

Mobility Strategy & Management

Mobility Experience by D'leteren 2024

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Corporate mobility has reached an unprecedented level of complexity

3 main factors are driving this emerging complexity



Climate emergency & CSR compliance obligations

Being responsible for 30% of GHG emissions¹, mobility is a top priority towards emissions mitigation.

As of 2024, 50.000+ companies in Europe will be required to report on their mobility².



HR & employees' demands in a post-covid era

41% of employers struggle to recruit because of non-attractive mobility policies³.

Employees expect more flexible and better optimized daily mobility services.



Cost optimization in prohibitive tax frameworks

Mobility represents one of the top 3 expenses for companies⁴.

New constraining policies binding companies to electrify their fleet oblige these organizations to cost optimization.

1 Ministère de la Transition écologique

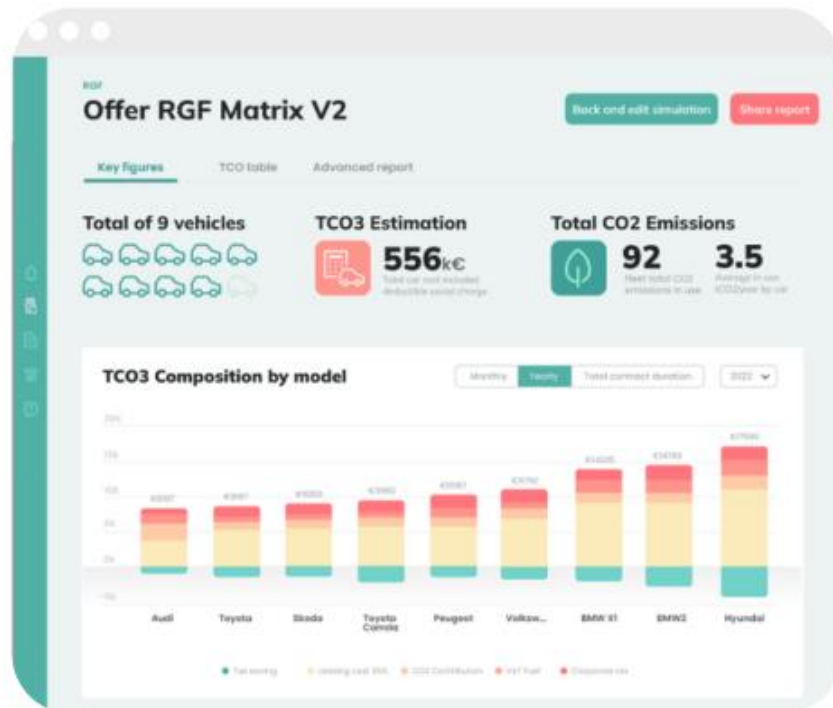
2 CSRD (EU), LOM (FR)

