

PLAYMOOVE WEBSITE COPY

Complete copy for 56 numbered website pieces
Enterprise/Institutional positioning

HOME PAGE /

1. HERO SECTION

HEADLINE

"Enterprise mobility infrastructure. Your vision."

SUBHEAD

"One platform for all your operations. Built for you."

PRIMARY CTA

Explore Solutions → </solutions>

2. SOLUTIONS OVERVIEW

SECTION INTRO

Manage fleets, deliver services, enforce institutional policies. Deploy the capabilities you need from a single platform instance. Explore them all at </solutions>.

CARD 1: CORPORATE MOBILITY </solutions/corporate-mobility>

Business client accounts with multi-driver authorization, driver group policies, and subscription-based billing. Cost center tracking via multi-wallet system, automated invoicing with e-invoicing compliance, ROI tracking per vehicle. Designed for enterprises managing fleet operations across departments with separate budgets and unified oversight.

CARD 2: SHARED MOBILITY </solutions/shared-mobility>

Zone-based car-sharing with automated enforcement - define allowed areas, block restricted parking, flag violations. Fleet rebalancing workflows, multi-modal support, policy compliance automation. Deployed for mobility operations requiring precise control at scale.

CARD 3: AUTOMATED RENTAL </solutions/digital-rental>

Digital rental workflow that replaces manual operations. Keyless vehicle access, automated payment capture and settlement, security deposit tracking, rental extension and vehicle replacement from backoffice. Zero front desk dependency for scaling rental operators.

CARD 4: YOUR REQUIREMENTS

None of these match your operational model? Platform infrastructure supports custom configurations beyond these examples. Specialized compliance, proprietary workflows, institutional-specific requirements. Same platform, different configuration.

CTA: Share your requirements → </contact>

CARD 4: YOUR REQUIREMENTS (Longer version)

Platform infrastructure supports operational models beyond these examples. Custom booking workflows, specialized compliance requirements, non-standard integrations, institutional-specific policy enforcement. The platform's modular architecture and open API enable configuration to requirements that don't fit standard deployment patterns. Custom development follows platform patterns to ensure upgrade compatibility.

CTA: Share your requirements → </contact>

3. PLATFORM OVERVIEW

PILLAR 1: FLEXIBILITY

Seven native booking modes. Hardware agnostic (any IoT provider). Configure around your operational model - round-trip, free-floating, one-way, station-based, corporate. Shuttle services, transit operations, chauffeur dispatch - all supported natively.

PILLAR 2: SCALABILITY

Multi-tenant federation architecture. Run multiple independent operations from one deployment - separate budgets, separate policies, unified management. Scales from pilot to city-wide without platform migration.

PILLAR 3: EXTENSIBILITY

Open API architecture. Integrate with existing systems (ERP, identity providers, payment gateways). Custom development follows platform patterns - no technical debt, upgrade-compatible.

PILLAR 4: CONTROL

Governance infrastructure for enterprise operations. Zone enforcement, policy automation, approval workflows, role-based access, audit trails. From white-label apps to compliance reporting - complete operational control.

VISUAL TREATMENT

4 horizontal elements (not cards) with icon + headline + 2-3 sentence description. No links - prevents decision paralysis.

CTA

Explore Platform → [/platform](#)

4. ENTERPRISE TRUST BAR

VISUAL TREATMENT

Single horizontal element displaying four proof points as a continuous spec line. No section headline. No card grid. Stats presented as badges/metrics in a single row.

PROOF POINTS (left to right)

- In production since 2017
- Trusted by [CITIES / UNIVERSITIES / INSTITUTIONS] (remove if we're gonna hide actual work)
- ISO 27001 / GDPR / SOC 2 compliant
- Multi-version API with backward compatibility guarantee
- 99.9% uptime guaranteed
- 30 days average time to launch
- 40+ hardware integrations supported

PARTNER LOGOS HERE

5. INDUSTRIES WE SERVE

SECTION INTRO

Shared mobility for cities isn't the same as university fleet management or corporate van pools. Different stakeholders, different compliance requirements, different budget structures.

VISUAL TREATMENT

3 equal cards (horizontal layout)

CARD 1: PUBLIC SECTOR & INSTITUTIONS </industries/cities-public-sector>

Municipal programs, campus federations, and public services that require multi-stakeholder coordination, per-program budget tracking, transparent reporting, and regulatory compliance. From citizen mobility services to departmental fleet management under centralized oversight.

CARD 2: CORPORATE & ENTERPRISE </industries/corporate-enterprise>

Enterprise fleet operations with compliance reporting, CO₂ tracking, cost center allocation, and booking policies aligned to corporate travel guidelines.

CARD 3: MOBILITY OPERATORS </industries/mobility-operators>

Car-sharing providers, rental operators, and transportation companies that require scalable infrastructure with hardware abstraction, payment gateway flexibility, and white-label configuration.

6. HOW WE WORK

SECTION INTRO

We build for institutional constraints first. Procurement cycles, stakeholder approval, regulatory compliance, legacy system integration. If the platform survives that, it handles everything else. Enterprise rigor, operator flexibility—same infrastructure.

VISUAL TREATMENT

3-phase horizontal timeline or 3 equal blocks

PHASE 1: DISCOVERY & REQUIREMENTS

Stakeholder interviews, operational assessment, technical architecture review. Map your constraints (budget cycles, approval workflows, compliance requirements, existing infrastructure) before designing a solution.

PHASE 2: SOLUTION ARCHITECTURE

Operating model definition, system integration planning, policy configuration design. Platform configured to your requirements - not forcing your operations into our template.

PHASE 3: DEPLOYMENT & TRANSITION

Phased rollout aligned to institutional timelines. Training, documentation, handoff to internal teams. Ongoing support without vendor lock-in dependency.

CTA

Request Procurement Pack → </procurement>

7. PROOF

POSSIBLE VISUAL TREATMENT

Single large case study card with image. Stats displayed as animated counters. Brief narrative format.

CASE STUDY: CORRENTE BOLOGNA </case-studies/corrente-bologna>

HERO IMAGE

Bologna streetscape with electric vehicles (use existing Corrente imagery)

STATS BAR (animated counters)

- 335 Electric Cars
- 100 E-Scooters
- 250 Electric Bikes
- 100% Electric Fleet

THE CHALLENGE

Tper Group needed to launch a 100% electric sharing service integrating with Bologna's public transport system while managing three vehicle types across the metropolitan area.

THE RESULT

Unified platform powering Corrente's entire fleet — from e-bikes to electric cars — with integrated pricing, park-anywhere flexibility, and Tper subscriber benefits.

WHAT WE DELIVERED

- 685+ vehicles on one platform
- Integrated with Tper public transport ecosystem
- SAP + IT E-Invoice + CARGOS Platform Integration

- Real-time availability across Bologna metropolitan area
- Pay-in-app with flexible pricing and subscriptions
- Park anywhere without parking spot costs

CTA

Read Full Case Study → </case-studies/corrente-bologna>

8. FINAL CTA

SECTION HEADLINE

Ready to build your platform?

CTA

Get in Touch → </contact>

SOLUTIONS PAGE (HUB) </solutions>

SOLUTIONS HUB NARRATIVE STRUCTURE

Shifts focus from booking modes to institutional buying criteria. Hero establishes integration positioning. Section 1 presents the five pillars institutional buyers actually evaluate. Section 2 showcases eight operational models as proof of flexibility - each linking to a deep-dive landing page.

9. HERO

HEADLINE

"Enterprise mobility infrastructure that integrates with your systems."

SUBHEAD

"One platform. Eight operational models. Built for institutional deployments requiring integration, governance, and scalability without vendor lock-in."

CTA

Explore Platform Architecture → </platform>

10. INSTITUTIONAL REQUIREMENTS

PILLAR 1: INTEGRATION

Works with existing systems—ERP, identity providers, payment gateways, parking access, building entry. Open API architecture, not proprietary ecosystem.

