• PUBLIC 公開

KINTO SHARE

DELIVERY APPROACH

• PUBLIC 公開

Index

Delivery approach

Main activities

Governance & timing plan

• PUBLIC 公開

Purpose of the document

This document provides a high level approach and steps to activate KINTO Share service in a market. The 4 main phases present each a series of sub tasks. A more detailed list of all activities for each sub task can also be found in the document: 11. Timing plan & activities list.

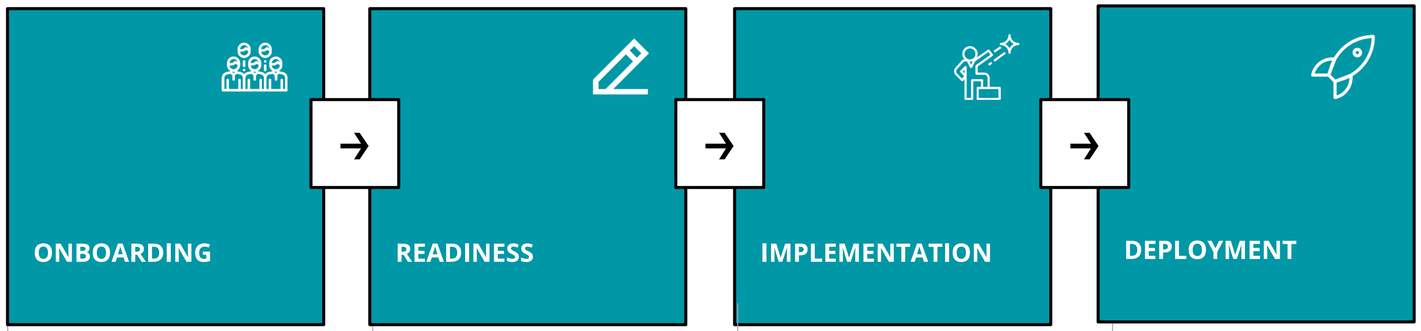
• PUBLIC 公開

Delivery approach



• PUBLIC 公開

Main steps and goals



Engagement of the country to present the pan-e product and agree on the scope to be delivered (including its business evaluation).

Definition of all aspects of the service to be implemented (product, processes, IT architecture…) and preparation of the plan.

Implementation of aspects defined in previous phase and validation of the product before the launch.

Activation and monitoring of the service.

• PUBLIC 公開

Blueprint for country activation

onboarding



. PAN-E PRODUCT **VISION** AND **SERVICE** PRESENTATION

. DEFINITION OF **SERVICE MODEL** AND **USE CASES**

. **DEALER** IDENTIFICATION AND **ONBOARDING**

. **GOALS** SETTING

. **DELIVERY PLAN** DEFINITION

readiness



. **PRODUCT** APPROVAL

. **GAPS** ASSESSMENT

. **JOURNEY** ANALYSIS

. **PROCESSES** ANALYSIS

. **SYSTEM** MAPPING

. **CUSTOMER SUPPORT** MODEL AND PROCEDURES DEFINITION

. **KPI** DEFINITION

. **LEGAL** ASSESSMENT

. **COMMUNICATION & MARKETING** STRATEGY DEFINITION

. **MIGRATION STRATEGY** DEFINITION *

. DEFINITION OF **IMPLEMENTATION PLAN**

implementation



. LOCAL **INTEGRATIONS**

. **TRANSLATION** OF APP AND BO

. **UAT** TESTING AND VALIDATION

. **HARDWARE** INSTALLATION

. **MONITORING TOOL** CONFIGURATION

. CONFIGURATION AND ACTIVATION OF **WEBSITE**

. **DEALER OPERATIONS** SET UP*

. **GO LIVE PLAN** CONFIRMATION

deployment



. REMOTE **TRAINING** (CC, CR, Dealer...)

. **COMMUNICATION** LAUNCH

. **FLEET** DEPLOYMENT

. SERVICE **ACTIVATION**

. MONITORING AND **ISSUES** MANAGEMENT

* Applicable only to markets migrating from an existing service and provider.