3 CCI Paris

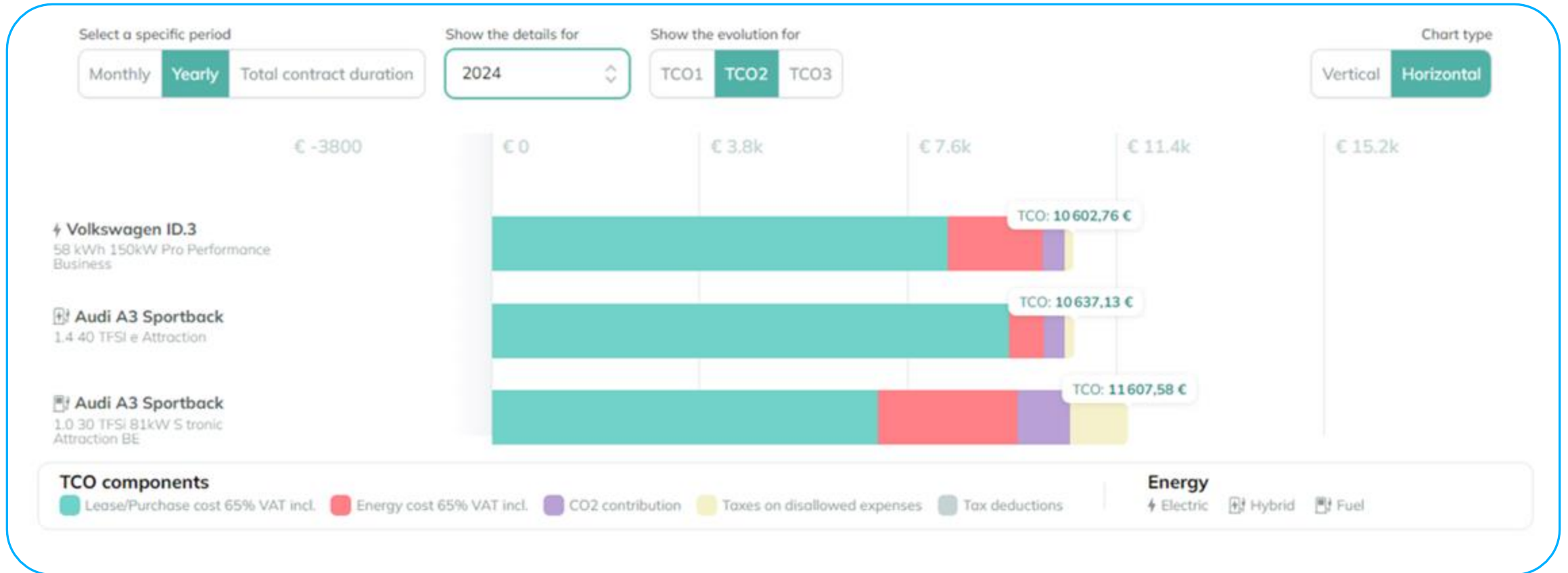
4 EM-Services

Technology does what human brains can't

TCO BOX: Compare complex TCO's on a monthly, yearly and contract duration



TCO composition by model



TCO composition by model



TCO composition by model



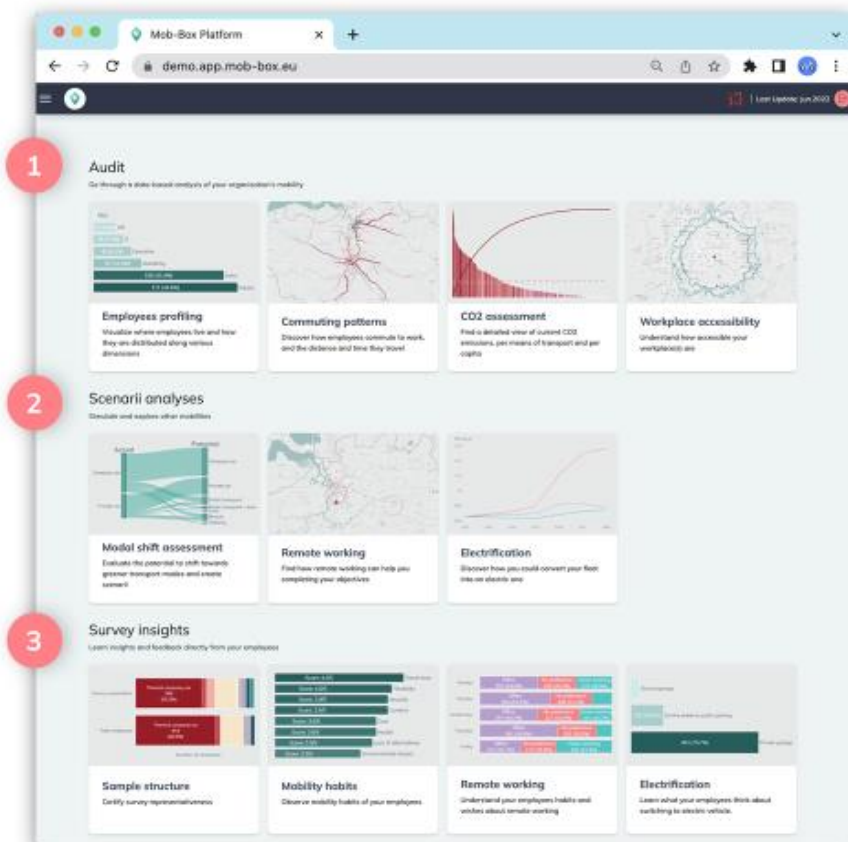
TCO composition by model



**Mobility managers are overwhelmed by all
this complexity and
companies struggle
handling it.**

Technology does what human brains can't

Mobility Hub: Already 30+ modules to automate complex problems and deliver actionable insights



1 Audit “as-is”

Employees profiling

- ✓ Mapping & routing
- ✓ Commuting patterns
- ✓ Travel time and distances

Carbon footprint

- ✓ Mobility CO₂ assessment (compliant with GHG protocol)
- ✓ CO₂ reduction plan
- ✓ LOW emission zones (ZFE)

Cost assessment

- ✓ Total cost of ownership (TCO/TCM)

2 Simulate “as-if” scenarios

Travel reduction

- ✓ Work from home scenarios
- ✓ Co-working potential
- ✓ Office relocation

Modal shift

- ✓ Public transport and (e-)bikes scenarios
- ✓ Carpooling and car sharing potential

Fleet electrification

- ✓ Car policy review
- ✓ TCO calculations
- ✓ Legal compliance validation (LOM, Van Peteghem)

3 Survey employees

Modal shift acceptance

- ✓ Qualitative data collection
- ✓ Change acceptance

Electro-compatibility

- ✓ Individual electro-compatibility assessment
- ✓ Charging possibilities assessment

Introduction



Poll

- ▶ Biggest challenge today in mobility management?
- ▶ What tool do you miss in the market?
- ▶ What is the biggest frustration with your employees?