PILLAR 2: GOVERNANCE

Policy enforcement, approval workflows, zone restrictions, compliance reporting, audit trails, role-based access. Institutional control built into platform architecture.

PILLAR 3: STABILITY

Production infrastructure since [YEAR]. Multi-version API with backward compatibility. ISO 27001/GDPR/SOC 2 compliant. Not startup risk.

PILLAR 4: SCALABILITY

Multi-tenant federation. Pilot to city-wide on the same platform. No migration, no rebuild. Separate budgets, separate policies, unified management.

PILLAR 5: FLEXIBILITY

Configure your operational model. Hardware agnostic. Eight native booking modes. Custom development follows platform patterns—upgrade-compatible, no technical debt.

11. OPERATIONAL MODELS

SECTION INTRO

Eight operational models supported natively. From corporate fleet management to autonomous-ready infrastructure. Your deployment, your configuration.

VISUAL TREATMENT

Eight cards in 3-3-2 grid layout

CARD 1: SHARED MOBILITY </solutions/shared-mobility>

Free-floating and station-based car-sharing operations with real-time GPS tracking, zone-level policy enforcement, and automated fleet rebalancing. Supports multi-modal fleets (cars, bikes, scooters) with segment-based pricing and operator-defined service areas. Built for municipalities, universities, and public operators managing distributed vehicle networks across complex urban environments.

CARD 2: AUTOMATED RENTAL </solutions/digital-rental>

Fully digital rental workflow from reservation to vehicle return. Remote door unlock/lock, immobilizer control, automated PreAuthorization and settlement, security deposit lifecycle management, and vehicle-specific boarding instructions delivered to the renter app. Eliminates manual key handoff, front desk operations, and payment reconciliation—purpose-built for rental operators scaling keyless, contactless operations.

CARD 3: CORPORATE MOBILITY </solutions/corporate-mobility>

Enterprise fleet management with business client accounts supporting multiple authorized drivers, driver group policies (restricted booking hours, trip duration limits), subscription-based billing with configurable cycles, and multi-wallet support for cost center allocation. Automated invoicing with e-invoicing compliance, detailed reporting for expense reconciliation, and ROI tracking per vehicle. Designed for corporations, government agencies, and institutions requiring centralized fleet oversight with decentralized usage.

CARD 4: MAAS </solutions/maas>

MaaS (Mobility as a Service)

Multi-tenant federation architecture which allows multiple organizational units to share a single platform instance while maintaining complete operational isolation. Each federation manages its own fleet, clients, zones, pricing, and branding—unified under a versioned REST API for integration with MaaS aggregators, regional mobility networks, and third-party booking platforms. Supports cross-operator client onboarding via registration tokens and federation-level client association.

CARD 5: RIDE-HAILING / ON-DEMAND </solutions/ride-hailing>

Driver identity management with full document verification, approval workflows, and status lifecycle tracking. Reservation request system capturing pickup/dropoff locations, preferred time windows, and route data with GPS waypoints and timestamps. Main driver designation for dispatching, RFID card support for physical vehicle access, and driver-specific compliance monitoring. Built for ride-hailing operators, shuttle services, and on-demand transportation providers requiring regulatory compliance and driver accountability.

CARD 6: CAR POOLING </solutions/car-pooling>

Multi-stop route modeling with GPS waypoint tracking and timestamp logging per reservation. Multi-driver client accounts enabling shared trip management, flexible fare calculation supporting time-based and distance-based rates, credit and wallet systems for split-fare

scenarios, and segment-based vehicle presentation for pooling vs. solo pricing differentiation. Designed for corporate commuter programs, university rideshare networks, and community-based carpooling initiatives.

CARD 7: SMART PARKING & EV CHARGING </solutions/smart-parking>

Hierarchical parking management (Groups → Lots → Slots) with individual slot enable/disable, vehicle assignment, and real-time occupancy visualization. EV charging session tracking per reservation (port, energy consumed in kWh, meter start/end values, penalty idle time) with remote charge initiation from the operator console. Zone-level pricing for parking and charging fees, hardware integration via abstraction layer for charger compatibility, and slot operations including vehicle moves, swaps, and bulk lot draining for maintenance.

CARD 8: AUTONOMOUS-READY INFRASTRUCTURE </solutions/autonomous-ready>

Platform foundation is capable of full autonomous vehicle integration: remote vehicle control API abstracted from hardware (open, close, immobilizer commands route through any registered AV system), hardware abstraction layer supporting arbitrary IoT manager types with configurable parameters, real-time vehicle state monitoring (engine status, door state, GPS coordinates), on-demand data request capability for immediate telemetry refresh, and maintenance/intervention workflows for unattended fleet management. No AV-specific features implemented—foundational control, monitoring, and hardware infrastructure ready for operator-deployed autonomous systems.

SOLUTION LANDING PAGES (8 PAGES)

Template Structure: Each landing page follows: Problem/Scenario → What Playmoove Enables → Architecture → Concrete Example → CTA

12. SHARED MOBILITY </solutions/shared-mobility>

PROBLEM STATEMENT Municipal and campus shared mobility programs fail when governance, compliance, and operational control are afterthoughts. Cities deploy car-sharing without zone enforcement. Universities launch ride sharing without departmental budget

tracking. Public operators manage distributed fleets without real-time rebalancing tools. The result: service degradation, policy violations, and institutional risk exposure.

WHAT PLAYMOOVE ENABLES

- **Station-based and round-trip operations:** designated pickup/return locations with availability tracking, reservation queues, and per-station capacity management for structured service delivery
- **Free-floating operations with real-time zone enforcement:** operators define allowed, forbidden, and undesirable zones; the platform blocks trip completion in restricted areas and surfaces violations to review queues
- **One-way trips:** pickup and dropoff at different locations within service areas, with automated zone compliance checks at trip end
- **Fleet rebalancing workflow:** maintenance request system with 'Repositioning' type, driver assignment, and priority levels for managing vehicle distribution across high-demand zones. Supports spiral redistribution patterns for systematic coverage from demand centers outward
- **Multi-modal fleet support:** cars, bikes, scooters managed from one platform with segment-based pricing, vehicle-specific attributes (helmet included, load capacity), and per-category rate structures
- **Real-time fleet map:** live GPS positioning, vehicle availability status, and zone overlay for instant operational visibility

ARCHITECTURE OVERVIEW

Zone-based governance layer sits above vehicle control: every trip start and end triggers zone rule evaluation (speed limits, vehicle capacity caps, minimum fuel/charge thresholds). Violations generate reservation flags that gate billing and route to manual review queues. Fleet map aggregates real-time telemetry from all vehicles, surfacing position, state, and availability. Maintenance drivers receive rebalancing assignments via the operator console with GPS routing to target pickup locations.

CONCRETE EXAMPLE

A university deploys campus-wide car-sharing for students and faculty. Engineering department vehicles are configured with corporate booking restrictions (weekday-only access, 4-hour maximum trips). Student vehicles operate in free-floating mode across campus zones with automated zone enforcement blocking parking in restricted lots. Facilities management receives daily rebalancing assignments to move vehicles from overflow zones to high-demand areas near academic buildings. All three programs run from one platform instance with independent budgets, policies, and reporting.

Discuss your shared mobility deployment → [/contact](#)

13. AUTOMATED RENTAL [/solutions/digital-rental](#)

PROBLEM STATEMENT

Rental operators scaling digital operations hit the same wall: front desk key handoff, paper contracts, payment terminal processing, vehicle walk-around inspections, post-rental reconciliation. You can't scale manual processes. You can only hire more people to do them slower.