• PUBLIC 公開

Areas impacted

LEGAL & COMPLIANCE

Assessing all legal implications and GDPR compliance

KINTO LEGAL

COMMUNICATION & MARKETING

Planning all communications required towards customers

AGENCY / KINTO

MOBILITY PLATFORM

Assessing impacts and gaps for all technical activities required

VULOG

PAYMENT PLATFORM

Analysing payments operations and configuration

KINTO / VULOG

VEHICLES SETUP

Study for OBU setup and installation

KINTO / VULOG

BILLING & INVOICE

Analysing impacts on billing operations and integrations

KINTO / VULOG

CUSTOMER SUPPORT

Assessing call centre operations and related operative procedures

SUPPLIER

CONTROL ROOM

Assessing control room operations and related operative procedures

SUPPLIER / KINTO

FLEET OPERATIONS

Assessing fleet operations and related operative procedures

FLEET TEAM

DEALER OPERATIONS

Analysing and implementing dealer operations

DEALER / KINTO

• PUBLIC 公開

Standard pan-e documents and tools available

Tool	Description	Delivery step
1. CUSTOMER JOURNEY	Presentation of standard customer journey.	**ONBOARDING**
2. SERVICE MODEL	Presentation of dealer model use cases and organizational model.	**ONBOARDING**
3. PRICING MODELS	Reference to Italy and Sweden pricing model and rates.	**ONBOARDING**
4. BACK OFFICE FEATURES MAPPING	Mapping of all features of Vulog backoffice for B2C and B2B.	**ONBOARDING**
5. DELIVERY APPROACH	Steps and activities required to launch KINTO Share service.	**ONBOARDING**
6. TIMING PLAN AND ACTIVITIES LIST	High level timing plan and detailed activities list.	**ALL STEPS**

• PUBLIC 公開

Standard pan-e documents and tools available

Tool	Description	Delivery step
7. PRODUCT APPROVAL CHECKLIST	Checklist to frame the service configuration of a market.	**READINESS**
8. OPERATIVE PROCEDURES	Standard procedures for customer support operations.	**READINESS**
9. LEGAL PACK	Standard pan-e templates for Terms and Conditions and Privacy Policy.	**READINESS**
10. PAN-E MARKETING JOURNEYS	High level marketing journeys.	**READINESS**
11. UAT TEST SCENARIOS	List of test scenario to validate the service before the go live.	**IMPLEMENTATION**

• PUBLIC 公開

Main activities

• PUBLIC 公開

Onboarding

activity	objective & description	output
PAN-E PRODUCT VISION AND FEATURES PRESENTATION	Presentation of KINTO Share pan-e vision, Vulog mobility platform, integrations and features available that countries can adopt to enable different service models and use cases.	**KINTO SHARE PAN-E COUNTRY PRESENTATION**
DEFINITION OF SERVICE MODEL AND USE CASES	Workshop to evaluate service model of interest and use cases. This phase also includes a business evaluation of the model and use cases selected to evaluate the potential of the business.	**SERVICE MODEL AND KEY USE CASES IDENTIFIED**
DEALER IDENTIFICATION AND ONBOARDING	If the country is planning to launch a KINTO Share dealer model, before committing to the plan it will be necessary to have also the commitment from 1 or at least 2 dealers for the piloting phase.	**PILOT DEALER ONBOARDED**
GOALS SETTING	Setting of the goals and expected results that the country is targeting after the launch (pilot, extended pilot, scale up phase).	**GOALS AND KPI FOR SERVICE ACTIVATION**
DELIVERY PLAN DEFINITION	Definition of the delivery plan based on the service model, use cases, goals agreed and market needs.	**DELIVERY PLAN**

