

# BUSUP

*ST-41 Innovación en materia de economía circular*  
#CONAMA2022

Gestión integral y eficiente  
del servicio de transporte  
empresa

Noviembre 2022

# BUSUP

Linking Paths

Keynote Presentation

## Commuter Trends & Success Stories





**+100**

Corporate Clients

**+150**

Bus operators

**+1,200**

Daily Routes

**+400K**

Monthly Passengers

**60%**

Average Occupancy Rate

World Leader

## Innovative management of corporate shuttle commuting programs, through technology

Corporate clients



We take care of everything so you can focus on your business

## Best-in-class TECH and dedicated MGT services to deliver HQ services, at an affordable price

### TECHNOLOGY



- ✓ USER' and DRIVERS' APP
- ✓ USER Web booking platform
- ✓ CLIENT Web MGT. platform
- ✓ BUS OPERATOR's Web MGT. platform

### MANAGEMENT



- ✓ 24/7 Customer Care
- ✓ 24/7 IT Support
- ✓ 24/7 Traffic Control
- ✓ Quality and Safety control

### BENEFITS



**TRANSPARENCY**  
Real time data



**EFFICIENCY**  
<40% cost reduction



**FLEXIBILITY**  
100% adaptable



**SUSTAINABILITY**  
<80% reduction in CO2 emissions



Keynote Presentation

# Trends in Urban and Suburban Commuting

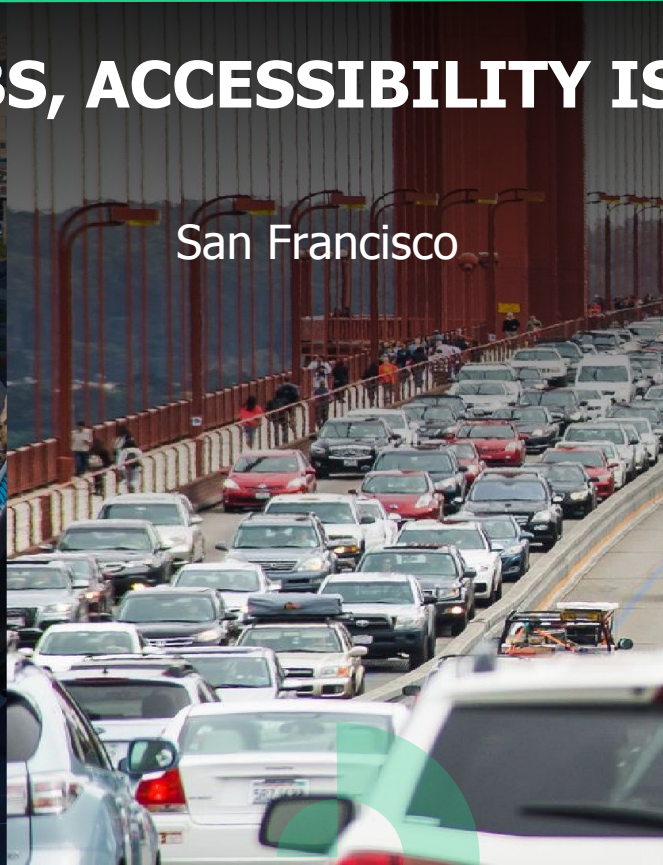


# IN THE SUBURBS, ACCESSIBILITY IS KEY FOR TALENT

Madrid



San Francisco



São Paulo



# NO CAR, NO JOB, NO TALENT



S

MILLENNIALS



WOMEN



LOW INCOME

## IS CAR THE SOLUTION?

LESS  
DRIVING LICENCES



HIGHER  
GAS PRICES



3 DAY  
OFFICE





## WHAT'S THE ALTERNATIVE?

### COST OF COMMUTING

*as a % of total compensation cost of an employee*

23 %

with an  
owned car

18 %

with shuttle  
20% occupancy

5 %

with shuttle  
70% occupancy



Keynote Presentation

## **3 Success Stories that will blow your mind**

## **L**V LOUIS VUITTON

### Overview

- World's largest luxury brand
- **Factory** in **isolated** Industrial Area
- **1. 112 employees** working on 3 shifts
- **90% female** employees

### Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting** young employees
- **High cost** of shuttle programs



## LV LOUIS VUITTON

### Overview

- World's largest luxury brand
- **Factory** in **isolated** Industrial Area
- **1. 112 employees** working on 3 shifts
- **90% female** employees

### Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting** young employees
- **High cost** of shuttle programs

### Solution

**FULL-STACK**

FLEXIBLE

MULTI-SITE

SHARING

**OPTIMIZATION**

**CO-PAYMENT**



## LV LOUIS VUITTON

### Overview

- World's largest luxury brand
- **Factory** in **isolated** Industrial Area
- **1. 112 employees** working on 3 shifts
- **90% female** employees

### Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting** young employees
- **High cost** of shuttle programs

