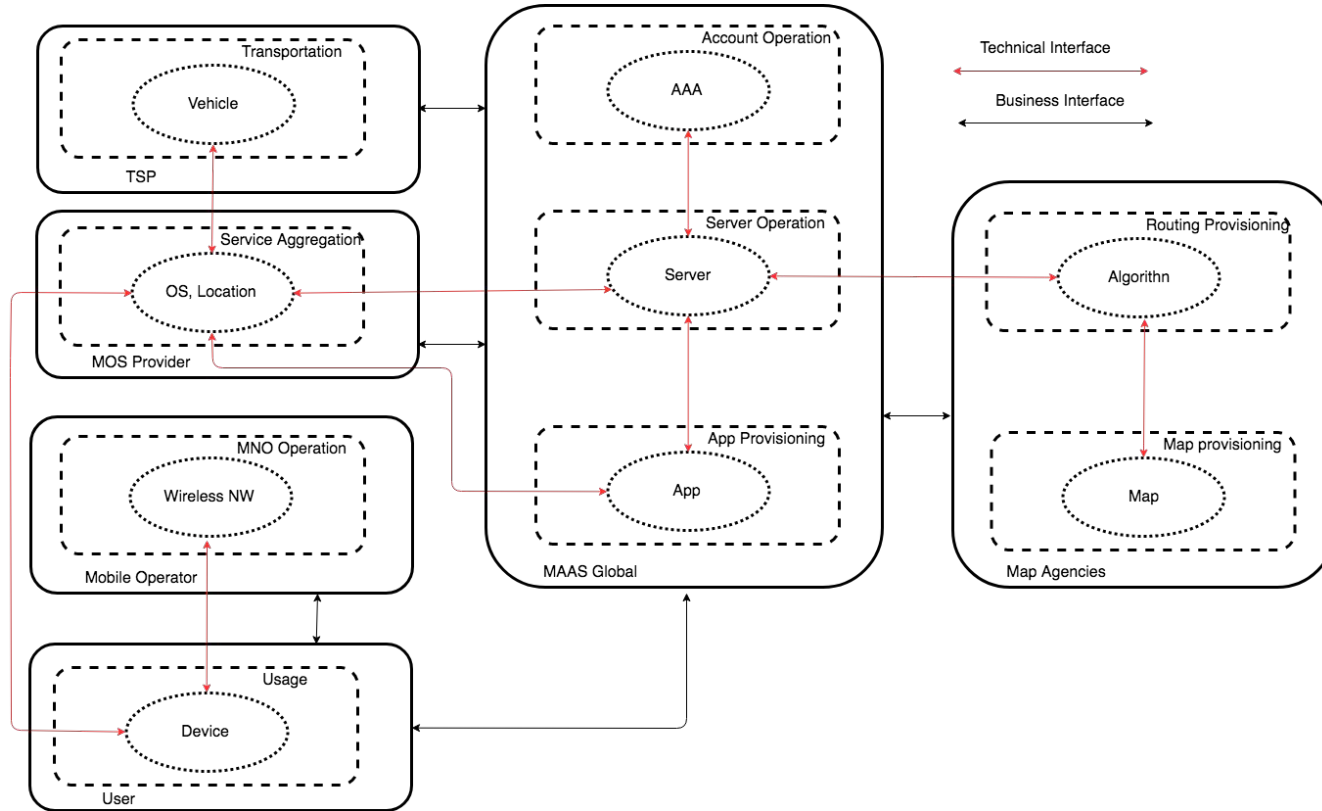
Routing

Usage

# Technical components

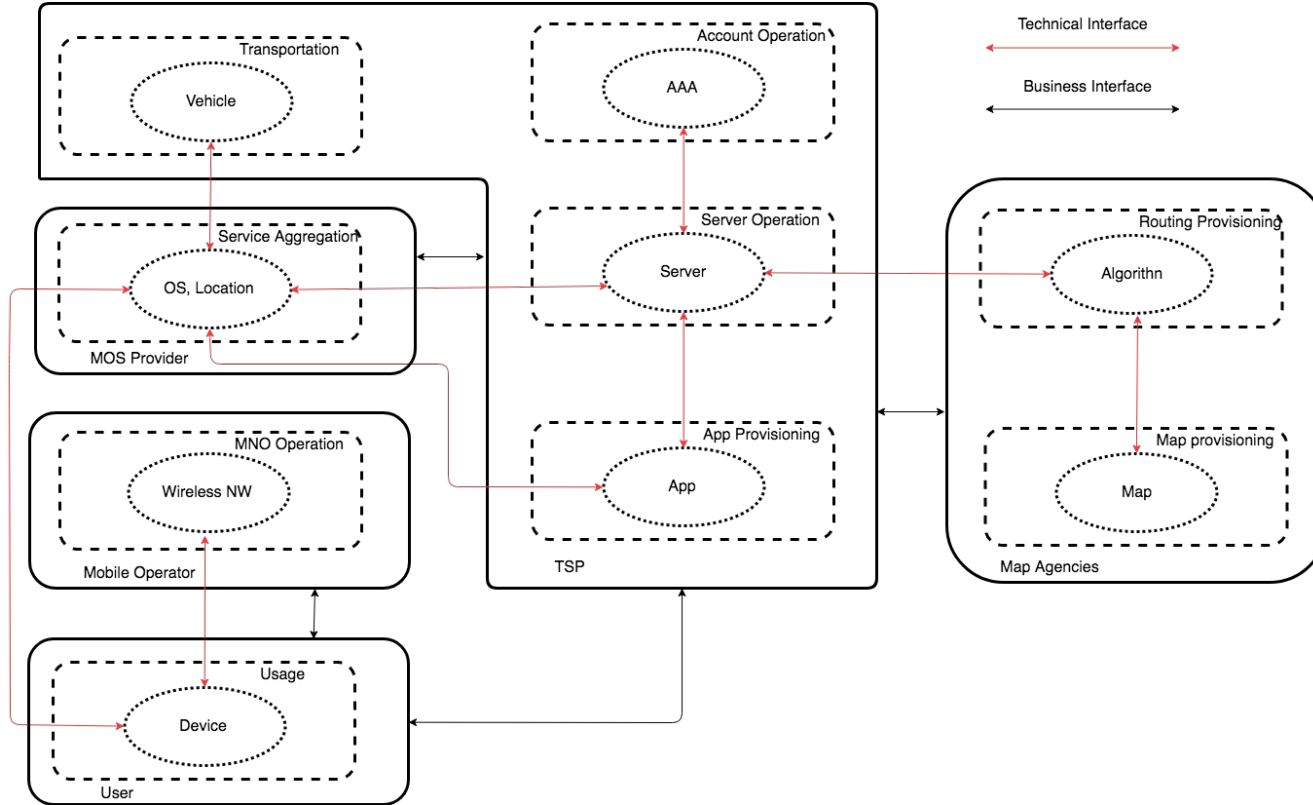