• PUBLIC 公開

Readiness

activity	objective & description	output
PRODUCT APPROVAL	General assessment to evaluate the readiness of the country to activate the pan-e mobility platform and journey.	**READINESS ASSESSMENT**
GAPS ASSESSMENT	Assessing any local gaps in terms of local legal or tax requirements to implement the pan-e journey or use cases selected.	**PRODUCT SCOPE VALIDATED**
JOURNEY ANALYSIS	Review of the pan-e customer journey based on the local scope of use cases selected.	**VALIDATED JOURNEY**
PROCESSES ANALYSIS	Review of the pan-e customer journey based on the local scope of use cases selected.	**VALIDATED INTERNAL PROCESSES**
SYSTEM MAPPING	IT assessment of the systems required to support the journey and processes validated.	**IT ARCHITECTURE VALIDATED**

• PUBLIC 公開

Readiness

activity	objective & description	output
CUSTOMER SUPPORT MODEL AND PROCEDURES DEFINITION	Definition of the ideal customer support model to support the service and localization of the procedures.	**CUSTOMER SUPPORT MODEL VALIDATED + LOCAL PROCEDURES**
KPI DEFINITION	Presentation of pan-e standard KPIs and identification of any additional KPI that the country can configure based on goals that have been set and on the use cases to be activated.	**KPI REVIEW AND SCOPE VALIDATION**
LEGAL ASSESSMENT	Legal assessment and localization of Terms and conditions and Privacy Policy.	**TERMS & CONDITIONS, PRIVACY POLICY**
MARKETING AND COMMUNICATION STRATEGY DEFINITION *	Definition of the marketing and communication strategy to be implemented towards customers.	**MARKETING JOURNEYS DEFINED AND LOCALIZED**
MIGRATION STRATEGY DEFINITION	Definition of the approach and timing to migrate customer data, the app (from current supplier) and the on board units.	**MIGRATION TASKS AND PLANNING**

* Applicable only to markets migrating from an existing service and provider.

• PUBLIC 公開

Readiness

activity	objective & description	output
DEFINITION OF THE IMPLEMENTATION PLAN	Preparation of the timing plan and activities list for the implantation phase based on the output of the current phase.	**IMPLEMENTATION PLAN AND DETAILED ACTIVITIES**

• PUBLIC 公開

Implementation

activity	objective & description	output
LOCAL INTEGRATIONS	Identification of local integrations and technical assessment for the implementation.	**INTEGRATIONS SCOPE AGREED AND PLAN VALIDATED**
TRANSLATIONS	Translation of the app, the back office and the Vubox installation manual in the local language.	**APP, BO, BBO AND MANUAL TRANSLATED**
HARDWARE INSTALLATION	Provisioning and installation of the on board units.	**OBU INSTALLED**
PLATFORM CONFIGURATION	Set up and configuration of all aspects needed to enable the customer journey and processes mapped (fleet, pricing, parkings, system emails, etc.) .	**PLATFORM CONFIGURED AND READY FOR UAT**
APP CONTENT	Upload of content in the app.	**APP CONTENT UPDATED**

• PUBLIC 公開

Implementation

activity	objective & description	output
UAT	Testing and validation of the journey, use cases and back end functionalities in scope, with the use of the pan-e UAT test scenarios tool.	**PRODUCT VALIDATED FOR GO LIVE**
DATA MIGRATION *	Extraction of the customer database and import in the new platform.	**CUSTOMER DATA MIGRATED**
OBU MIGRATION *	Substitution of on board units. This step is applicable only to markets who have decided to change their current on board units.	**OBU REPLACED**
APP MIGRATION *	Implementation of app migration strategy on the app stores as defined in previous phase.	**APP AVAILABLE ON THE STORES**
DEALER OPERATIONS	Identification of resources within the dealer organization.	**DEALER RESOURCES IDENTIFIED**

* Applicable only to markets migrating from an existing service and provider.