- ▶ ...



A young woman with blonde hair in a braid, wearing a red beanie, a beige coat, and a striped scarf, is smiling while riding a bicycle. She is holding a brown paper bag. The background shows a city street with buildings, a traffic light, and other pedestrians. A large blue semi-circle is in the top left corner.

The world around us is changing

In a world where...

85%

Did you know that **85% of organisations are concerned** about reducing CO₂ emissions?



And by 2026,

Only fully electric company cars will enjoy **maximum tax benefits**



Mobility has a **heavy admin workload & impact** on the company cost

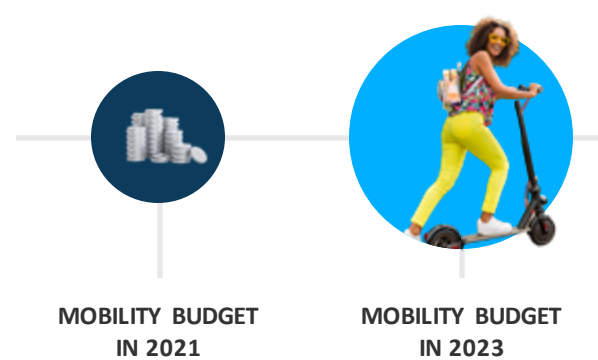


Only 50% of employees believe their salary package is adapted to their needs

...companies are shifting to flexible and sustainable mobility



Companies realise that **sustainable business is** no longer an option but a must



The Mobility Budget is gaining popularity.
The number of **employees with a mobility budget** has tripled in 2023

Six key drivers underpin the shift towards shared and integrated corporate mobility

1

Convenience from providing access to various mobility modes will accelerate the uptake



2

Regulatory trends driving market acceptance



3

Sustainability / de-carbonization benefits to the company



4

TCO – TCM – significant savings for the company



5

Greater need for flexibility in employee mobility solutions



6

Supplier Landscape evolving to support the shift



→ Providers are moving towards Integrated, Self Service, Corporate Mobility solutions



Complexity is increasing

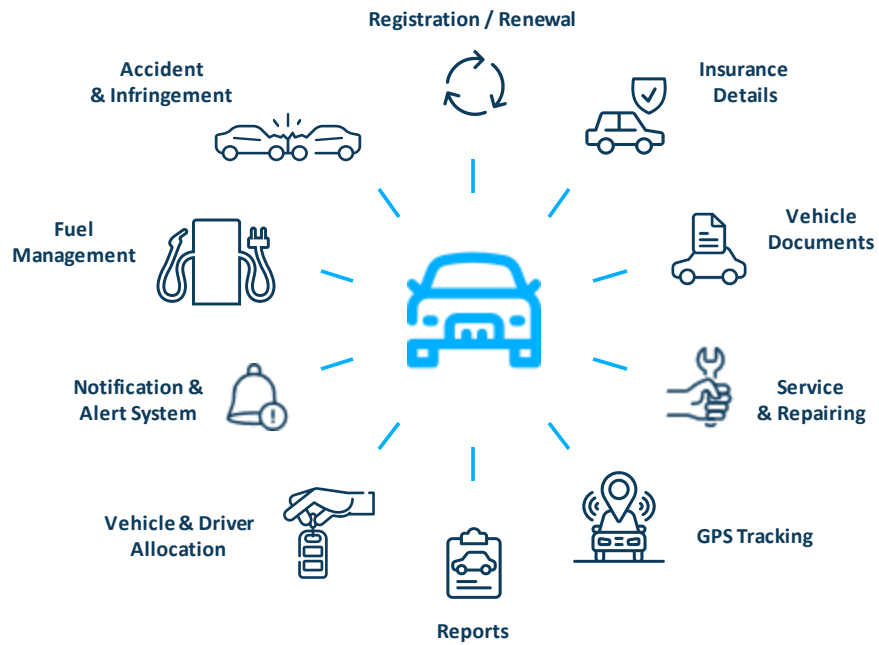
A look into the future

- ▶ Evolve from a car leasing budget to a general total cost of mobility
- ▶ Mobility driven from the personal perspective of the employee to win on:
 - war on talent
 - employer branding
 - retention
 - sustainability
 - productivity
- ▶ One budget for all categories, including:
 - e-mobility (car, charging, charger, ...)
 - micro-mobility (steps, last mile solutions, ...)
 - bike
 - homeworking
 - public transport
 - shared mobility
 - ...