WHAT PLAYMOOVE ENABLES

- Fully keyless access: remote door unlock/lock and immobilizer control via operator console or automated triggers—no physical key exchange required
- Automated billing lifecycle: reservation flows through PLANNED → SENT → STARTED → COMPLETED state machine with PreAuthorization capture, settlement, and refund handling via registered payment gateway
- Security deposit management: tracked per reservation with pass/fail lifecycle, automated holds and releases, and manual override capability for dispute resolution
- Vehicle-specific instructions: operators publish multi-step boarding/deboarding guides (title, subtitle, step-by-step) that surface in the renter app for per-vehicle or per-type configuration
- Admin override capabilities: extend reservations, replace vehicles mid-rental, cancel, or void from backoffice with reason capture and audit trail logging

ARCHITECTURE OVERVIEW

Hardware abstraction layer routes unlock/lock/immobilizer commands to any registered IoT device—operators register OBD providers, telematics managers, or custom hardware with serial number and configuration parameters. Payment gateway abstraction handles PreAuth, settlement, and refund flows regardless of underlying processor (Stripe, Braintree, regional gateways). The reservation state machine automatically transitions based on time windows and vehicle telemetry, triggering billing events without manual operator action.

CONCRETE EXAMPLE

A rental operator transitions a 200-vehicle fleet to contactless operations. Renters book via web or app, receive automated vehicle instructions (location, unlock procedure, fuel policy), and access vehicles via app-based remote unlock. PreAuthorization captures at booking, security deposit holds during rental, final settlement processes on vehicle return based on actual

mileage and time. Operators monitor fleet status via live dashboard, receive alerts for late returns or zone violations, and handle exceptions (extend rental, replace vehicle) from the backoffice without phone calls or front desk coordination.

CTA

Explore automated rental deployment → </contact>

14. CORPORATE MOBILITY </solutions/corporate-mobility>

PROBLEM STATEMENT

Enterprise fleet management requires more than vehicle tracking. Corporations need cost center allocation, booking policy enforcement aligned to travel guidelines, subscription-based billing with auto-renewal, compliance reporting for audits, and multi-driver authorization without shared credentials. Consumer car-sharing platforms can't deliver this. They were built for individuals hailing rides on Friday night, not finance teams tracking departmental budgets across fiscal quarters. And when corporations need to layer ride-hailing for executive transport or carpooling for employee commute programs, those capabilities need to integrate with the same governance infrastructure—not operate as separate systems with separate policies and separate reporting.

WHAT PLAYMOOVE ENABLES

- Business client accounts: separate BUSINESS client type with organization name, VAT, fiscal code, billing address, and support for unlimited authorized drivers under one account
- Driver groups with booking policies: create driver pools (auto-include or manual assignment) with per-group restrictions on bookable hours, minimum/maximum trip durations, and vehicle category access
- Subscription plans with auto-renewal: assign corporate accounts to plans with driver caps, configurable billing cycles (weekly/monthly/quarterly/annual), and automated invoice generation on cycle completion
- Multi-wallet billing: each client supports multiple wallets with distinct billing strategies and payment methods for cost center tracking (e.g., separate wallet per department or project)
- E-invoicing compliance: automated invoice generation with proforma → invoice → credit note workflow, SDI integration for Italian e-invoicing, sectional numbering for accounting systems, and full export capability for expense reconciliation

ARCHITECTURE OVERVIEW

Corporate booking mode (CRT) enforces group-level policies at reservation time—system validates booking against allowed hours, duration limits, and vehicle eligibility before confirmation. Subscription engine tracks billing cycles, generates invoices automatically on cycle end, handles auto-renewal per plan configuration. Multi-wallet architecture routes charges to designated payment methods based on wallet assignment, enabling department-level or project-level cost tracking with centralized billing oversight.

CONCRETE EXAMPLE

A corporation deploys a 50-vehicle fleet for employee business travel. Sales team drivers are restricted to weekday bookings, 8-hour maximum trips, sedan category only. Executive drivers have 24/7 access, no duration limits, all vehicle categories. Facilities team operates under separate subscription with monthly billing, auto-renewal, and dedicated wallet for department budget tracking. All reservations, invoices, and compliance reports (CO₂ emissions, mileage per cost center, policy violations) export to the corporate ERP system via API for expense reconciliation and audit trails.

CTA

Request corporate mobility demo → [/contact](#)

15. MAAS [/solutions/maas](#)

PROBLEM STATEMENT

Mobility as a Service requires native multi-tenancy, not forced integration. Regional mobility networks, institutional multi-program deployments, and multi-stakeholder environments fail when each service requires separate infrastructure, separate APIs, and separate maintenance cycles. You end up maintaining three platforms, coordinating four deployment schedules, and explaining to the CTO why none of them talk to each other.

WHAT PLAYMOOVE ENABLES

- Multi-tenant federation model: single platform instance manages multiple independent programs or entities, each with isolated fleets, clients, zones, pricing structures, and branding—no cross-contamination, complete operational autonomy
- All booking modes active simultaneously: operators within one federation can mix car-sharing, rental, corporate, ride-hailing models without platform constraints or custom development
- Versioned REST API with backward compatibility guarantee: MaaS aggregators integrate once, remain stable across platform upgrades, and access all operators via unified endpoint
- Cross-operator client onboarding: registration tokens pre-configure plans, credits, group

assignments for partner operator enrollment; federation-level client association enables user accounts across multiple services

- Real-time vehicle availability API: location-based queries return available vehicles across all federated operators with segment-based filtering and pricing data for aggregator displays

ARCHITECTURE OVERVIEW

Federation layer sits above operator instances—each federation is a complete operational entity (fleet, clients, zones, rates, policies) sharing platform infrastructure but maintaining data isolation. Hierarchical organization (Federation → Group → Client → Driver) enables inheritance of rates and policies at each level. API versioning ensures aggregator integrations remain stable as the platform evolves. Single deployment serves multiple cities, multiple operators, multiple booking models—unified management, independent operations.

CONCRETE EXAMPLE

A regional mobility network deploys Playmoove for three cities: City A operates municipal car-sharing (free-floating mode), City B runs campus bike-share (station-based), City C manages corporate van pools (round-trip). Each city is a separate federation with independent branding, pricing, and policies. MaaS aggregator integrates once via REST API, exposes all three services in a unified app, handles cross-city bookings. New operator (City D ride-hailing service) onboards by creating a fourth federation—no aggregator API changes, no platform migration, operational in days not months.

CTA

Discuss MaaS architecture → [/contact](#)

16. RIDE-HAILING & TAXI DISPATCH [/solutions/ride-hailing](#)

PROBLEM STATEMENT

Ride-hailing and on-demand transportation require driver identity verification, regulatory compliance monitoring, and reservation request management that consumer car-sharing platforms don't provide. Operators need document approval workflows, driver status lifecycle tracking, and route data capture for safety, insurance, and regulatory reporting. Traditional taxi operators face these same challenges with additional municipal compliance requirements: licensed driver tracking, tariff enforcement, and regulatory audit exports.

WHAT PLAYMOOVE ENABLES

Driver identity management: full driver profile with license verification, document upload/approval workflow, status lifecycle (Pending Review → Approved → Active /

Suspended), and device tracking (app version, OS, model)

Reservation request system: pre-booking request object captures pickup/dropoff locations, preferred time windows, and route information before confirmed reservation—enables dispatch coordination and driver assignment

Driver approval queue: dedicated review interface for pending driver applications with document validation, compliance checks, and manual approval/refusal with reason capture

RFID card support: physical access cards as alternative to app-based vehicle unlock—configurable card standards, chip IDs, PINs for hardware-based authentication

Route logging: GPS waypoints with timestamps on each reservation support safety monitoring, insurance claims, and regulatory compliance reporting

Taxi and NCC regulatory support: municipal license tracking (concessionaire/medallion management), taximeter integration with regulated tariff enforcement, professional qualification validation (CQC), shift documentation, service sheet export for regulatory compliance, NCC depot-return workflow enforcement

ARCHITECTURE OVERVIEW

Driver approval workflow gates vehicle access—new drivers submit documents, enter review queue, receive approval decision, and transition to Active status before booking capability. Reservation request captures ride intent (pickup/dropoff, time preference, route) before vehicle assignment. Main driver designation on each client account enables dispatching logic. Route data with GPS + timestamps logs on every reservation for post-trip review, safety analysis, and compliance reporting. For taxi operations: municipal license management tracks concessionaire assignments, taximeter integration enforces regulated tariff tables, shift logging documents driver-vehicle-license combinations per regulatory requirements.

