Xerox® Mobility Marketplace Platform: Seamlessly Integrating Different Modes of Transportation

The first app for one-stop mobile access to public and private forms of transportation has arrived.

Unlike other efforts to improve the daily commute, Mobility Marketplace captures the universe of transportation options available in your city and computes the shortest, cheapest, or most sustainable way to get to your destination.

The platform aggregates all the different inputs and calculates the plethora of different options to get from point A to point B based on traveler goals and preferences. The app considers the time, cost, carbon footprint, and health benefits from walking, biking, driving your own car, parking, taking public transit, as well as the emerging private transportation options – such as Lyft, Zipcar and FlitWays – giving users a variety of ways to reach their destination.

In addition to providing full transparency when planning their trip, the app enables the user to book and pay for various transport services, including parking.

For the city, the benefits are seen in the data and analytical insights collected by the app that help transportation planners understand their city flow. It allows city officials to better understand citizens’ mobility needs, and plan their infrastructure accordingly.

Discovering user needs for combining public and private transportation options, our researchers designed and delivered this smart city solution.

We launched Mobility Marketplace in the metro areas of Los Angeles (GoLA) and Denver (Go Denver) earlier this year. We are conducting a one-year pilot in both cities to test the technology and user acceptance. A similar solution will also be deployed this year for a northern province of France around the town of Lille under the name Xerox® Mobility Companion Platform.

The urban mobility market is growing rapidly and we’re making it smarter and more coordinated, bridging the gap to create the ultimate vision of Mobility-as-a-Service.

For more information about this solution, send us an email at TLGMarketing@xerox.com