



**“We give people
the power to
travel”**

Shuttel

Data-driven mobility of the future based on the Full Orbit Data Monetisation Platform (DMP®)

Summary

Shuttel takes mobility entirely off organisations' hands by using a single card to provide access to virtually all forms of mobility, without any administrative hassle.

Because of rapid growth in both customers and suppliers, analysing the data from the 25+ sources in Excel became very time-consuming and slow. In order to base decision-making on factual data rather than gut feeling, the Discovery project was delivered together with partner Full Orbit within the ambitious time frame of 6 months.

As a result, Shuttel now has a detailed, up-to-date picture of the mobility behaviour of the various customer employees, which means it is better able to support customers in implementing and enforcing their mobility policy.

In addition, the data insights have led to better terms with the various suppliers and mobility partners, and to a closer match between the services provided and customer needs.

Finally, the Discovery project led to the development and launch of a new market proposition for electric charging under the name Shuttel Solutions.

Unlimited mobility with Shuttel

Developments in the field of business mobility have been moving faster than ever in recent years. Six years ago, the leasing company of Volkswagen Nederland foresaw that the traditional form of business transport — the lease car — would start to lose ground to other forms of mobility. It therefore set up Shuttel B.V., taking flexibility, individuality and sustainability as the starting points for a new way of looking at business kilometres.

Shuttel takes mobility entirely off organisations' hands. It does so by providing a single card that gives employees access to virtually all forms of mobility, such as train, bus, tram, metro, (shared) car/scooter, taxi and/or bicycle, including the associated services such as parking, refuelling and e-charging. On top of that, all the standard administrative hassle is taken away from companies, and Shuttel is able to set up a future-proof reimbursement policy for its customers in no time at all.

From gut feeling to data-driven decision-making

From 2017 onwards Shuttel grew strongly on both the customer and the supplier side, and saw mobility demand change. That growth also translated into an explosive rise in the volume of internal and external data. The data from 25+ sources was combined and analysed in Excel. This process was extremely time-consuming, costly and complicated. A single data query required 14 hours of processing time, and it took a week to produce usage reports for customers, so the information was already out of date by the time it was delivered.

Because there was a growing realisation that more could be gained from the growing volume of data, the Discovery project was started. Its aim was to take decisions on the basis of factual data and to steer better on the strength of the insights obtained.

[Click here for the extended Shuttel customer video](#)

“The bundling and analysis of all the data sources took place in Excel — a complicated and time-consuming process, which meant that decisions were taken on the basis of a combination of outdated data and a healthy dose of gut feeling.”

Ron de Kroon

Business Development Manager
Shuttel

Why Full Orbit?

“Because Shuttel lacked the technological knowledge required to shape the Discovery project, in 2019 we started looking for a party that could help us implement it. There were five requirements that the potential partner had to meet and that were important in that search:

- Having specialist knowledge relating to data, business intelligence and data science.
- Being able to take everything off Shuttel's hands in the technological field, and providing 24/7 support in realising a data platform.
- Being able to deliver quickly, to meet the very ambitious deadline of 6 months.
- Offering a cost-effective solution.
- Acting as a partner who thinks along with us rather than as a standard supplier.

Following a number of recommendations and intake meetings, Full Orbit was selected as the designated partner to shape project Discovery. What appealed to us was the fact that they offered a single total solution of technology and services. For us this meant that everything was taken care of, including the selection of server or cloud providers for the technology to be used — a task for which we do not have the specialist knowledge and have no wish to develop it.

The solution

The Discovery Project was delivered together with Full Orbit within the set period of 6 months. On the basis of the [Data Monetisation Platform \(DMP®\)](#)

of Full Orbit, a traditional set-up of a data warehouse combined with a business intelligence front-end was chosen.

On the front-end side, Tableau technology was used: business intelligence software characterised by great user-friendliness and reusability, which lowers operational costs.

On the data warehouse side, the **Data Monetisation Platform DMP®** uses a mix of open source products. Because Full Orbit did not have to operate within the constraints of a traditional IT department, they were able to introduce innovative solutions such as:

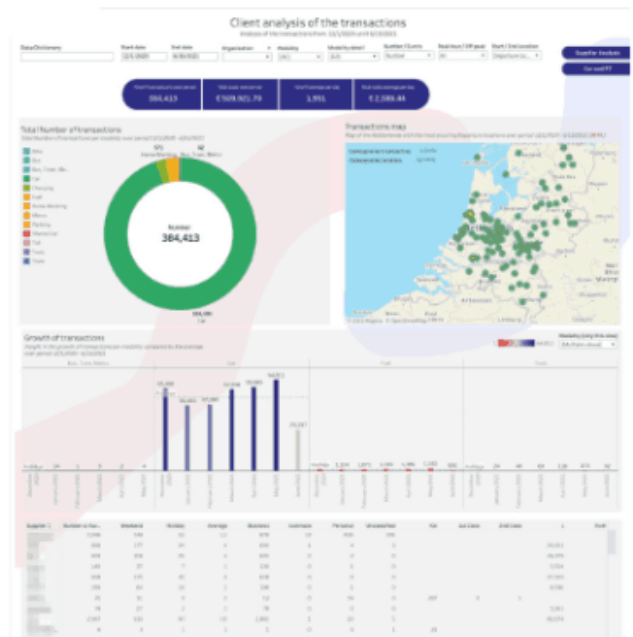
- Placing far more emphasis on “horizontal” latencies per interface, allowing near-real-time data to be added to the data warehouse.
- Making use of modern database techniques that make it possible to eliminate star modelling. This makes the data warehouse far more flexible than solutions using traditional database techniques.
- Fully automatic deployment of new functionality in a modern CI/CD development methodology.
- Reuse of the shared infrastructure that the DMP® provides, such as central logging, which speeds up the project and directly raises quality.
- Embracing open standards such as Python and SQL.

