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Ubiq

Case Study: ReachNow
UTILIZING AI + THE CROWD TO MATCH DEMAND WITH SUPPLY

Cities

Seattle & Portland

Fleet Size

1,200 Vehicles

Revenue

25% Increase

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Challenge
PAIN POINTS

- **Unfulfilled demand** with vehicles not in the locations they need to be, leading to missed revenues from the unmet demand and reduced customer satisfaction. This is down to two reasons:
    1. Not knowing exactly where potential demand is.
    2. Inefficient repositioning execution.

- **Expanding fleet size not an option** due to the high unit costs of cars. Therefore, it is important to get more out of existing fleet rather than adding to their fleet of 1.200.

Services Provided
HOW STREETCROWD SOLVED REACHNOW'S PROBLEM

- **Demand prediction API** - combining our data pool of mobility trip with customer's historic fleet data and proxy data such as app openings, parking rules & restrictions, airport schedules, facebook events, weather, etc.
- **Fleet Relocation Management Interface** - StreetCrowd app matching crowd users with vehicles eligible for repositioning. Incl. handling of all payments by Parkbob.

Complementary Use-cases
SERVICES DELIVERED

- **Micro-rebalancing** - data driven, incremental adjustments in positioning from low demand to high demand locations.
- **Service moves** - into locations such as garages, washing facilities or marginalized areas.
- **Event management** - meeting temporary demand surges for special events.
- **Airport management** - maintaining the appropriate supply for the airport outside of Seattle.
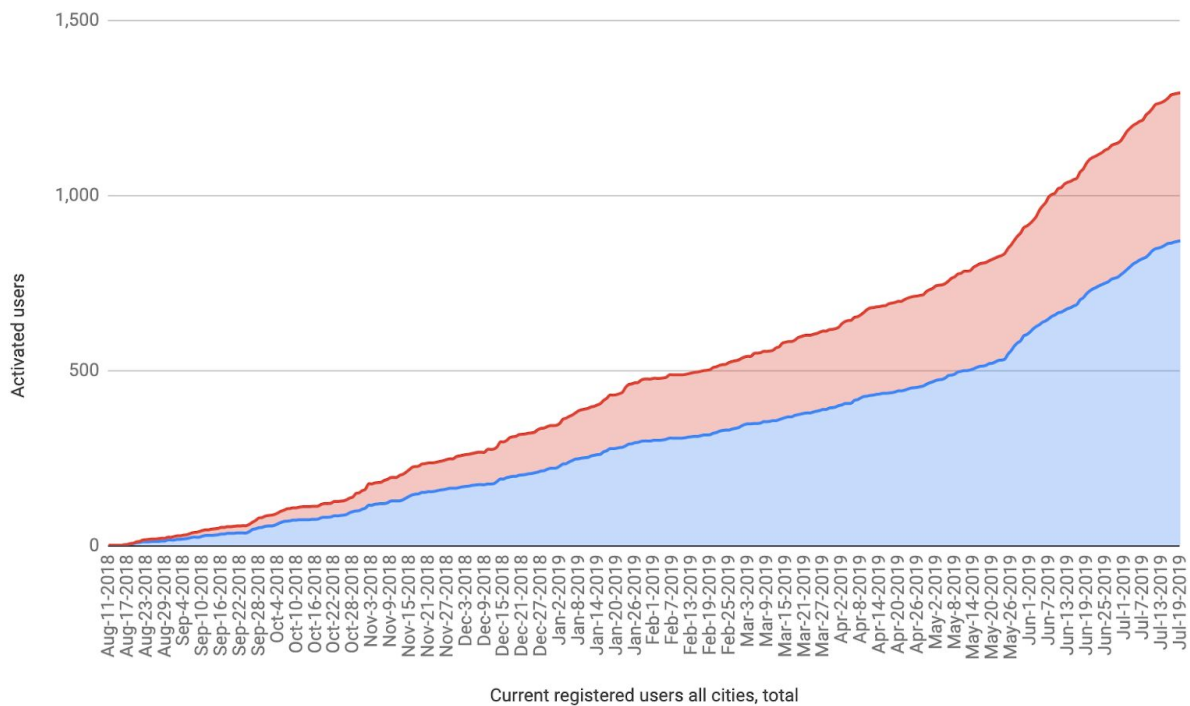
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*"StreetCrowd enabled us to better **meet customer demand, tap into unrealised potential** and **reach operational excellence** with our carsharing operations."*
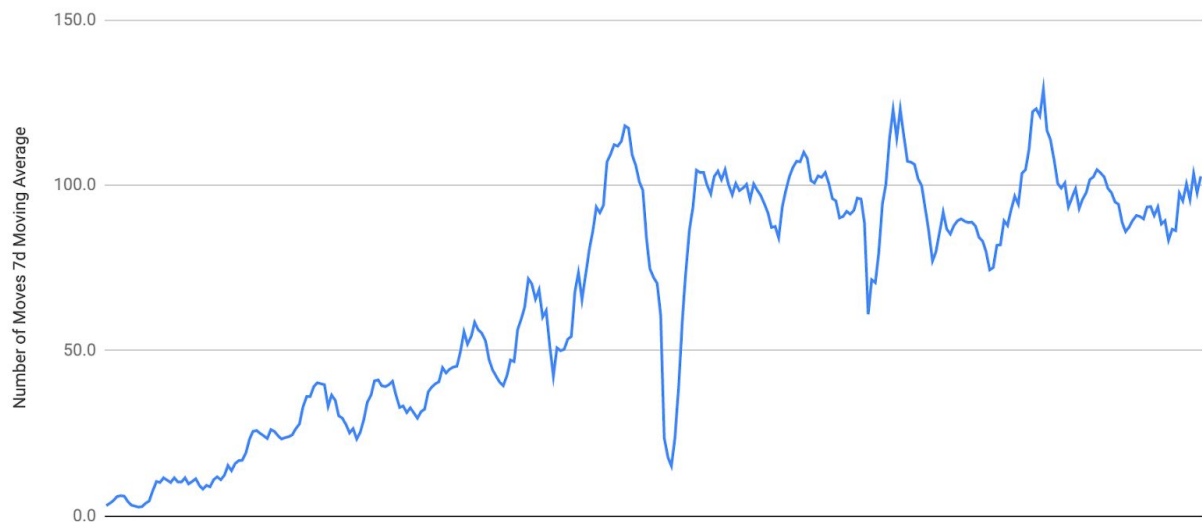
Mike Rimoin, Mobility Manager ReachNow