### Solution

**FULL-STACK**

FLEXIBLE

MULTI-SITE

SHARING

**OPTIMIZATION**

**CO-PAYMENT**

### Results

**16**

New Shuttle  
Routes

**65%**

Occupancy  
Ratio

**-25%**

Transportation  
Costs

## LV LOUIS VUITTON

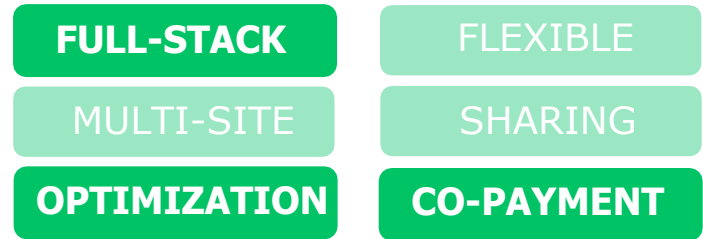
### Overview

- World's largest luxury brand
- **Factory** in **isolated** Industrial Area
- **1. 112 employees** working on 3 shifts
- **90% female** employees

### Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting** young employees
- **High cost** of shuttle programs

### Solution



### Results





## Overview

- Merlin hub **largest business hub** in Europe.
- **33 office buildings** and 33.000sqm (Madrid)
- **Personalized MaaS APP** for tenants and employees
- **Shuttle routes** from city center

## Challenges

- Shuttle routes **not optimized**
- Shuttles services **not integrated** with MaaS
- **Informal sharing** difficult to report





## Overview

- Merlin hub **largest business hub** in Europe.
- **33 office buildings** and 33.000sqm (Madrid)
- **Personalized MaaS APP** for tenants and employees
- **Shuttle routes** from city center

## Challenges

- Shuttle routes **not optimized**
- Shuttles services **not integrated** with MaaS
- **Informal sharing** difficult to report

## Solution

**FULL-STACK**

FLEXIBLE

MULTI-SITE

**SHARING**

**OPTIMIZATION**

CO-PAYMENT





## Overview

- Merlin hub **largest business hub** in Europe.
- **33 office buildings** and 33.000sqm (Madrid)
- **Personalized MaaS APP** for tenants and employees
- **Shuttle routes** from city center

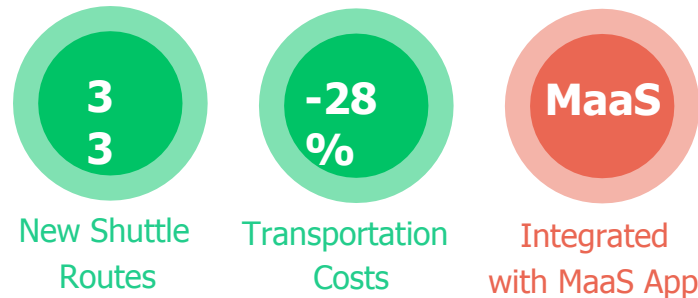
## Challenges

- Shuttle routes **not optimized**
- Shuttles services **not integrated** with MaaS
- **Informal sharing** difficult to report

## Solution



## Results





GRIFOLS



DXC.technology



Boehringer  
Ingelheim

## Overview

- HQs located in **Industrial Area** in Barcelona
- **2km radius** from each HQ
- Highly **qualified employees**

## Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting young** employees
- **High cost** of shuttle programs





GRIFOLS



DXC.technology



Boehringer  
Ingelheim

## Overview

- HQs located in **Industrial Area** in Barcelona
- **2km radius** from each HQ
- Highly **qualified employees**

## Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting young** employees
- **High cost** of shuttle programs

## Solution

FULL-STACK

FLEXIBLE

MULTI-SITE

SHARING

OPTIMIZATION

CO-PAYMENT



GRIFOLS



DXC.technology



Boehringer  
Ingelheim

## Overview

- HQs located in **Industrial Area** in Barcelona
- **2km radius** from each HQ
- Highly **qualified employees**

## Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting young** employees
- **High cost** of shuttle programs

## Solution

FULL-STACK

FLEXIBLE

MULTI-SITE

SHARING

OPTIMIZATION

CO-PAYMENT

## Results

24

New Shuttle  
Routes

60  
%

Occupancy

-66  
%

Transportation  
Costs





GRIFOLS



DXC.technology



Boehringer  
Ingelheim

## Overview

- HQs located in **Industrial Area** in Barcelona
- **2km radius** from each HQ
- Highly **qualified employees**

## Challenges

- No **public transportation** nor **parking**
- Low perceived **safety**
- Difficulties **attracting young** employees
- **High cost** of shuttle programs

## Solution

FULL-STACK

FLEXIBLE

MULTI-SITE

SHARING

OPTIMIZATION

CO-PAYMENT

## Results

24

New Shuttle  
Routes

NEW

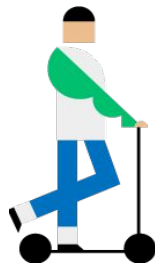
Co-payment  
adapted to every  
company

-66  
%

Transportation  
Costs



## Find the **RIGHT** commuting program for **YOUR** company



# Thank you!

Pol Pau Garrido  
Business Development Manager  
[pol@busup.com](mailto:pol@busup.com)

## HQ USA

*Larkin Street, San Francisco, CA 94109,*  
*+1415 375 1681*  
[usa@busup.com](mailto:usa@busup.com)

## HQ Europe

*Gran Via de les Corts Catalanes, 133, 6 1*  
*08014 Barcelona*  
*+34 937376511*  
[info@busup.com](mailto:info@busup.com)

## HQ LatAm

*Alameda Rio Negro, Alphaville, Barueri - SP,*  
*06454-000, Brazil*  
*+55 11 4552 6462*  
[contato@busup.com](mailto:contato@busup.com)

**BUSUP**

Linking Paths