# MAAS Global Driven Value Network

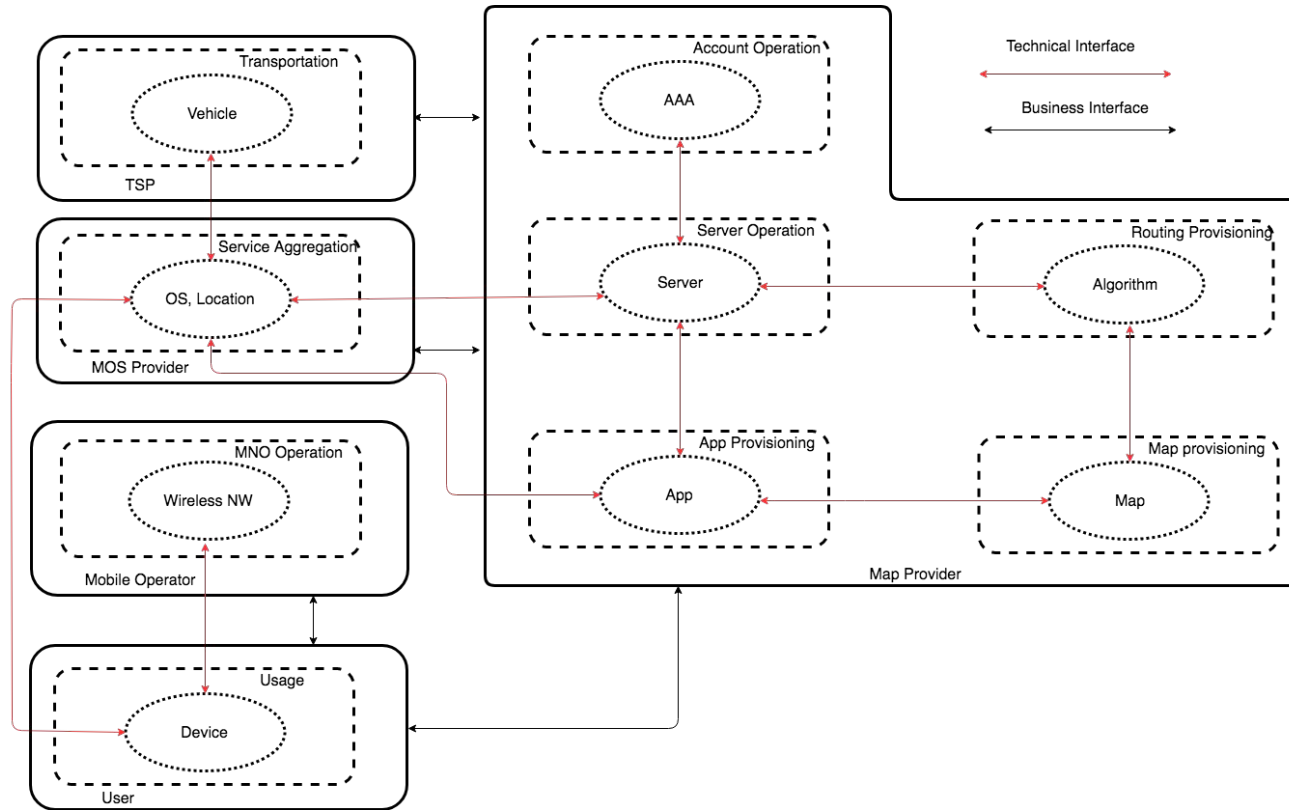




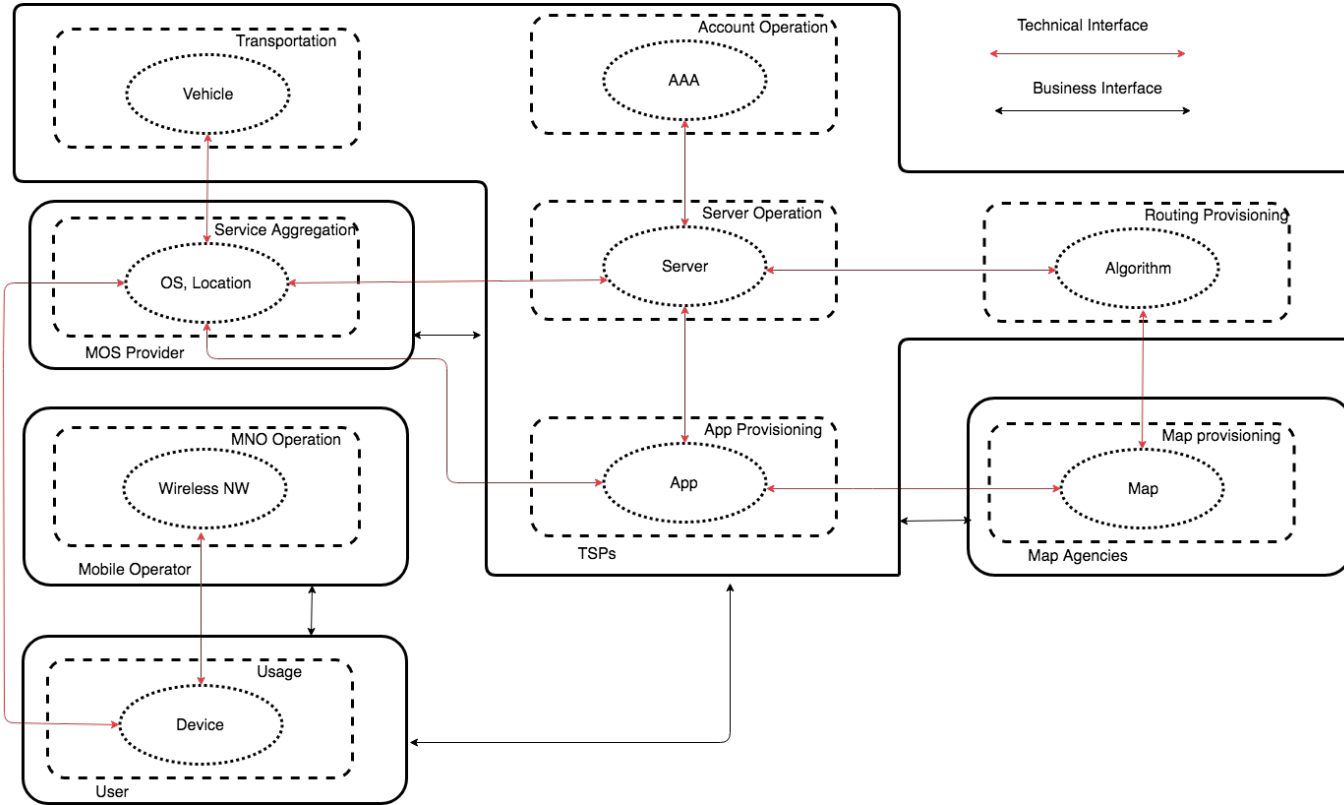
# TSP Driven Value Network



# Map Provider Driven Value Network



# User Driven Value Network



# Questions

Please feel free to ask any questions.