CONCRETE EXAMPLE

A shuttle service operator manages on-demand campus transportation. New drivers submit license and background check documents via operator portal. The compliance team reviews the approval queue, verifies documents, approves drivers for service. Riders submit reservation requests with pickup location (dormitory), dropoff (library), preferred time. Dispatcher assigns approved driver, confirms reservation. Driver accesses vehicle via RFID card, logs route with GPS waypoints, completes trip. Operator reviews route data for safety compliance, exports reservation logs for insurance reporting.

Alternative deployment: Milan taxi cooperative uses same platform infrastructure with municipal compliance layer enabled—taximeter integration enforces city tariff tables, shift manager assigns drivers with license tracking, monthly foglio di servizio exports to transportation

authority.

CTA

Explore ride-hailing deployment → [/contact](#)

17. CAR POOLING [/solutions/car-pooling](#)

PROBLEM STATEMENT

Carpooling requires multi-stop route management, split-fare billing, and shared trip coordination that single-rider platforms can't support. Corporate commuter programs, university rideshare networks, and community carools need route waypoint tracking, multi-driver account management, and flexible fare calculation for cost-sharing scenarios.

WHAT PLAYMOOVE ENABLES

- Multi-stop route modeling: GPS waypoints with timestamps on each reservation enable trip segments, passenger pickup/dropoff tracking, and route deviation monitoring
- Multi-driver client accounts: single account authorizes multiple drivers for shared vehicle access, trip history, and coordinated booking
- Flexible fare calculation: time-based and distance-based rate options with zone entry/exit common costs support per-segment pricing and split-fare modeling
- Credit and wallet system: promo credits and shared wallets enable cost-sharing between participants with transparent allocation and payment reconciliation
- Segment-based vehicle presentation: vehicles configurable for pooling vs. solo use cases with differential pricing and availability rules

ARCHITECTURE OVERVIEW

The route object on each reservation captures GPS waypoints + timestamps for multi-stop trip tracking. Multi-driver accounts share booking history and payment methods under one client entity. Rate engine calculates fares based on time, distance, and zone transitions with configurable common costs at segment boundaries. Wallet architecture supports split billing across multiple payment methods with per-participant allocation.

CONCRETE EXAMPLE

A corporation deploys employee carpool programs for daily commute. Driver creates a shared account, authorizes three colleagues as additional drivers. Trip route logs waypoints: Driver

home (7:00 AM) → Colleague A pickup (7:15 AM) → Colleague B pickup (7:30 AM) → Office arrival (8:00 AM). Fare calculates per-segment distance and time, splits cost across four participants. Each participant's wallet debits proportional share. The return trip follows a reverse route with timestamp logging for compliance reporting and mileage tracking.

CTA

Discuss carpooling deployment → /contact

18. SMART PARKING & EV CHARGING </solutions/smart-parking>

PROBLEM STATEMENT

Parking and charging infrastructure requires real-time slot management, occupancy tracking, energy consumption monitoring, and hardware integration that generic IoT platforms don't provide. Operators need hierarchical lot management, individual slot control, EV charging session tracking with kWh metering, and remote charge initiation—integrated with vehicle reservations, not bolted on.

WHAT PLAYMOOVE ENABLES

- Hierarchical parking management: three-tier structure (Parking Groups → Parking Lots → Parking Slots) with per-lot GPS coordinates, image galleries, descriptions, and configurable reservation types
- Individual slot operations: enable/disable slots, assign specific vehicles, move vehicles between slots, swap slots, visualize occupancy in real-time, and bulk-drain lots for maintenance
- EV charging session tracking: per-reservation charging sessions record port used, energy consumed (kWh), meter start/end values, penalty idle time, and session start/end timestamps
- Remote charge initiation: operators trigger charging session from console—system communicates with charger hardware via abstraction layer, logs session data, tracks energy consumption
- Zone-level parking and charging pricing: common costs applied at zone entry/exit support parking fees and charging tariffs with per-zone VAT configuration

ARCHITECTURE OVERVIEW

Parking hierarchy maps physical infrastructure to platform entities—groups organize lots by location or type, lots define GPS boundaries and slot counts, slots track individual vehicle assignments and availability. Charging session objects link to reservations: session starts on operator command or automated trigger, meter readings log energy consumption, session ends

on disconnect or timeout. Hardware abstraction layer routes charge commands to any registered charger provider with configurable parameters. Zone pricing engine adds parking/charging fees to reservation totals based on duration and consumption.

CONCRETE EXAMPLE

A campus operates 10 parking lots with 200 total slots, 50 equipped with EV chargers. Facilities team views real-time slot occupancy, identifies underutilized lots, initiates bulk vehicle moves to rebalance distribution. EV fleet charges overnight: operator console shows charging sessions in progress with live kWh consumption, estimated completion times, and idle penalty timers for vehicles that remain plugged after full charge. Monthly reports export total energy consumed per vehicle, charging costs per lot, and idle penalty revenue for budget tracking. Maintenance team drains Lot 7 for resurfacing: system moves all assigned vehicles to temporary slots, disables Lot 7 slots during construction.

CTA

Request parking & charging demo → [/contact](#)

19. AUTONOMOUS-READY [/solutions/autonomous-ready](#)

PROBLEM STATEMENT

Autonomous vehicle integration requires platform infrastructure that doesn't assume human drivers: remote control APIs abstracted from hardware, real-time vehicle state monitoring, on-demand telemetry refresh, and maintenance workflows for unattended operations. Operators planning AV deployments need foundational control and monitoring capabilities ready for integration, not vaporware promises.

WHAT PLAYMOOVE ENABLES

- Remote vehicle control API: open, close, immobilizer commands abstracted from underlying hardware—any AV system registered as IoT manager receives standardized commands regardless of vehicle platform
- Hardware abstraction layer: arbitrary IoT manager types with configurable extra parameters allow AV integration without platform code changes—operators register AV control systems like any telematics provider
- Real-time vehicle state monitoring: engine status (RUNNING / NOT RUNNING) and door state (LOCKED / UNLOCKED) queryable and displayed in operator console for unattended fleet oversight
- On-demand data request: operators push data request to any vehicle for immediate telemetry

refresh—supports remote diagnostics and status verification

- Maintenance and intervention system: create, assign, and track maintenance requests for unattended vehicles with priority levels, status lifecycle, and completion workflow

ARCHITECTURE OVERVIEW

The base platform provides foundational infrastructure AV operators need. Remote control commands route through hardware abstraction layer: platform issues open/close/immobilizer commands, registered AV system receives via standard interface. Vehicle state monitoring surfaces telemetry without assuming driver presence. Maintenance workflow supports unattended intervention: create request, assign to human responder, track resolution. Architecture ready for operator-deployed AV systems without platform lock-in or custom development.

CONCRETE EXAMPLE

A mobility operator plans phased AV deployment: Phase 1 (current) operates a human-driven fleet with remote unlock/lock, Phase 2 (pilot) introduces 5 autonomous vehicles with a custom AV control system. Operator registers AV control system as hardware manager type in platform, configures connection parameters, maps AV API to platform's open/close/immobilizer commands. The platform treats AV vehicles identically to human-driven: same booking flow, same monitoring, same maintenance workflow. When an AV vehicle requires intervention (battery swap, cleaning, sensor calibration), operator creates maintenance request, assigns to human responder, tracks completion. No platform migration between phases—infrastructure ready from day one.