The results

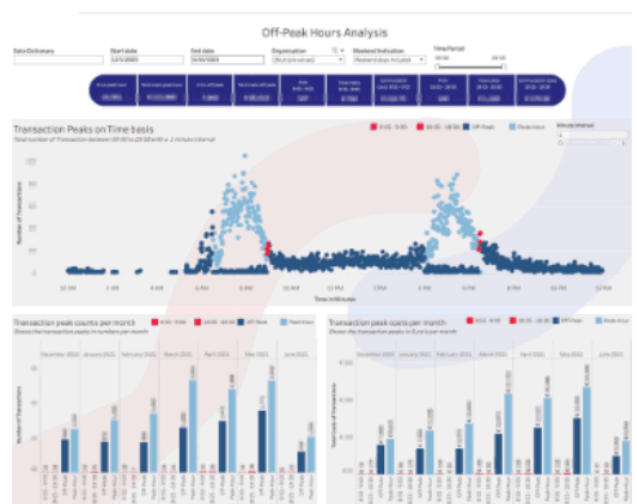
Better service

“Whereas previously every query on the data compiled in Excel took 14 hours, we now have “near real-time” data, and we can carry out any analysis we wish, the results of which are available immediately.

We now provide a far better and more detailed picture of the mobility behaviour of our customers’ various employees. In an employer environment secured with two-factor authentication, we make targeted customer dashboards and reports available, supplemented on request with specific additional analyses.



These insights allow us to support our customers better in implementing and enforcing their mobility policy. That ranges from providing insight into their employees’ travel behaviour and unexpected excesses in it, and giving detailed answers to questions about sustainability and CO2 emissions, through to supporting the spread of staff numbers at the office by matching the number of workplaces available to travel movements.



We notice that customers are able to find us on the basis of the data insights and the related services we can offer them, and that this clearly sets us apart from the competition.”

Better terms and alignment with mobility partners

“In addition to better service for our customers, the data insights have led to better terms with the various suppliers and mobility partners, and to a closer match between the services provided and customer needs. The demand for shared car concepts, for example, turned out to be far greater than we had previously thought, with the result that we have greatly expanded our capacity on the supplier side.”

New market proposition for electric charging

“The data insights revealed that although the number of travel movements in public transport fell drastically because of COVID-19, electric charging actually rose significantly in that period because of the purchase of many new electric cars. This fact, combined with earlier research showing that there was little transparency upstream in the electric charging chain, led us to launch a new market proposition under the name Shuttel Solutions. In doing so we apply our knowledge, expertise and skills in directing mobility to the world of electric charging.”

The collaboration

“Interpretations and definitions are very important in our sector, so at the start of the collaboration with Full Orbit we invested a good deal of time in making clear what we do. From that moment on it went very quickly indeed. Because of the combination of their specialist knowledge and the use of the [Data Monetisation Platform \(DMP®\)](#) they developed, Full Orbit was able to deliver the various parts of the project exceptionally quickly.

They also helped us in particular with translating everything we wanted into what was actually feasible, and with prioritising it. All of this with consistently good insight into the progress of the costs and under excellent project

management”

The future

“The initial phase of the Discovery project has helped us gain insight into the data and the current state of our business. We are now working on the follow-up steps that will take us further in our data maturity. With the help of Full Orbit and their [Data Monetisation Platform \(DMP®\)](#) we are now bringing in data science and machine learning technology so that we can make predictions on the basis of data and use these to support decision-making for our customers.

Because we know our customers better and better, we are also better able to help them determine how their day will look. With our slogan “We give people the power to travel” we aim to give our customers the best travel advice 24/7 on the basis of machine learning via the Shuttel App, so that they themselves, driven by data, can make the most optimal choice.”

“What the Discovery project has personally brought me is the fact that in my current work I have a better insight into the ins and outs of Shuttel’s operations, and that it helps me to hold a better discussion on substance in my supplier and customer relationships.

Working with Full Orbit feels as if we have gained a number of colleagues we can put questions to and who continually challenge us about what more is possible with our data going into the future.”

Ron de Kroon

Business Development Manager
Shuttel

Find out more

Would you like to know how you too can make more impact with data within your organisation? Then please do get in touch with us. We would be glad to tell you more.

Get in touch



Full Orbit

Jan van Krimpenweg 7-Q
2031 CE Haarlem

E info@full-orbit.com
T +31 (0)20 5300 390

Socials:

