FLEET & MOBILITY INNOVATION AWARD – TARGA VIASAT BELGIUM

Redefining mobility as a strategic lever through data-driven, modular innovation

Using real-world data to design scalable, shared mobility solutions tailored to each organization

Context and trends: a new mobility model

Across Belgium, organisations — both public and private — are undergoing a profound transformation in how mobility is conceived, managed, and valued. Once limited to operational logistics or employee transport, mobility has now become **a strategic lever** — directly impacting organisational performance, sustainability goals, employer attractiveness, and even brand reputation.
This shift is accelerated by structural trends such as fleet electrification driven by the 2026 tax reform, the planned expansion of low-emission zones, and the mainstreaming of mobility budgets. These regulatory and societal shifts are reshaping mobility strategies — creating both challenges and opportunities for those seeking to future-proof their operations and ESG commitments.

A vision: "Shared & connected mobility as a service"

At Targa Viasat, we embrace a tailored approach to organisational and shared mobility, built on flexibility and operational simplicity. Every organisation has unique needs, which is why we design modular solutions that can evolve over time—starting with a single service and expanding into a comprehensive ecosystem. Everything is managed through a **unified digital platform**, designed to simplify governance and provide centralised, intuitive control.

This is complemented by **continuous consulting support**: we guide our clients throughout the entire transformation journey, from the initial analysis to full implementation, ensuring that every decision is informed by data, experience, and strategic insight. Our flexible model adapts to changing mobility needs, enabling organisations to scale and reconfigure shared services as their priorities evolve.

Key Innovation: data-driven, flexible shared mobility

We believe the future of shared mobility — whether corporate or public — lies not just in providing access to shared vehicles, but in optimising their use through intelligent, adaptive systems.

Our innovation starts with **real-world mobility needs analysis**, powered by smartphone-as-a-sensor technology. By leveraging anonymised, real-time data from users' mobile devices, we gain deep insights into actual travel patterns, enabling us to **design services that truly reflect how people move**.

This data-driven foundation supports **saturation analysis powered by artificial intelligence**, embedded in our connected mobility platform. It allows for dynamic, predictive fleet management that enhances efficiency, reduces waste, and ensures resources are allocated where they're needed most.

Moreover, we go beyond traditional car sharing by offering multi-asset shared mobility services — including cars, vans, e-bikes, scooters, and corporate shuttles — creating a flexible, integrated ecosystem that adapts to diverse user needs and urban contexts.

What we deliver

We offer more than a technological platform — we provide a **comprehensive operational and strategic framework for reshaping mobility within organisations**. Our solution combines intelligence, flexibility and performance through:

- **An integrated vision of organisational mobility and vehicle sharing**, where every vehicle is continuously monitored, analysed and optimised — not just for cost-efficiency, but for alignment with broader mobility goals such as accessibility, coverage and ESG commitments.
- **A data-driven technology that interprets real-world usage patterns to recommend concrete, actionable strategies**: from vehicle redeployment and targeted fleet downsizing to mobility offer remodulation, staggered service deployment, and even the creation of user communities or mobility clusters tailored to different locations or roles.
- A smart management platform structured around a **decision-making dashboard**, enabling fleet and mobility managers to transform data into action. It facilitates scenario modelling, allowing them to simulate and evaluate the impact of strategic choices — such as reducing fleet size, shifting service hours, or expanding shared usage — all without compromising service quality or availability.
- **A dynamic, data-driven and intuitive interface** empowers decision-makers with real-time, objective insights. It highlights underused vehicles, identifies areas for redeployment, and visualises key KPIs — such as utilisation rates, service coverage, and user satisfaction. Scenario analysis tools allow managers to test and simulate optimal fleet sizing and allocation strategies, ensuring that mobility services remain efficient, balanced, and responsive to real-world needs.

Ultimately, this also improves the end-user experience — by increasing vehicle availability, simplifying access, and aligning services with actual usage patterns.

Through this approach, shared mobility becomes **a living, measurable and strategic system** — one that aligns operational performance with environmental responsibility, and supports a smarter, more agile vision of organisational mobility.

Artificial Intelligence serving fleet management

Artificial Intelligence is seamlessly embedded into our mobility platform to support smarter, real-time decision-making. It automatically detects underused vehicles, anticipates demand peaks, identifies redundancies or atypical usage patterns, and simulates a wide range of fleet downsizing and optimisation scenarios.

This AI-driven layer enables fully contextualised decisions, perfectly suited to the complex, hybrid, and multi-site realities of modern fleets — whether combustion or electric, localised or dispersed. Managers can proactively adjust service coverage, reallocate assets, and right-size fleets without compromising quality or availability.

AI turns passive data into actionable intelligence — helping organisations move from reactive fleet oversight to strategic, forward-looking mobility management.

Tangible and measurable results

Our solution delivers concrete outcomes — both economic and environmental:

- Up to €600,000 in annual savings for a fleet of 1,000 vehicles;
- Up to 22% fleet reduction without compromising service quality;
- Financial, ecological, and organisational benefits.

Real-world use cases demonstrate its impact:

- A 1,000-vehicle fleet was reduced by 16%, generating €600,000 in annual leasing savings;
- A mid-sized fleet of 300 vehicles was reduced by 22%, resulting in savings of €250,000 per year.

Meeting multi-site, operational and transition challenges

This optimisation model is ideal for multi-site companies, public institutions, and large organisations with dispersed needs. It adapts to fluctuating demands while addressing operational complexity and budget constraints.

Fleet reduction isn't only about cutting costs — it also lowers CO_2 emissions, improves availability of shared vehicles, and turns data into a lever for efficiency.

Our solution supports ecological transition by delivering mobility that is leaner, better aligned with real needs, and uncompromising on service. We also assist clients in gradually electrifying their fleets and shifting to more sustainable modes: car-sharing, cycling, carpooling, and more.

Conclusion

At Targa Viasat, we believe that only by combining technology, insight, and adaptability can mobility become truly transformative. Our mission is **to help organisations design mobility ecosystems that are not only efficient and responsible, but also agile, scalable, and ready for tomorrow's challenges**.