CTA

Discuss autonomous-ready infrastructure → [/contact](#)

INDUSTRY PAGES (4 PAGES)

20. CITIES & PUBLIC SECTOR [/industries/cities-public-sector](#)

SECTOR OVERVIEW

Municipal shared mobility programs serve multiple stakeholders with conflicting priorities: citizen convenience, budget accountability, regulatory compliance, political visibility, and service reliability. Procurement requires vendor stability, transparent reporting, and evidence of

real-world deployments—not startup pitches.

KEY CHALLENGES

- Multi-stakeholder coordination: Transportation departments, finance offices, citizen services, and elected officials all require different reporting and oversight capabilities
- Zone-based policy enforcement: Restricted parking areas, speed limits, vehicle capacity caps must be enforced automatically, not through user education
- Transparent budget tracking: Every trip, every vehicle, every cost must be auditable with export capability for financial systems
- Vendor risk mitigation: Procurement offices need evidence of platform stability, backward compatibility guarantees, and escape hatches from vendor lock-in

HOW PLAYMOOVE SOLVES THEM

Multi-tenant federation architecture allows cities to run multiple programs (citizen car-sharing, municipal fleet, public transit integration) from one platform with separate budgets, separate reporting, and separate policies. Zone-level governance enforces parking restrictions, speed limits, and capacity rules automatically—violations gate billing and route to review queues. Audit trails log every administrative action with timestamp and reason capture. Versioned API with backward compatibility eliminates forced upgrades and integration breakage. Export center dumps complete data sets for budget reconciliation and compliance reporting.

RELEVANT PLATFORM FEATURES

- Federation model: independent programs under unified management
- Zone enforcement: real-time policy compliance with automated violation detection
- Role-based access control: menu-level and action-level permissions per admin user
- Audit logs: immutable activity trails on all major entities
- Export center: full data dumps filterable by period and status

someday, maybe -> CASE STUDY / EXAMPLE

CTA

Request municipal deployment briefing → [/contact](#)

21. UNIVERSITIES & CAMPUSES [/industries/universities-campuses](#)

SECTOR OVERVIEW

Campus mobility serves diverse populations with distinct access requirements: students, faculty, staff, visitors, and departmental operations. Universities need federation-level control with per-program autonomy, budget isolation, and centralized oversight—not separate systems for each mobility initiative.

KEY CHALLENGES

- Multi-department coordination: Student services, facilities, and academic departments all run independent mobility programs requiring separate budgets and policies
- Access control and eligibility: Students vs. faculty vs. staff require different vehicle access, booking restrictions, and subscription eligibility
- Budget tracking per program: Each department needs transparent cost reporting without visibility into other programs' operations
- Seasonal demand fluctuation: Academic calendars create predictable usage spikes requiring fleet size adjustments without platform reconfiguration

HOW PLAYMOOVE SOLVES THEM

A multi-tenant federation allows each department to operate as an independent entity with isolated fleets, clients, and budgets—centralized IT oversight, decentralized operations. Driver groups enforce access restrictions: student groups limited to weekday bookings and economy vehicles, faculty groups unrestricted access to all categories. Per-group subscription plans with configurable billing cycles align to semester schedules. Dashboard widgets provide department-level KPIs without cross-program data exposure. Fleet size adjusts via slot enable/disable—no platform reconfiguration for summer vs. fall semester capacity.

RELEVANT PLATFORM FEATURES

- Federation model: independent departmental programs under university IT control
- Driver groups: per-population booking policies and vehicle access restrictions
- Subscription plans: semester-aligned billing cycles with auto-renewal
- Configurable dashboards: department-level KPIs with data isolation
- Slot management: seasonal fleet capacity adjustments without reconfiguration

CASE STUDY / EXAMPLE

[University name] operates campus-wide mobility federation: Student services runs bike-share for undergraduates (free-floating, campus zones only). Facilities manage departmental van pools (round-trip, faculty/staff only). Athletics operates game-day shuttle service (on-demand, visitor access). All three programs share platform infrastructure, maintain separate budgets, and operate under independent policies. A Central IT team monitors aggregate usage, each department views only their program data. Subscription plans align to the academic calendar: fall/spring semesters with summer suspension, automated renewal at semester start.

CTA

Schedule campus mobility consultation → /contact

22. CORPORATE & ENTERPRISE /industries/corporate-enterprise

SECTOR OVERVIEW

Enterprise fleet operations require compliance reporting, cost center allocation, policy enforcement aligned to corporate travel guidelines, and audit trails for expense reconciliation. Consumer car-sharing platforms built for individual riders cannot deliver institutional fleet governance.

KEY CHALLENGES

- Cost center tracking: Different departments, projects, and business units require separate budget allocation with transparent reporting
- Policy compliance: Corporate travel policies (booking restrictions, vehicle eligibility, approval workflows) must be enforced automatically
- CO₂ and sustainability reporting: ESG compliance requires mileage tracking, emissions calculation, and environmental impact reporting
- ERP integration: Fleet data must export to existing accounting and expense management systems without manual reconciliation

HOW PLAYMOOVE SOLVES THEM

Multi-wallet architecture assigns separate wallets per cost center with distinct billing strategies and payment methods—each department's charges route to designated budget without cross-contamination. Driver groups enforce corporate travel policies: sales team restricted to weekday bookings and sedan category, executive group unrestricted access. Automated invoice generation with e-invoicing compliance (SDI integration, sectional numbering) feeds accounting systems. Mileage and estimated CO₂ tracking per vehicle with export capability for sustainability reporting. Full audit trails on every booking, payment, and policy override for compliance reviews.

RELEVANT PLATFORM FEATURES

- Multi-wallet billing: cost center allocation with separate payment methods
- Driver group policies: booking restrictions aligned to corporate travel guidelines
- E-invoicing: automated invoice generation with SDI compliance
- Mileage and emissions tracking: per-vehicle reporting for sustainability compliance
- Export center: full data dumps for ERP integration

CASE STUDY / EXAMPLE

[Company name] deployed corporate fleet for [number] employees across [number] offices. Sales team operates under weekday-only booking policy with 8-hour maximum trips, charges to Sales budget via dedicated wallet. The Executive team has 24/7 access, no duration limits, charges to the Executive budget. The facilities team manages separate subscriptions with monthly billing, auto-renewal, department wallet. All reservations, invoices, and mileage reports export to SAP system monthly for expense reconciliation. Annual sustainability report pulls CO₂ emissions data directly from the platform for ESG compliance documentation.

CTA

Request enterprise fleet demo → /contact

23. LEISURE & HOSPITALITY /industries/leisure-hospitality

SECTOR OVERVIEW Hotels, resorts, golf courses, and destination properties run mobility operations that don't fit consumer car-sharing models. Guest shuttle services, property vehicle programs, and rental operations require billing flexibility (guest charges vs. complimentary services), seasonal capacity management, and coordination across multiple property locations—not features built for urban ride-hailing.

KEY CHALLENGES

- Guest billing vs. complimentary services: Some trips bill to room, some are property-provided amenities, some are rental charges. The platform must route costs correctly without manual intervention.
- Multi-property coordination: Resort groups, golf course networks, and hotel chains need unified fleet management with per-property reporting and guest access across locations.
- Seasonal demand fluctuation: High season requires full fleet capacity, off-season requires minimal vehicles—platform must scale without contract renegotiation or fleet disposal.
- Guest experience requirements: Check-in/check-out must integrate with property management systems, vehicle instructions must be guest-friendly, support must route to property staff, not third-party call centers.