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![Ubiq logo]

Facts & Figures

StreetCrowd User Acquisition (11 months)

Current registered users all cities, total

Number of moves per day (7-day average, 11 months)
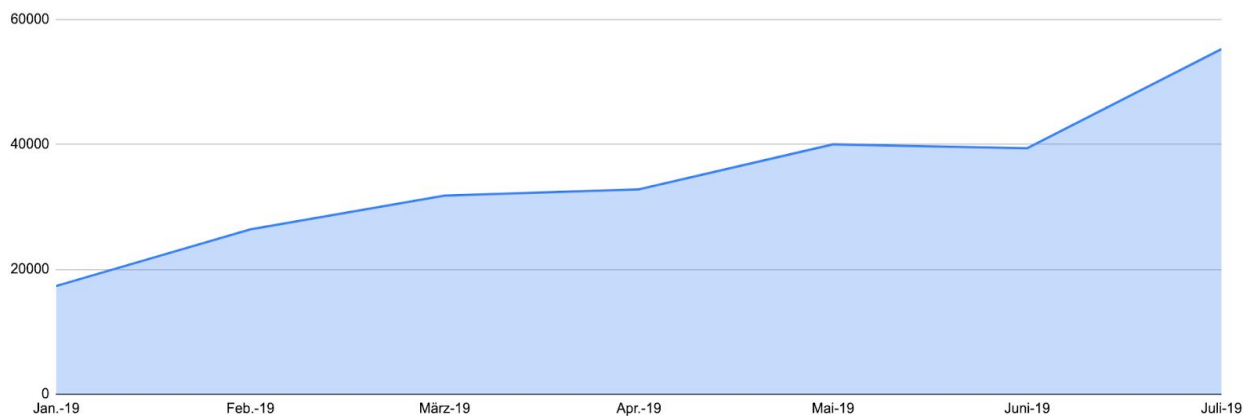
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Additional revenue generated for ReachNow (USD, 11 months)
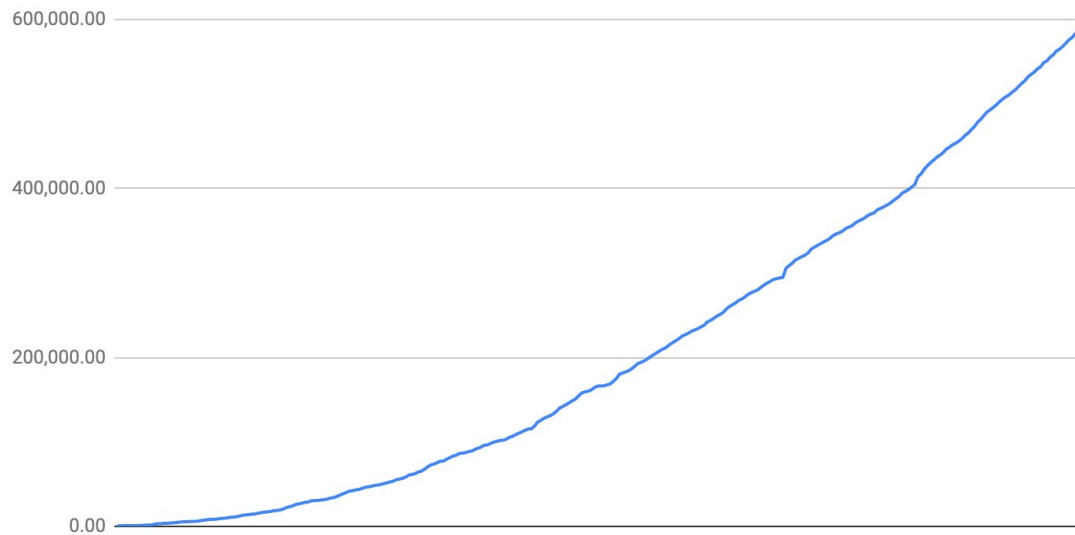
Ubiq revenue (USD, per month)

Want to find out more?

Check out our website: www.ubiq.ai

Or

Contact us directly: sales@ubiq.ai