



ElectricFeel has pioneered the shared electric mobility market



To successfully and sustainably grow your business in the dynamic and challenging shared mobility market, sustainable partnerships are key. That much was clear when Moritz Meenen, CEO of ElectricFeel, was interviewed about ElectricFeel's partnership with AXA IN to provide smooth shared mobility solutions.

ElectricFeel

As Moritz explains, ElectricFeel helps companies launch and scale electric mobility services by providing them with technology and know-how. Our core product is the software platform, consisting of an intelligent fleet management system for the mobility provider and a front app for the end-consumers of the mobility service, which is customised for the brand and wishes of the mobility provider.

But ElectricFeel is much more than just a software developer. Since its foundation in 2012, ElectricFeel has pioneered the shared electric mobility market with the aim to help cities solve their mobility problems and reduce pollution by giving them 'the tools they need to replace cars with eco-friendly, quiet, light electric vehicles.'

For a large part, these shared fleets consist of electric mopeds and scooters, but given their growing popularity and availability, electronic bicycles form a reasonable addition. However, e-bikes differ in that they need a mechanical ring lock able to connect and communicate with ElectricFeel's software platform for the whole system to work. And that is where AXA IN comes in.

'In the end it is people working together, with expectations of performance, standards of quality and shared value'



AXA IN Solutions

Just like ElectricFeel has pioneered in the shared mobility market by developing software solutions, AXA IN has pioneered by developing ways to integrate bicycles into shared fleets.

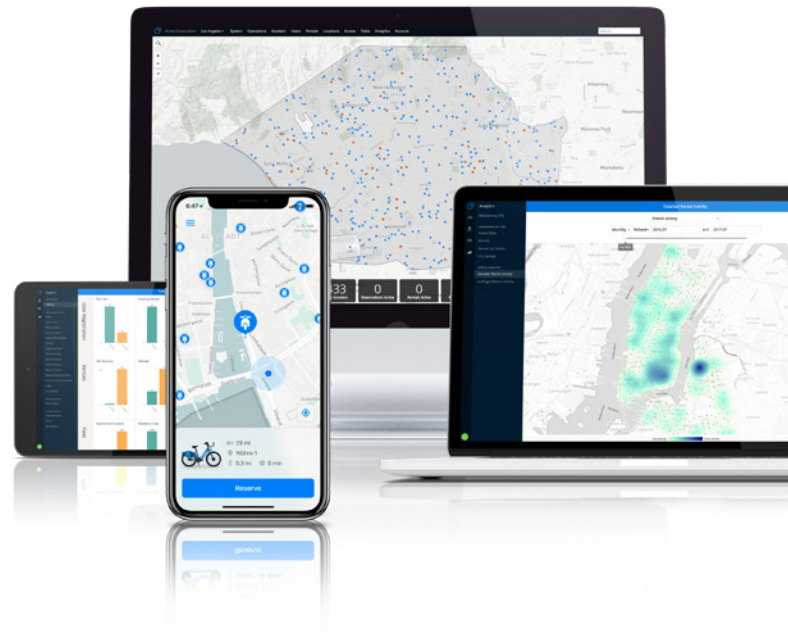
That started by developing the AXA IN electronic ring lock and an IoT module that connects the lock and e-bike to the internet of things. In cooperation with manufacturers these modules are integrated into e-bikes, and through AXA IN API connections, they can communicate with fleet management software such as ElectricFeel's.

An example of these integrations is the eCooltra project, in which ElectricFeel and AXA IN partnered up to complement eCooltra's shared fleet in Barcelona with e-bikes. The e-bikes that are now available for the public are fitted with AXA IN electronic ring locks and IoT modules, and communicate through an AXA IN API connection with ElectricFeel's platform. This allows the operator, eCooltra, to manage its fleet, and through a frontend app connected to ElectricFeel backend, allows the end-user to open the lock and use the e-bike.

The above may sound slightly complicated, mainly because it is. These are complex projects in which several systems need to be integrated into a whole that, from the moment it goes live, allows the operator to efficiently manage its fleet of e-bikes and provides a flawless experience for the end-user. Continuous and instant troubleshooting is essential to create and sustain these systems, for which AXA IN has a specialised helpdesk. On top of that, since these projects involve multiple players, communication is key, and not just in the sense of a solid API connection.

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Sustainable Partnership

As Moritz explains, 'In the end it is people working together, with expectations of performance, standards of quality and shared values, and I can just say that the AXA IN team and our development team have a very good alignment and working relationship. And in the globalised world that we are in right now, and for such complex projects, that is not something to be taken for granted.'

On that, we could not agree more. Communication and partnership are key to succeed in the shared mobility market. That is why AXA IN strives to build sustainable partnerships, both to achieve our short-term goals of providing smoothly operating and cost-efficient shared mobility solutions for our clients, as well as to contribute to the long-term goal of creating a less-congested, cleaner and more sustainable future together.

Used AXA IN solution

- AXA-IN connected module
- AXA-IN API connection

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