HOW PLAYMOOVE SOLVES THEM Multi-wallet architecture handles guest billing, complimentary services, and rental charges from one reservation—bill to room via PMS integration, comp the airport shuttle, charge for the golf cart rental. Federation model allows resort groups to operate multiple properties independently while sharing fleet management infrastructure and guest accounts across locations. Fleet capacity adjusts via vehicle enable/disable without platform reconfiguration—activate seasonal vehicles in high season, deactivate in off-season. White-label configuration maintains property branding in guest-facing apps and communications. Vehicle instructions published per property with custom boarding

procedures and contact information.

RELEVANT PLATFORM FEATURES

- Multi-wallet billing: route charges to guest room, property operations budget, or rental revenue
- Federation model: multi-property operations with unified guest accounts and independent reporting
- PMS integration: sync reservations, guest data, and billing with existing property management systems
- Fleet scaling: seasonal capacity adjustments without contract changes or vehicle disposal
- White-label configuration: property branding, custom instructions, local contact routing

CASE STUDY / EXAMPLE A resort operates guest transportation across three properties: beachfront hotel, golf course, and conference center. Airport shuttles run as complimentary service (billed to marketing budget), golf course shuttles bill per round to guest rooms via PMS integration, conference center operates rental programs for multi-day events. All three properties share fleet management infrastructure. Guests check in once, access vehicles at any property. High season activates 40-vehicle fleet, off-season scales to 15 without platform reconfiguration. Property staff handles support requests via a dedicated console, no third-party call center.

CTA Discuss hospitality deployment → /contact

24. MOBILITY OPERATORS </industries/mobility-operators>

SECTOR OVERVIEW

Playmoove is not a turnkey app. It's a configurable operating system managing the complete lifecycle of shared mobility operations: vehicle control, driver verification, zone enforcement, billing automation, and regulatory compliance. Built for institutions that need governance infrastructure, not optimization theater.

KEY CHALLENGES

Hardware vendor lock-in: Telematics, IoT devices, and charger manufacturers shouldn't dictate platform selection

Payment gateway flexibility: Regional operators need local payment processors, not forced partnerships with platform-preferred gateways

Regulatory compliance tracking: Operators must maintain driver licenses, professional

qualifications, vehicle permits, and insurance certificates with automated expiry monitoring and compliance reporting. Taxi operators require additional municipal license tracking, tariff enforcement, and regulatory audit exports

White-label branding: Operator brand identity must be preserved across mobile apps, user communications, and booking flows

Operational scaling: Platform must handle growth from pilot deployments to multi-city operations without migration or architecture changes

HOW PLAYMOOVE SOLVES THEM

Hardware abstraction layer registers any IoT device (including taximeters for regulated operators) with manager type, serial number, and configurable parameters—platform issues standardized commands regardless of underlying hardware. Payment gateway abstraction supports multiple processors per federation with PreAuth, settlement, and refund flows routing through operator-selected gateway. Per-federation branding configuration controls app appearance, company name, and user-facing strings. Multi-tenant architecture scales from single-city operations to regional networks without platform limits or forced migrations—federation model grows with operator business. Regulatory compliance tools support municipal requirements where applicable (tariff enforcement, license tracking, compliance exports).

RELEVANT PLATFORM FEATURES

- Hardware abstraction: any telematics provider, IoT device, or charger compatible
- Payment gateway flexibility: multiple processors supported with per-federation configuration
- White-label configuration: per-federation branding and translation management
- Multi-tenant federation: single deployment supports multiple cities/brands/operators
- Versioned API: backward compatibility ensures integration stability across platform upgrades

CASE STUDY / EXAMPLE

[Operator name] launched car-sharing service in [city] with 50-vehicle fleet using [telematics provider] hardware and [payment gateway] processor. Business grew to three cities (150 vehicles) within 18 months—added a new city as a separate federation, onboarded different telematics providers for the second city, and maintained unified management. Regional expansion required local payment gateway for currency support—registered new gateway in platform configuration, routed new federation's payments through regional processor. All three cities operate under operator brand with white-label apps, independent pricing, shared operational oversight from a single backoffice instance.

CTA

Discuss operator infrastructure → /contact



25. PLATFORM OVERVIEW INTRO

PAGE HEADLINE

The operating system for institutional shared mobility

POSITIONING STATEMENT

Playmoove is not a turnkey app. It's a configurable operating system managing the complete lifecycle of shared mobility operations: vehicle control, driver verification, zone enforcement, billing automation, and regulatory compliance. Built for institutions that need governance infrastructure, not growth-stage experiments.

26. OVERVIEW (OPERATING SYSTEM)

SECTION HEADLINE

Operating System Architecture

COPY

Multi-tenant federation architecture enables multiple independent operators on a single platform instance. Each federation maintains isolated fleets, clients, zones, and pricing—complete operational autonomy with shared infrastructure. Eight native booking modes (round-trip, free-floating, one-way, station-based, corporate, reservation-without-destination, station-to-station, on-demand) configured per deployment without custom development. Hierarchical organization (Federation → Group → Client → Driver) allows policy and rate inheritance at each level. Versioned API layer (v1/v2/v3) ensures backward compatibility—operator integrations remain stable across platform upgrades.

27. OPERATIONS & FLEET CONTROL

SECTION HEADLINE

Operations & Fleet Control

COPY

Complete vehicle lifecycle management from creation to retirement. Remote vehicle commands (unlock, lock, immobilizer) issued from operator console with hardware abstraction supporting any IoT provider. Real-time fleet monitoring via live GPS map with vehicle status, fuel levels, and availability. Maintenance request system with priority levels, assignment workflows, and cost tracking per intervention. Parking management with hierarchical structure (Groups → Lots → Slots) enabling individual slot control, occupancy visualization, and bulk operations for rebalancing. Damage and incident reporting with visual position marking, attachment support, and status lifecycle tracking.

28. USER EXPERIENCE (WHITE-LABEL)

SECTION HEADLINE

User Experience (White-label)

COPY

Driver-facing mobile app behavior governed by backoffice configuration: booking modes, document requirements, subscription prerequisites, zone rules, and vehicle instructions all publish from operator console to user apps. Per-federation branding with company name, visual identity, and multi-language support via translation key management. Driver self-service features configurable per deployment: online document upload with verification workflow, digital terms acceptance with version control, RFID card registration for physical access, in-app credit wallet with usage history, subscription enrollment and renewal, real-time reservation tracking. Segment-based vehicle presentation allows operators to filter and organize fleet by custom categories with tailored imagery and descriptions.

29. DATA, REPORTING & GOVERNANCE

SECTION HEADLINE

Data, Reporting & Governance

COPY

Configurable dashboard with drag-and-drop widget layout persistent per user. Out-of-box KPI widgets: revenue by booking mode, vehicle category, and parking lot; total mileage; new registrations; active drivers per slot; geographic analytics with neighborhood density mapping.

Time-series grouping filters all metrics by day, week, month, or year with configurable date ranges. Approval queues separate review workflows: client approvals, driver approvals, document verification, billing holds, deletion requests—each with a dedicated interface and audit trail. Policy enforcement per group: minimum/maximum bookable time, restricted booking hours, zone-level rules (speed limits, vehicle caps, minimum fuel thresholds) automatically enforced with violation flagging. Export center provides full data dumps (reservations, clients, invoices) filterable by period and status. GDPR compliance tools include client data portability and force deletion capabilities.

30. INTEGRATIONS & API

SECTION HEADLINE

Integrations & API

COPY

Payment gateway abstraction supports multiple processors per federation with PreAuth, settlement, refund, and invoice workflows routing through operator-selected gateway. Hardware abstraction layer registers any IoT device, telematics provider, or charger (including municipal-certified taximeters for regulated operators) with manager type, serial number, and configurable parameters—platform issues standardized commands regardless of underlying hardware. EV charging integration tracks sessions per reservation (port, energy consumed in kWh, meter readings, penalty time) with remote charge initiation capability. Multi-version REST API (v1/v2/v3) with SDK wrapper layer ensures backward compatibility. Registration token system generates invitation links with pre-configured plans, credits, and group assignments for partner onboarding. Platform console provides operator-facing command interface for backend operations without engineering escalation.