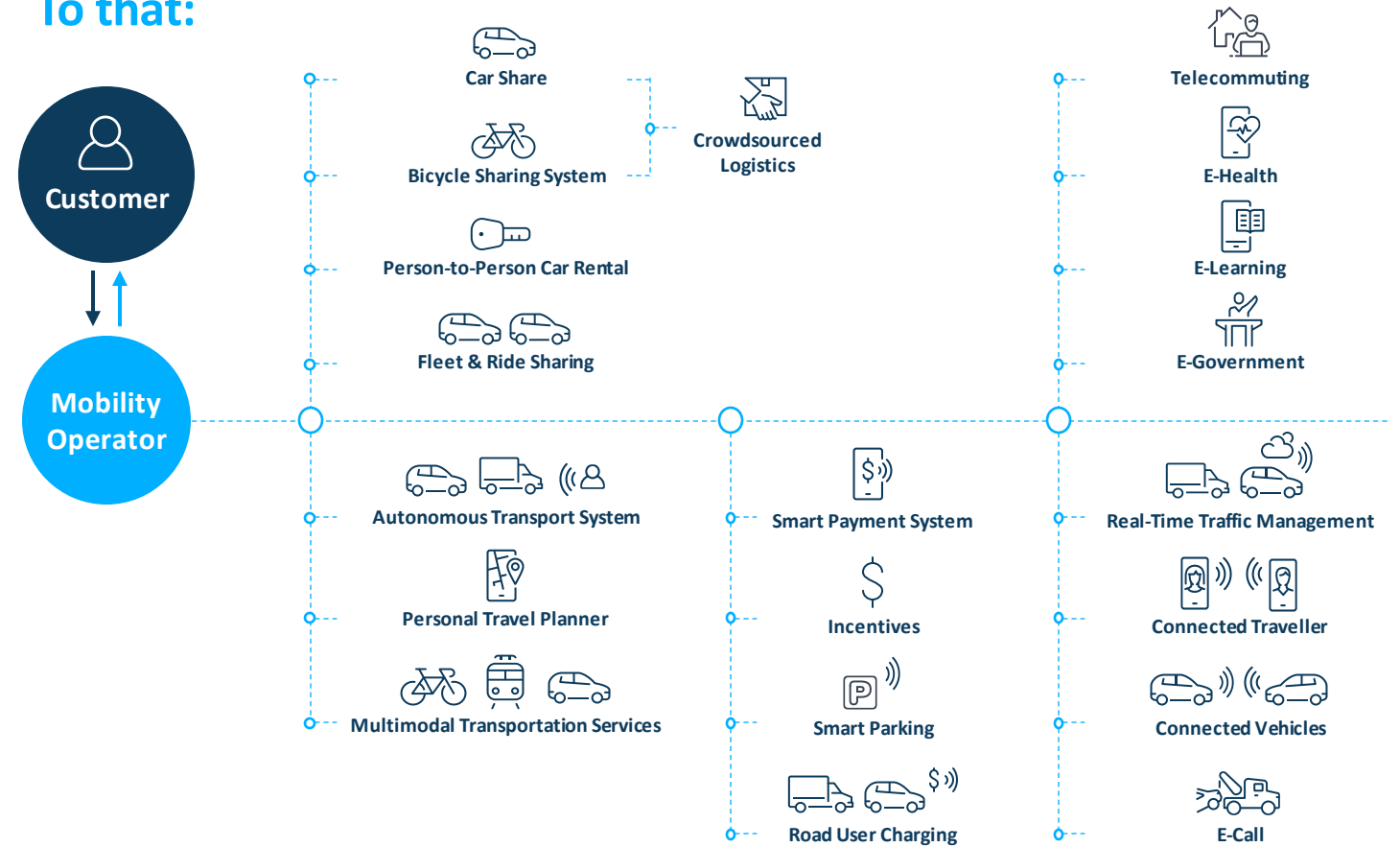


From fleet to mobility

From this:



To that:



Resulting in a vision for corporate mobility...

1

Need for more flexible means of transportation: user vs. owner



2

Mobility audits, mobility managers and mobility budgets will become the norm



3

Mobility managed by aggregating platforms with connected app: from unidirectional fleet management software to employee-used platforms



4

Work locations change, become more flexible and adapted to mobility requirements (e.g. flex-spaces, more and smaller (shared) offices, ...)



5

Mobility point of concern of multiple personae: finance, HR, facility, fleet, ...





... and the need for a mobility management platform



Discover our Mbrella platform

Testimonial: QbD



x



**WORKING TOGETHER TOWARDS
FLEXIBLE MOBILITY**



x



**WORKING TOGETHER TOWARDS
FLEXIBLE MOBILITY**

One of the biggest Belgian banks incentivizing their employees to choose sustainable mobility



Industry:

Banking

Company size:

7.000

Social Secretary:

Attentia

One of the biggest Belgian banks incentivizing their employees to choose sustainable mobility

OBJECTIVES:

Offering more flexibility to the bank's employees and increasing sustainable commuting options to incentivize all employees (also lease car owners) to choose for sustainable transport modes

BENEFITS:

91%

of 7.000 employees use Mbrella

LAST YEAR:

275.000 KM

commuted by bike and foot

SOLUTIONS:

- Implementation of the Mbrella commute planner
- Replacement of the forfeit allowances **to real usage-based kilometre allowances**
- Implementation of **pedestrian** and **carpool allowances** for all employees
- Integration with existing HR system to limit the workload for employees and HR
- Implementation of **public transport management** on Mbrella

4 hours

of administration time saved per day!

