WienMobil Platform
Vienna Metro Area, Austria

Key Dates & Project Owner
In 2017, the public transit authority of Vienna, Austria, Wiener Linien, launched the [WienMobil Platform](#) for the Vienna metro area.[1]

Geographic Context
This project serves urban and suburban geographic contexts in the Vienna metropolitan area.

Project Goals
The core goals for this project include:
- Encouraging the use of public transit in Vienna by making the connections between public transit and other modes clear to users
- Demonstrating that the "open back-end platform" developed with the assistance of the public sector can enable public and private sector entities to provide MaaS services by integrating MaaS-related data from various mobility services

Governance Model
Wiener Linien has taken on 'MaaS Promoter' and 'MaaS Enabler' roles for this project. In addition, it devolved development of the open back-end platform to a subsidiary company of two public entities in Vienna.[2] As a 'MaaS Enabler', Wiener Linien put significant effort into ensuring other public and private sector entities could play a role in MaaS-related efforts. This level of leadership in the public sector leans toward the MaaS Promoter role, due to it being extremely hands-on. Find out more about these public sector governance roles, and others, on the MaaS Governance Models page.[3]

Cerema compares the WienMobil governance model to the [Whim MaaS Platform in the Helsinki Metro Area, Finland](#) and Mobilitatsshop platform in Hanover, Germany in the chart below.

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[1] https://www.wienerlinien.at/eportal3/ep/channelView.do/pageTypeId/66533/channelId/-3600061
[2] https://www.cerema.fr/system/files/documents/2020/04/cerema_parangonnage_maas_synthesis_eng.pdf
[3] MaaS Governance Models page

1. SWOT Analysis of Platform Governance[2]

Model	Commercial integrator	Open back-end platform	Transport as the integrator
Example	whim. Helsinki	WienMobil Vienna	Mobilitätsshop Hanover
Investment by the authorities	Low	Average	High
Ability to innovate and provide customer-oriented offers	⬜ Assumed to be high by private MaaS operators	⬜ Left to the initiative of MaaS operators	⬜ Assumed to be more limited by the transport operator
Ability to integrate different mobility services	⬜ Assumed to be high		🟥 Risk of focusing on the transport operator's historical partners
Presentation of mobility offers	🟥 Risk of favouring the commercial interests of the MaaS operator	⬜ Possibility of imposing fair and non-discriminatory rules	⬜ Possibility of imposing fair and non-discriminatory rules
Contribution to public policy	🟥 Risk of favouring the commercial interests of the MaaS operator		🟩 Alignment with public policies
Customer relationship	🟥 Risk of losing the customer relationship by the local authority		🟩 Control of customer relations by the local authority
Control of data	🟥 Risk of losing control of data for the local authority	⬜🟥 Control of supply data, risk of losing control of usage data	🟩 Control of data by the local authority
Competition between MaaS operators	Possible competition between several MaaS operators	Competition facilitated, as part of the investment is paid for by the public authorities.	Monopoly of the authority (except in the case of an offer created by a commercial integrator)

Analysis of the strengths and weaknesses of the different MaaS governance models

🟩 Strength ⬜ Opportunity ⬜ Threat 🟥 Weakness

In terms of private sector involvement, MaaS Global, the developer of Helsinki's Whim platform, utilized the open back-end platform to provide Vienna's offerings on their app as well.[2]

Funding
Details on funding are not available for this project.

Project Components
WienMobil enables users to: [4]

- Store a digital annual ticket and semester ticket on your smartphone
- Access to the mobile phone ticket shop 24/7
- Receive messages with real-time traffic information directly on the mobile phone

The platform includes a variety of services, such as: [6]
- Public Transportation
- Personal bikes and bike sharing (CityBike)
- Taxis
- Car sharing (Car2Go, DriveNow, Rail & Drive) and rental car (Europcar)
- E-mopeds (easy way) and e-scooters (Circ)

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[4] https://maasification.com/applications/by-application/wienmobil-vienna/

In addition, information about parking garages (WiPark) is available. Users can also buy tickets for the airport transfer (Vienna Airport Lines, City Airport Train) and the Westbahn in WienMobil. [6] WienMobil offers both a pay-as-you-go option as well as a public transport subscription package.

The WienMobil Platform is built on the base of another "neutral integration" platform that combines data from various mobility services for use by third parties. This approach is known as the "open back-end platform" model.[2] In the open back-end platform model, data is integrated from a variety of mobility services (timetables, route calculation, booking, ticketing, pricing, etc.) into the new platform. MaaS operators then use the platform to build their MaaS solution, allowing for competition among MaaS services.

2. Different transit options can be combined on a single route in the WienMobil app[5]
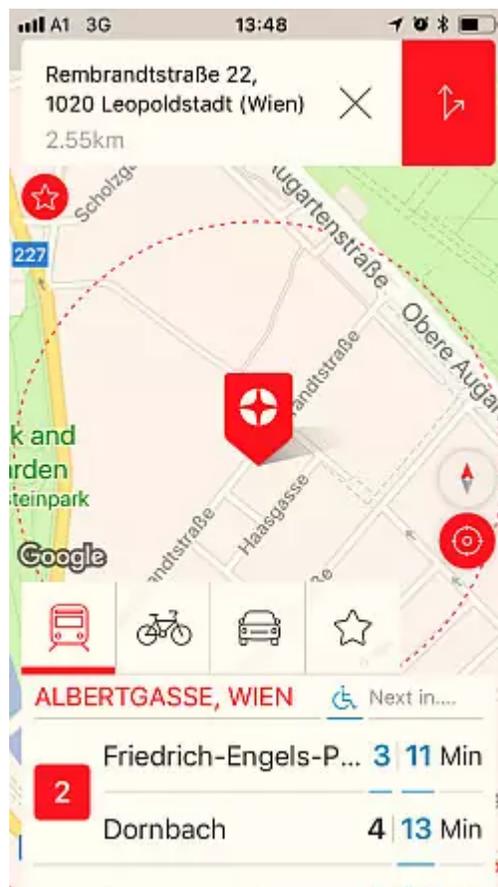
WienMobil focuses on public transit as its core service. Full payment functionality is provided for within the app for transit trips. For non-transit modes, WienMobil employs deep links to the corresponding service pages or dedicated apps to facilitate booking and payment. The app also has the potential to call the taxi company.[2]

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[5] https://www.vienna-unwrapped.com/vienna-transport/

Related Efforts

Related efforts to WienMobil have included:

- **Whim MaaS platform in Vienna:** Vienna was added to the Whim app's cities in 2019.[6] This addition provides an additional set of users with access to the MaaS platform.
- **Austria's Klimaticket:** The Klimaticket initiative of the Austrian government, or climate ticket, offers a single payment option for all modes of public transport in Austria. As explained by CNN, "The annual pass, priced at $1,267 (€1,095), works out at just $24 (€21) per week or $3.50 a day. If all goes according to plan, it should encourage people to swap their cars for more climate-friendly forms of getting around."[7] It was introduced in October 2021.
- **Planned future improvements**: In all future contracts with bike sharing and car-sharing operators, the City of Vienna (which oversees Wiener Linien) will require that their services be integrated into the open platform, which will mean that they can be included in the WienMobil offer.[2]

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[6] https://whimapp.com/vienna/en/
[7] https://edition.cnn.com/travel/article/austria-klimaticket/index.html