31. SECURITY, PRIVACY & COMPLIANCE

SECTION HEADLINE

Security, Privacy & Compliance

COPY

Role-based access control (RBAC) with fine-grained permission assignment at menu, feature, and action level. Admin user management creates, enables/disables platform users with role-based access. Driver document verification enforces structured approval workflow with document type requirements per vehicle category. Audit trail logs timestamped, immutable

activity on all major entities—every administrative action captures operator identity and reason. Terms and Conditions version management tracks per-driver signature status (SIGNED / MISSING / EXPIRED / UPCOMING) with automated re-acceptance flows on new TOC releases. Document expiry tracking surfaces expiring licenses and regulatory documents for operator review. Italian e-invoicing compliance (SDI / e-invoice XML) with VAT configuration per parking lot and sectional invoice numbering for accounting systems. GDPR Article 20 (data portability) and Article 17 (right to erasure) supported via client data dump and force deletion capabilities.

32. PLATFORM CTA

CTA

Request technical review → [/contact](#)

OUR APPROACH PAGE [/approach](#)

33. APPROACH INTRO

PAGE HEADLINE

Our approach

METHODOLOGY PHILOSOPHY

We configure the platform to your requirements, align it to your policies, and integrate with your existing infrastructure. Stakeholder coordination, compliance documentation, phased rollouts—we work within the constraints of actual deployments, not startup pitch decks.

34. LISTENING & ASSESSMENT

PHASE HEADLINE

Listening & Assessment

COPY

Discovery phase captures organizational requirements, technical constraints, and stakeholder objectives. We map existing infrastructure (payment systems, identity providers, ERP platforms), document regulatory compliance requirements, identify policy enforcement needs, and surface political or procurement obstacles. Deliverable: assessment report with technical feasibility analysis, integration requirements, and deployment risk assessment.

35. CONSULTING & SOLUTION DESIGN

PHASE HEADLINE

Consulting & Solution Design

COPY

Operating model design translates institutional requirements into platform configuration. We define federation structure (independent programs vs. unified deployment), establish zone policies and enforcement rules, configure booking modes and rate structures, design driver approval workflows, map cost center allocation, and specify integration points with existing systems. Deliverable: solution architecture document with configuration specifications, integration design, and implementation timeline.

36. PILOT / POC

PHASE HEADLINE

Pilot / PoC

COPY

Field validation in a controlled environment with limited fleet and user population. Pilot phase tests configured booking flows, validates zone enforcement accuracy, confirms integration stability with payment and telematics providers, and surfaces usability issues before full deployment. Pilot duration typically 4-8 weeks with weekly status reviews and iterative refinement. Deliverable: pilot results report with performance metrics, configuration adjustments, and go-live readiness assessment.

37. GO-LIVE & ROLLOUT

PHASE HEADLINE

Go-live & Rollout

COPY

Production launch with phased user onboarding and fleet scaling. Rollout sequence coordinates stakeholder communications, driver enrollment campaigns, vehicle deployment schedules, and operator training sessions. Go-live support includes dedicated escalation channel, daily monitoring reviews, and rapid response to configuration issues. Typical rollout spans 2-4 weeks from initial launch to full fleet activation. Deliverable: production deployment with operator training, user onboarding materials, and escalation procedures.

38. SUPPORT & CUSTOMER SUCCESS

PHASE HEADLINE

Support & Customer Success

COPY

Ongoing monitoring and optimization post-launch. Customer success team reviews weekly performance metrics (utilization rates, policy violations, maintenance response times), identifies operational inefficiencies, recommends configuration adjustments, and coordinates platform updates. Standard support includes technical helpdesk, configuration change requests, and access to platform documentation. Deliverable: monthly operational reviews with KPI analysis and optimization recommendations.

39. EVOLUTION & CUSTOMIZATION

PHASE HEADLINE

Evolution & Customization

COPY

Platform evolution as operational requirements change. Customization engagements handle new integration requirements (ERP systems, identity providers, specialized hardware), develop custom reporting templates, configure additional booking modes, and extend federation structures for organizational growth. Custom development follows platform architecture patterns

to ensure upgrade compatibility and avoid technical debt. Deliverable: scoped customization projects with specification documents and implementation timelines.

40. APPROACH CTA

CTA

Book a strategy call → </contact>

PROOF PAGE </proof>

41. PROOF INTRO

PAGE HEADLINE Institutional deployments in production

CREDIBILITY STATEMENT Procurement requires evidence, not promises. These deployments represent years of production operation, stakeholder coordination, and regulatory compliance—not beta tests or pilot projects.

42. FEATURED CASE STUDY: CORRENTE BOLOGNA

[SIMONE: This is the hero/featured case study. Large format with image, stats prominently displayed, full narrative treatment. This anchors the entire page.]

CASE STUDY: CORRENTE BOLOGNA

</case-studies/corrente-bologna>

HERO IMAGE Bologna streetscape with electric vehicles (use existing Corrente imagery)

CLIENT Tper Group / Municipality of Bologna

DEPLOYMENT SCOPE 100% electric sharing service integrated with Bologna's public transport system across the metropolitan area

THE CHALLENGE Tper Group needed to launch a 100% electric sharing service integrating with Bologna's public transport system while managing three vehicle types (cars, scooters, bikes) across the metropolitan area. The platform had to support park-anywhere flexibility, integrate with existing public transport subscriber systems, and connect to enterprise systems (SAP, e-invoicing, CARGOS) for regulatory compliance and budget tracking.

THE SOLUTION Multi-modal fleet deployment on unified platform infrastructure. Free-floating booking mode with zone-based policy enforcement across Bologna metropolitan service area. Tper public transport subscriber integration for cross-service benefits. Enterprise integration layer connecting to SAP (accounting), Italian e-invoicing system (SDI compliance), and CARGOS platform (municipal fleet management).

THE RESULT Unified platform powering Corrente's entire fleet — from e-bikes to electric cars — with integrated pricing, park-anywhere flexibility, and Tper subscriber benefits.

DEPLOYMENT METRICS

- **685+ vehicles** on one platform instance
- **335 Electric Cars**
- **100 E-Scooters**
- **250 Electric Bikes**
- **100% Electric Fleet**
- Integrated with Tper public transport ecosystem
- SAP + IT E-Invoice + CARGOS Platform Integration
- Real-time availability across Bologna metropolitan area
- Pay-in-app with flexible pricing and subscriptions
- Park anywhere without parking spot costs

PLATFORM CAPABILITIES DEPLOYED

- Multi-modal fleet management (cars, bikes, scooters)
- Free-floating booking mode with zone enforcement
- Enterprise system integration (SAP, SDI, CARGOS)
- Public transport subscriber integration
- Real-time fleet availability API
- Pay-in-app with flexible subscription models
- Zone-based parking compliance

CTA Read Full Case Study → </case-studies/corrente-bologna>

43. PLATFORM METRICS

[SIMONE: Platform-wide proof points, not case-study specific. Single horizontal bar or stat grid. These are aggregate across all deployments.]

OPERATIONAL TRACK RECORD

- **In production since 2017** — 8+ years of continuous platform operation
- **ISO 27001 / GDPR / SOC 2 compliant** — enterprise security and privacy standards
- **Multi-version API** with backward compatibility guarantee — no forced migration
- **99.9% uptime** guaranteed SLA
- **40+ hardware integrations** supported — telematics, IoT, payment gateways, chargers
- **30 days average** time to launch

44. ADDITIONAL DEPLOYMENTS

[SIMONE: Optional section if/when more case studies become available. Can be hidden/removed if only Corrente is published. If used, simple card grid format with: Client name, Industry, Deployment scope (# vehicles, booking mode), Key integration.]