>5.000

public transport subscriptions ordered

Demo:

Use case of the room

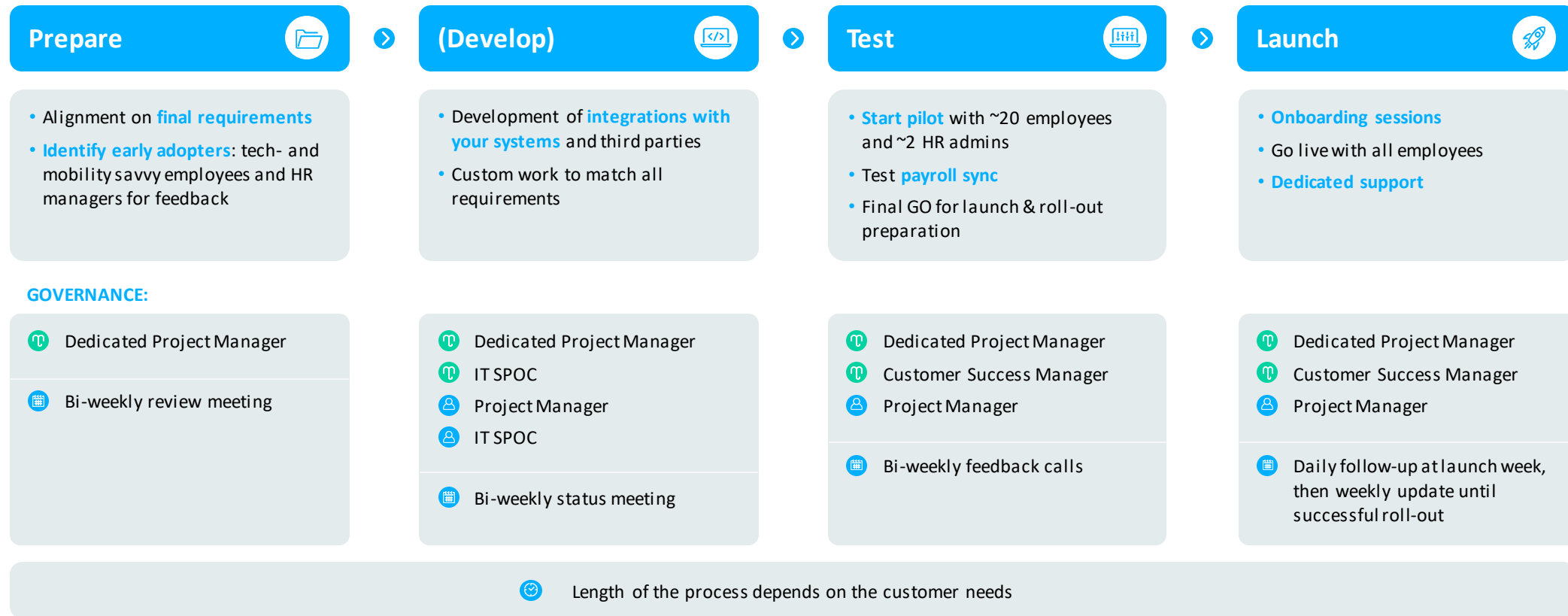


At Mbrella we build a:

- ▶ one stop shop for all things mobility and total cost of mobility management...
- ▶ enforced by the D'leteren ecosystem...
- ▶ linked to payroll and legally compliant...
- ▶ and even integrating e-mobility, soon.