• PUBLIC 公開

Implementation

activity	objective & description	output
SERVICE MONITORING	Activation of local instance for the KPI monitoring tool.	**TABLEAU CONFIGURED**
WEBSITE	Website content update.	**WEBSITE UPDATED**
GO LIVE PLANNING	Go live plan and activity list definition.	**GO LIVE PLAN DEFINED**

• PUBLIC 公開

Deployment

activity	objective & description	output
TRAINING	Training of the dealer staff, contact centre operators and control room.	**CC, CR AND DEALERS TRAINED**
PRODUCTION ENVIRONMENT ACTIVATION	Fleet activation in the PROD environment.	**PROD ENVIRONMENT CONFIGURED**
APP MIGRATION *	End of life functionality activation (force update of new app).	**END O LIVE ACTIVATED**
WEBSITE	Activation of Vulog portal on the website..	**WEB PORTAL ACTIVATED**
COMMUNICATION	.Implementation of the communication strategy defined.	**PRE AND POST GO LIVE COMMUNICATIONS SENT**

* Applicable only to markets migrating from an existing service and provider.

• PUBLIC 公開

Deployment

activity	objective & description	output
GO LIVE	.Activation of the service.	**SERVICE ACTIVATED**
LEGAL *	Notify existing users of T&C and Privacy Policy update.	**COMMUNICATION TO CUSTOMERS SENT**
PLATFORM MIGRATION *	Switch off of local platform.	**LOCAL PLATFORM DEACTIVATED**
MONITORING AND ISSUE MANAGEMENT	Post activation monitoring to evaluate service performance, platform stability and timely manage any issue arising. This step also includes monitoring of customer feedback from customer support operations to spot any criticality in the service.	**CUSTOMER SUPPORT REPORT AND CRITICAL ISSUES MANAGED**

