

Behind the research:
**Unlock the value of
mobility services**

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Our recent study on mobility services is all about how to turn value into profits at the end of the day. We did this study to understand the levers in terms of how to improve the profitability at the end of the day. And in order to do so, we interviewed a broad set of executives from the mobility ecosystem. We also built a quantitative market model in terms of understanding where the growth is coming from in the three key regions: North America, Europe and China.

Last but not least, we also came up with a value-chain model to identify the levers in terms of how to improve the mobility services to unlock more value and to create more profitability out of it.