

# SWARCO MYCITY

WHY A PLATFORM APPROACH IS THE ONLY PATH FOR SUCCESSFUL  
PROCUREMENT OPERATIONS OF TOMORROW'S SMART CITY

## CURRENT PROBLEMS



### BUDGET CONSTRAINTS

- One-time payment upfront to permanently purchase the software = large up-front cost
- Lack of flexible pricing models
- Works well for large cities but not for small or medium sized cities



### STATIC TECHNOLOGY

- Slow and reactive approach towards mobility management
  - Complex customized development & lack of modularity
- LACK OF:**
- data sharing capabilities via APIs
  - 3rd party integrations
  - flexibility due to vendor lock in



### TEDIOUS PROCUREMENT PROCESS

- Too slow to keep up with today's speed of innovation & disruption
- 12+ months & plenty of costs for external services to select a vendor
- Too static to grow the system in a nimble manner
- Long-term commitments to static solutions

## MYCITY AS A SOLUTION



### INCLUSIVE PRICING MODELS

'One-off' Purchase

\$

Hybrid

\$

Modular Subscription

\$

- **Flexible pricing structures** to fit the needs and budgets of the customer  
E.g. hybrid one-off with ongoing maintenance services
- **Additional services** e.g. Contractual aggregator for third-parties

### MODERN MOBILITY MANAGEMENT PLATFORM

- **Dynamically grows** with emerging needs & technologies
- **Compose your ideal system** via software modules
- **Integrations** on a micro, macro & cross-domain level
- Open platform **preventing vendor lock-ins**
- All operated via a **single platform**

Empower small or medium-sized municipalities and large cities equally to stay on the forefront of mobility

DATA VISUALIZATION

## STAKEHOLDER BENEFITS



### DECISION MAKER

- + Superior cost-benefit ratio
- + Future-proof your city
- + Empower modern multi-modal travelling
- + Achieve measurable & tangible improvements for residents



### OPERATOR

- + Increased efficiency via automations
- + Gain knowledge
- + Full-visibility of your operations incl. alarm notifications
- + Flexibly expand the system to address your specific needs
- + Highly intuitive & device-agnostic user interface



### TRAVELER

- + Live safer, healthier & more convenient
- + Enjoy fully integrated multi-modal travelling
- + Know a highly efficient use of your tax money
- + Increased safety

The Better Way. Every Day.