[Space reserved for future case studies]

TESTIMONIALS

[SIMONE: Optional section. Can be hidden/removed if no testimonials are delivered. If used, quote cards with attribution.]

[Space reserved for client testimonials]

46. PROOF CTA

CTA Request deployment briefing → /contact

INSIGHTS PAGE /insights

45. INSIGHTS HUB

[SIMONE: Articles organized in 3 thematic sections (Operations & Fleet Management, Technical & Platform, Regulatory & Compliance, Platform Risk & Vendor Selection). Visual treatment TBD - could be: card grid with article title + 1-2 sentence teaser + "Read more" link, or simple list with section headers, or featured article hero + article grid below. One article ("Friction is the Business") is already written and linked, rest are outlined concepts.]

PAGE HEADLINE

Operational intelligence from the field

INTRO STATEMENT

We run our own mobility business. These insights come from real operational experience—not theory, not trend-chasing, not investor narratives. Fleet management strategies, regulatory compliance updates, technical deep-dives, and industry analysis from operators who live this daily.

FEATURED ARTICLES

OPERATIONS & FLEET MANAGEMENT

"Friction is the Business"

Already written. Can provide.

"CO₂ Tracking That Survives Procurement (Not Just Press Releases)"

- What consumer apps report (avoided emissions, gamification, user engagement)
- What procurement actually needs (audit trails, export formats, methodology documentation)
- The gap between them
- What enterprise-grade CO₂ tracking actually looks like

"The Hidden Costs of Free-Floating: What the Spreadsheet Doesn't Show"

Zone violations, parking fines, vehicle retrieval, damage patterns - the operational overhead that kills margins in free-floating models.

"Maintenance Request Hell: Why Your Ticketing System Doesn't Work for Fleet Ops"

Why generic helpdesk software fails for vehicle maintenance, what operators actually need (priority routing, cost tracking, vendor assignment), and how we built it.

"Why Most Car-Sharing Pricing Models Are Wrong"

Time-based vs. distance-based rates, common costs, zone pricing, subscription economics - what actually drives utilization vs. what operators think drives it.

TECHNICAL & PLATFORM

"Hardware Vendor Lock-In: How We Built Abstraction (And Why You Should Too)"

Technical deep-dive on IoT abstraction layer - why tying your platform to one telematics provider is suicide, how to design for vendor independence.

"Multi-Model Is Harder Than It Looks: Lessons From Running RT, FF, and One-Way Simultaneously"

Why most operators stick to one booking mode, the complexity tax of supporting multiple models, where the integration pain points actually are.

"The Federation Model: Running Multiple Programs Without Separate Platforms"

How cities and universities actually structure mobility operations, why separate platforms for each program is insane, technical architecture for operational isolation.

REGULATORY & COMPLIANCE

"E-Invoicing Compliance for Mobility Operators: The Italian SDI Experience"

Real-world e-invoicing implementation - regulatory requirements, technical integration, common failures, what procurement offices actually need to see.

"Driver Approval Workflows That Don't Create Liability Exposure"

Document verification, compliance checks, what you can automate vs. what requires human review, where operators get this wrong and create legal risk.

PLATFORM RISK & VENDOR SELECTION

"When Your Platform Vendor Dies: A Survival Guide"

The 2016 story - what happens when your vendor goes under, how to assess platform risk, what continuity planning actually looks like for mobility operators.

SOCIAL

simple links to our social presence can go here somewhere.

COMPANY PAGES

46. COMPANY /company

PAGE HEADLINE Built from real operations

WHO WE ARE

Our team has run mobility operations, written production code, navigated procurement cycles, and deployed platforms for cities and enterprises. We know what breaks in production. We know what procurement officers ask for. We know the difference between features that sound good in demos and infrastructure that survives five years of real deployments.

This isn't theoretical knowledge. We operate our own car-sharing fleet in Cagliari, Sardinia. The platform we sell is the platform we run. Every constraint in the system is one we've hit ourselves.

WHERE IT STARTED (2016)

In 2016, Playcar was operating car-sharing in Cagliari when our software vendor went under. We faced a choice: cobble together multiple systems that didn't talk to each other, or force our business into software built for someone else's operational model.

We chose neither.

THE BUILD (2017)

Three developers. One year. One requirement: build a platform that works the way operators actually work—not the way software vendors think they should work.

Playmoove 1.0 went live in May 2017, the same month our old vendor turned out the lights. We've been running Playcar on the platform we built ever since.

THE DIFFERENCE (2019–Present)

By 2019, we'd refined the platform through continuous real-world operations. That's when we released the first white-label version for our first customer. Every feature built from actual operational needs—not investor metrics, not feature checklists, not what competitors were doing.

When you work with Playmoove, your competitive edge comes from our operator DNA. The same team that built Playcar in 2017 engineers the platform today. We run our own mobility business, refine the platform through daily operations, and deploy that operational intelligence for your deployment.

WHAT THAT MEANS FOR YOU

We know code, and we know the road. When we say "zone enforcement" we mean the version that actually works in a city with 47 restricted parking areas and a compliance officer who audits every violation. When we say "multi-wallet billing" we mean the version that survives corporate procurement review and integrates with SAP.

48. CAREERS </company/careers>

CAREERS INTRO

We build infrastructure that cities and institutions depend on to run their mobility operations. Long-term deployments, real governance requirements, actual institutional constraints. If you want to build systems that last and matter, we should talk.

49. PARTNERS </company/partners>

PARTNERS INTRO

Hardware agnostic. Integration flexible. Built on partnerships, not vendor lock-in.

PARTNER STATEMENT

Playmoove's hardware abstraction layer and open API architecture enable integration with any telematics provider, IoT device manufacturer, payment gateway, or mobility service. We don't dictate your hardware choices—we adapt to them.

BECOME A SUPPLIER

Hardware & Technology Providers

If you manufacture telematics devices, IoT hardware, payment gateways, charging infrastructure, or other mobility technology, we can integrate with your systems. Our hardware abstraction layer supports arbitrary device types with configurable parameters—no platform code changes required.

Integration Process

1. Technical specification review
2. API documentation exchange
3. Sandbox testing environment
4. Certification and go-live

Supplier Registration

Register as a certified Playmoove partner through our procurement platform. Operators can discover and select your technology directly through the supplier registry.

CTA Register as a Technology Partner → [\[link to procurement platform/supplier registry\]](#)

50. CONTACT INTRO

PAGE HEADLINE

"Get in Touch"

VALUE PROP OPTIONS

"Share your requirements. Ask questions. We'll respond."

51. FORM MICROCOPY

FORM STRUCTURE

YOUR INFORMATION

- Name (text field, required)
- Organization (text field, required)
- Email (email field, required)
- Role (dropdown, required)
 - Mobility Manager
 - IT Director
 - Operations Director
 - Procurement Officer
 - CEO / Founder
 - Other

YOUR OPERATION

- Organization Type (dropdown, required)
 - City / Municipality
 - University / Campus
 - Corporation / Enterprise
 - Mobility Operator (car-sharing, rental, etc.)
 - Transportation Authority
 - Other

- Current Stage (dropdown, required)
 - Planning / Research
 - Pilot / Proof of Concept
 - Active Operations (scaling)
 - Replacing Current Platform
 - Exploring Options

YOUR REQUIREMENTS

- Tell us about your needs (textarea, required)

Placeholder text: "Describe your mobility operation: fleet size, service areas, booking models, integration requirements, compliance needs, or specific challenges you're solving."

Character limit: 500

BUTTON TEXT

CTA Button: "Send"

Confirmation Message: "Message received. