

Multimobility & how to prepare for future corporate mobility

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The emergence of “Everything as a Service” (or XaaS) has taken the world by storm, with digitalization, evolving user expectations and a call for personalization leading to more connected, flexible and tailor-made solutions. Mobility is no exception: increasing pressure for more sustainable alternatives, evolving user habits post-pandemic and the emergence of new mobility means have paved the way for the rise of Mobility as a Service (MaaS), or multimobility. During the Smart Mobility Conference on 9 June, the leading international conference on corporate mobility, Virginie Pochat, Senior Consultant at ALD Automotive, explored the impact of multimobility on companies, showing how the evolving landscape calls for a redesign of mobility policies and touching upon our comprehensive MaaS solution, ALD Move.

The need for flexible, sustainable and digital solutions

Virginie Pochat’s panel discussion during the Smart Mobility Conference explored “how to best manage your corporate mobility in an ever-developing world”. The world is indeed evolving at a staggering pace, and with it the mobility landscape and the needs and expectations of its users. Flexibility, sustainability and digitalization have become the main considerations when devising and selecting mobility means.

The notion of a one-size-fits-all approach to corporate mobility has been discounted by recent trends in mobility. As various employee profiles emerge, so do considerably differing habits which cannot all be met by a single solution such as the company car. The COVID pandemic and increased remote working has combined with inflation and rising gas prices to drive a transition from ownership to usership. In light of this, as Virginie explained in her presentation, employees attach greater value to user freedom, expecting flexible solutions which allow them to choose from various transport modes, rather than be restricted to a company car or public transport.

The call for solutions other than (and complementary to) company cars also emerged from growing pressure for greener alternatives. With climate change reaching drastic levels, incentives and legislation are encouraging emissions reduction by facilitating the adoption of environmental friendly transports modes such as electric vehicles, car sharing, car rental, bikes and more. Virginie explained at the conference that a company's mobility policy can no longer include only the car: the plethora of options emerging from the demand for flexibility will also allow companies and employees to reduce their environmental footprint.

The call for flexibility and sustainability is also met by the growing digitalization of mobility, spurring a rising demand for connected solutions. With greater and easier access to data, employees expect tailor-made solutions which offer a seamless experience, facilitating and automating the use of mobility. As Virginie explains, expectations of more flexible, sustainable and digital solutions present not just a challenge for companies, but also a crucial opportunity.

Mobility as an agent of social, environmental and economic performance

The "ever-developing world" that Virginie touched upon during her panel discussion has transformed every tech industry, spurring the emergence of XaaS, or "Everything as a Service". Within the mobility sector, this trend has given rise to MaaS, "Mobility as a Service": mobility has evolved from a product characterized by ownership, to a service characterized by usership. This evolution provides an opportunity for companies to use mobility as an agent of social, environmental and economic performance.

Virginie explains that the emergence of MaaS has elevated mobility to a higher level in the corporate world: mobility is no longer about simply transporting employees, it is now entirely part of a company's HR, CSR and business strategy. Your mobility policy can boost employer branding, allowing you to retain and attract new talents and to improve employee well-being. You can also design your mobility policy in order to align with your environmental commitments, reducing your carbon footprint and promoting greener options. As for economic considerations, adopting the right mobility plan will allow you to boost employee efficiency and productivity, and will ensure a more cost-efficient approach to mobility.

As Virginie emphasized during the Smart Mobility Conference, the growing MaaS ecosystem enables companies to use mobility as a tool, to enhance their performance and contribute to their overall strategy. In order to do so, however, companies must embrace MaaS and adopt the right solution.

From a mobility budget to our ALD Move solution

The major talking point during Virginie's panel was the concept of mobility budget, a solution for all employees giving them access to a range of transport means for a more tailored, personal approach to mobility. In line with this concept, Virginie introduced ALD Move, our end-to-end MaaS solution which enables you to redesign and implement your mobility policy, to align with your company needs and employee expectations.

ALD Move is a holistic solution which helps you determine the mobility needs of your employees, identify the transport modes available, manage your mobility budget and implement a seamless user experience and administrative process. Through this tool, you can put in place the mobility strategy best adapted to your company, reaping the benefits of MaaS. As Virginie explains, the world is evolving and MaaS is happening, whether we are ready for it or not – might as well be a part of it! With ALD Move, ride the change and be prepared for the future of corporate mobility.

Find out more about our ALD Move solution [here](#).

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