• PUBLIC 公開

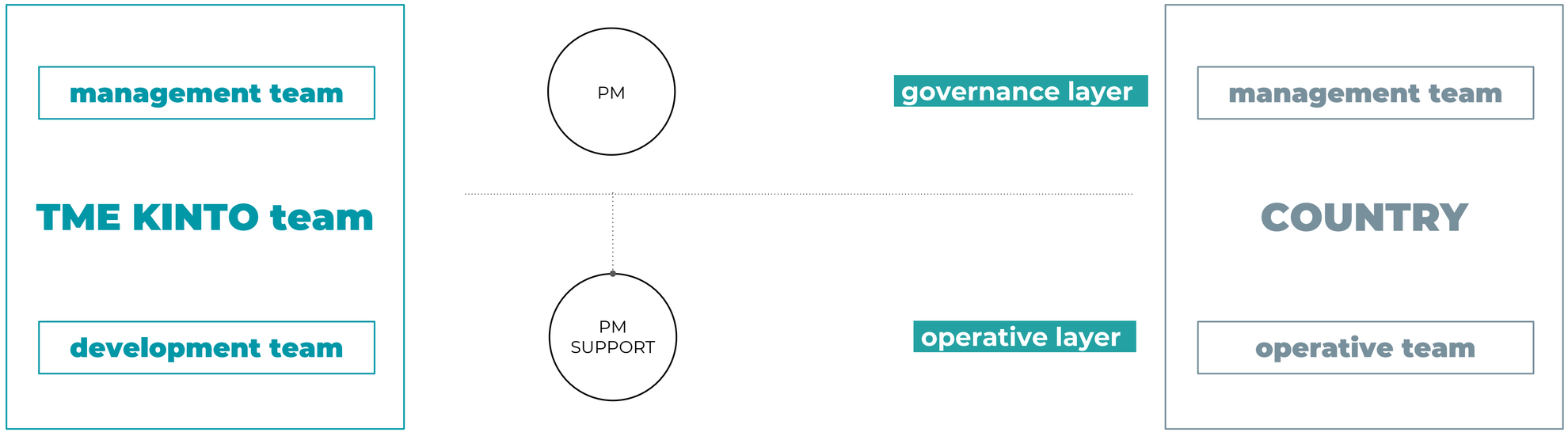
Governance &
high level timing plan



• PUBLIC 公開

Governance

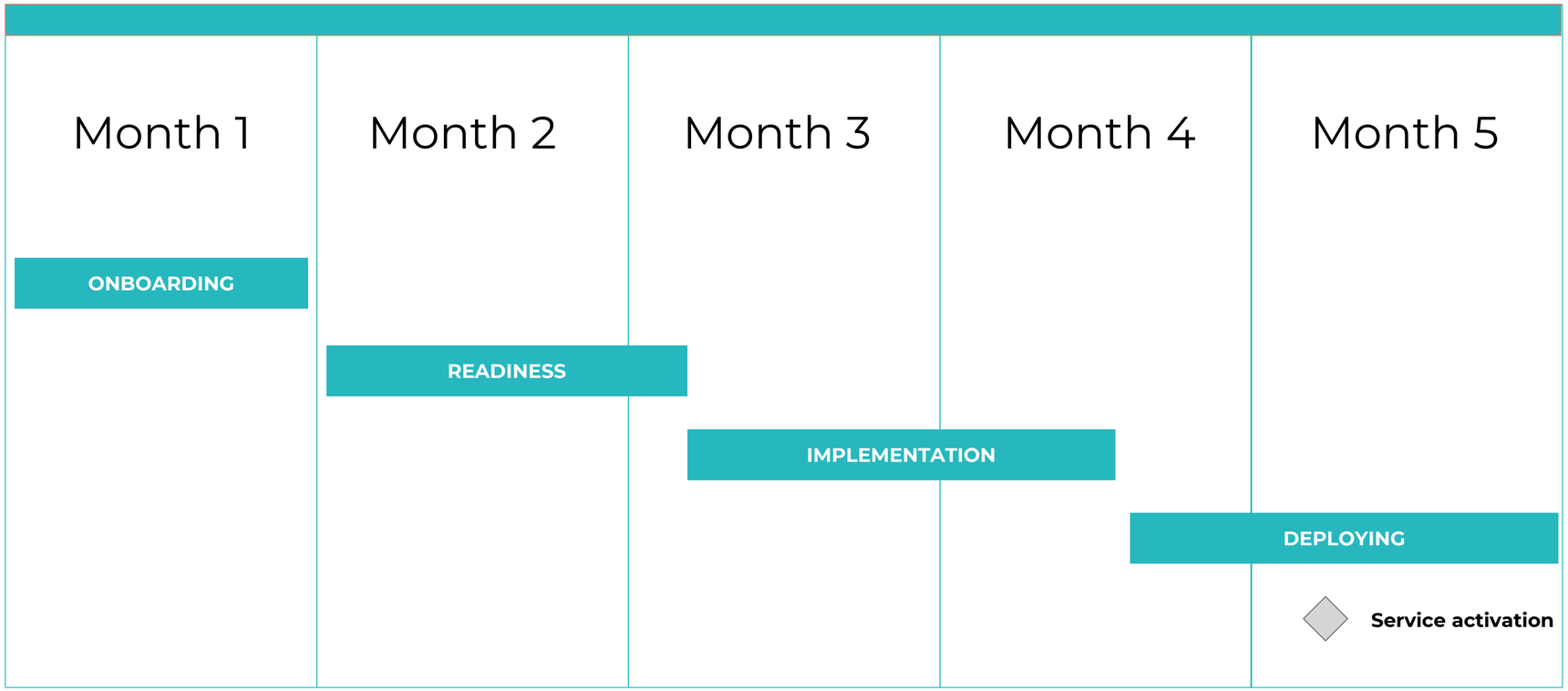
The following is a possible team structure for managing the activation of the service. According to the complexity of each market there could be some differences in the team structure (e.g. addition of a a technical PM).



• PUBLIC 公開

High level timing plan

The following is a high level estimation of a timing plan to activate KINTO Share service on the pan-e platform. This could slightly vary market by market according to local differences and requirements.



• PUBLIC 公開

KINTO SHARE

DELIVERY APPROACH