ECIM
EUROPEAN CLOUD MARKETPLACE FOR INTELLIGENT MOBILITY

GORAZD MARINIC

iMinds
CONNECT.INNOVATECREATE
BRUSSELS, 13/03/2014
TARGET: IMPROVE CITY MOBILITY!
### PROJECT INFORMATION

<table>
<thead>
<tr>
<th>Theme:</th>
<th>Cloud of Public Services and Smart Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project start</td>
<td>January 2014</td>
</tr>
<tr>
<td>Duration</td>
<td>30 Months</td>
</tr>
<tr>
<td>Consortium</td>
<td>14 Partners from 5 countries</td>
</tr>
<tr>
<td>No</td>
<td>Name</td>
</tr>
<tr>
<td>----</td>
<td>----------------</td>
</tr>
<tr>
<td>1</td>
<td>iMinds</td>
</tr>
<tr>
<td>2</td>
<td>IS-practice</td>
</tr>
<tr>
<td>3</td>
<td>21c Consultancy</td>
</tr>
<tr>
<td>4</td>
<td>Mobile For</td>
</tr>
<tr>
<td>5</td>
<td>Intrasoft</td>
</tr>
<tr>
<td></td>
<td>(Greece)</td>
</tr>
<tr>
<td>6</td>
<td>Relational</td>
</tr>
<tr>
<td>7</td>
<td>EJ Consultants</td>
</tr>
<tr>
<td>8</td>
<td>BePark</td>
</tr>
<tr>
<td>9</td>
<td>CIBG</td>
</tr>
<tr>
<td>10</td>
<td>Issy Media</td>
</tr>
<tr>
<td>11</td>
<td>PaybyPhone</td>
</tr>
<tr>
<td></td>
<td>(France)</td>
</tr>
<tr>
<td>12</td>
<td>CenGroup Ltd</td>
</tr>
<tr>
<td>13</td>
<td>ESADE</td>
</tr>
<tr>
<td>14</td>
<td>ENoLL</td>
</tr>
</tbody>
</table>
VISION AND OBJECTIVES

“ECIM will develop a state-of-the-art solution that will facilitate the easy migration of existing services and innovative creation of new ones.”

ECIM solution aims to:

1) provide a pathway for cities and businesses **to easily migrate services to the cloud**

2) **open these services to innovators** for use as the basis for new applications and services

3) Provide a **Marketplace** for **Intelligent City services** to promote **new services across Europe**
TARGET USERS

Public Administrations

City
Cost effective, scalable, shared cross-border solutions for managing city mobility

Small Business

SME
Access to service creation tools, services and new business opportunities

People

Citizen
Real-time, more effective transport solutions / services on your mobile phone
APPROACH

Aggregate Public & Private Services

Combine, Create & Share New Services

Validate in Four Countries

[Flags of various countries]
ECIM FEATURES

ECIM – European Cloud for Intelligent Mobility

- Transport Service Catalogue
- Mobile Payment System
- Open Innovation Environment

Access the ECIM Platform – Anytime, Anywhere
Use your location to instantly find Parking in your Area
Park your Car – No Circling, No Hassle
Pay for Parking with your mobile
AGGREGATION OF PUBLIC & PRIVATE SERVICES

Current situation: Public and private services provided separately do not allow users to benefit from their combination and cross-border interoperability.

ECIM
- Migrates public and private services to the cloud
- Delivers extra value to users by aggregating these services and adding new services

Example
- Real-time management of on-street and of-street parking availability
- Merged with Public sector transport options
- No long searching for a parking place, offers public transportation connectivity
- Mobile Payment solution
- Provides cities with a tool to manage traffic circulation
CLOUD PLATFORM

- Reliable **cloud platform**, built using service-oriented architecture (SOA)
- **Open architecture** and **cross-border interoperability**
- Provides access to and allows reuse of
  - **Data sets** – POIs, `Plug and play` data interface allowing cities to easily publish their data etc.
  - **Services** - operational implementation of new services plugged to the platform as XML/JSON web services

- **STORK eID modules** integration
SERVICE CATALOGUE

- Lists services published on the platform
- Enables cities across Europe to easily access, combine and adopt new services
- Enables service developers to easily discover and integrate with available services
- One-stop shop
Mobile Payment service integrated as a WebService

Modules handle
- parking and permits,
- ticketing and controlling
- diverse range of payment methods

Modules provide multiple user interfaces (WEB, SMS, apps etc.)
OPEN INNOVATION ENVIRONMENT

- **Living Labs** methodology used to engage **citizens and SMEs** in **developing new services** (based on **open APIs**)
  - Hackatons
  - App Competitions
  - Focus Group Sessions
- **New services development**
  - eID parking permit
  - MyNeighborhood Community parking – based on crowdsourcing
  - Park-with-Us – peer 2 peer parking rental
  - Intelligent Parking Locator – guides to the nearest free parking
VALIDATION: MOBILITY & PARKING

- **Cross-border interoperability** of services tested in three pilots
- **Aggregation and migration of multiple public and private services to the cloud**
  - Off-street parking
  - On-street parking
  - Mobile payment
  - Public transportation
  - STORK eID
- **Combining with new services**
  - Issue of parking permit using eID
  - Parking locator
  - Parking crowdsourcing

**Pilots:**
- Brussels
- Greater Paris
- Barcelona

**WEB platform**
Enroll, check your account’s credit, your consumption and sign-up for a monthly subscription

**Mobile platforms**
FIND parking, OPEN the parking barrier and PAY through ANY PHONE
VALIDATION: MOBILITY & PARKING

Proof-of-Concept in the Birmingham region, UK

- Validates the cross-border interoperability and ease of deployment of ECIM services tested in pilots
- Car2Bus Mobile solution – locates free parking & public transportation connectivity
INTEROPERABILITY AND PORTABILITY

1) Any format of OpenData plug-in
2) Web Services: REST, SOAP
3) RESTful API for consuming data and services
4) STORK eID for Cross-border user authentication
THANK YOU.
ANY QUESTIONS?