

# High Potential Initiatives Profiles

## 1 Accelerator



SOULFI

## 2 Project and Organization

INES-FI - The first one stop solution for integrated urban mobility services powered by FIWARE  
Kiunsys srl



### 2.1 Country

Italy

### 2.2 Project Abstract

Today 64% of all distances travelled are urban and the amount of travel within urban areas is expected to triple by 2050. The connected city can be a promising solution. Kiunsys wishes to offer the first connected mobility platform overcoming the fragmentation of the existing siloed systems, hardware and software, for urban mobility services, and supporting the integration of multiple applications, to deliver integrated, more effective and higher quality services. The core platform aimed at the management of the mobility regulations for the access, transit and parking in the city and the sales of related services, INES Cloud, is already able to connect to many urban road infrastructures (i.e. parking sensors, LTZ gates, VMS, etc.) managing a huge amount of data and processes. However it still needs to enhance some key aspects for reaching its goal: embracing open standards for interfacing more third party systems so opening the product to future technological evolutions towards the IoT and Big Data.

The objective is to exploit some of the FI-WARE Generic Enablers (GEs) to add new key features and services to INES Cloud, to become the one stop solution for managing all the operations related to mobility, parking and city logistics in cities of any size. The idea is to greatly improve INES Cloud along two directions:

- 1) To evaluate and later integrate one or more of the 4 Backend Device Management GEs (NEC IoT Broker Configuration Manager, Orion Context Broker, Backend Device Management – IDAS, Configuration Manager - IoT Discovery). This will enhance the INES connection with the IoT world in a more radical way, by supporting more standardized and easier interfaces to on field urban devices (sensor, actuators and related gateways) for devices management, acquisition of data streaming, data elaboration and actions triggering;
- 2) To integrate PROTON CEP GE (Complex Event Processing). This will greatly enhance the INES capability of processing the increasing amount of urban mobility operations and services by enabling the platform to tackling real time, more complex event driven, action-reaction mechanisms.

### 2.3 Sector

Consumer Transport and Logistics, Public Administration and Defence; Compulsory Social Security, Transportation and Storage.

## 2.4 Target Market

Kiunsys has a B2B model. It helps cities to innovate mobility, parking and urban logistics by providing hardware and software solutions for the Smart Mobility, Smart Parking and City Logistics. Kiunsys technologies are able to unify all the regulations and processes that govern the access, transit and parking of vehicles and people in the city, integrating hardware and existing third-party services.

Kiunsys customers are the municipalities or the municipal companies in charge of the management of mobility and parking, as well as public or private organizations, who have the need to control the access, parking and transit of vehicles within a specified area (airports, hospitals, agricultural centres, university campus, etc.).

Kiunsys operates through direct sales & through trading partners who can help market its product internationally. It selects its target customers on a geographical basis & in relation to the number of inhabitants of a city ( small, medium, etc.). Then follow direct actions for identifying the decision makers, the qualification requirements and the subsequent offering.

## 2.5 Business Model

Kiunsys operates according to 2 business models:

- as a Service
- revenue sharing

The as a Service model includes (1) a one-time fee for the supply, installation and configuration of all the hardware and cloud software components, (2) an annual fee covering the licenses, yearly maintenance and cloud IaaS rental. The as a Service model, successfully used since the beginning, is strictly linked to the characteristics of the Kiunsys offer: indeed it is made up of a set of integrated and modular software and hardware products, which can be sold separately or bundled, as well as a complete turnkey solution. This flexibility allows us to adapt effectively to the needs of each client and to the specificities of individual urban realities and to integrate with existing systems and infrastructure. The model also facilitates up-selling strategies and facilitates the construction of solid and lasting business relationships.

The revenue share model replaces the cost of setup and annual fees with a fee on all transactions made through Kiunsys technologies (payment of permits, parking, etc.).

The economic transactions for the provision of the mobility services offered by the cities are in fact one of the most important sources of revenue: sale of permits and online subscriptions, payment of parking by mobile app, sale of permits and subscriptions for coaches, sanctions.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	YES
IOT	YES

## 2.6 Website

<http://www.kiunsys.com/>