In your company we help you to shape your future mobility

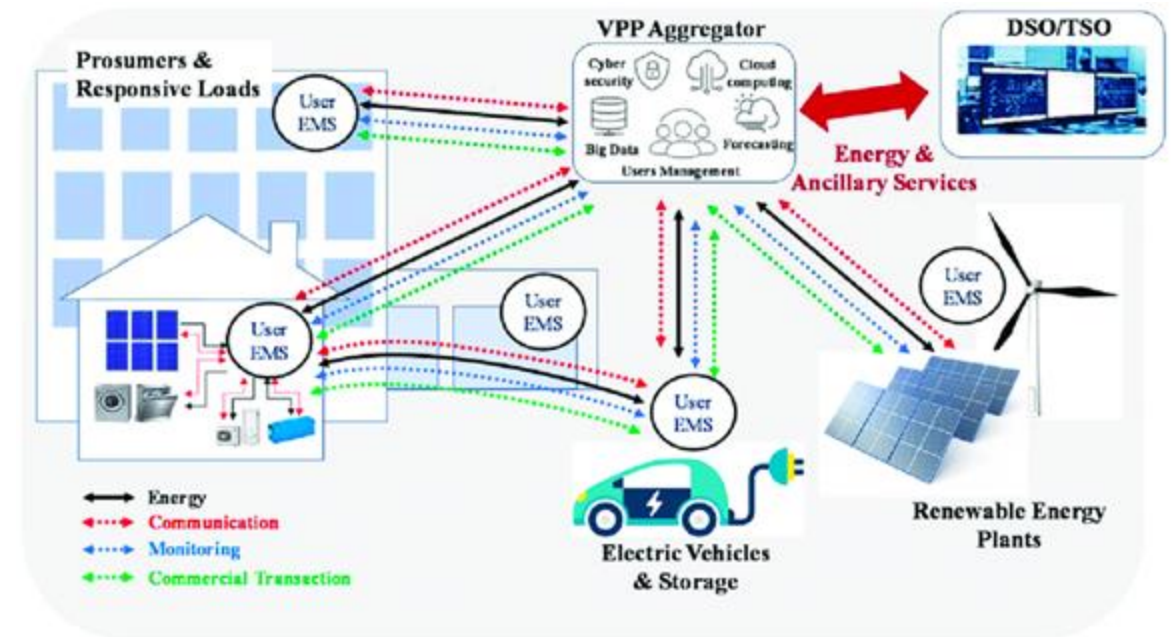
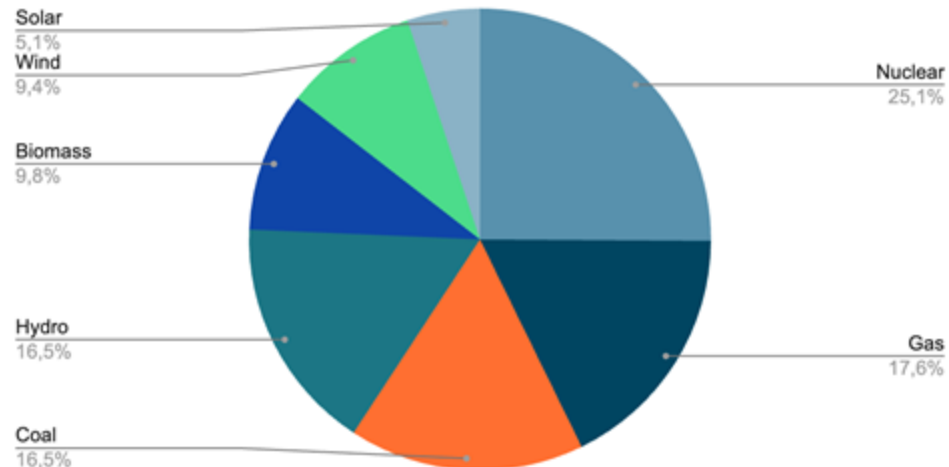


One more thing:

Imagine we would make the bridge between the car and the grid complete?
Make huge savings on electricity? Make your fleet earn you money?

Capacity factor

Belgium 2022



Thank you for your attention.

NL



FR



Please download this presentation.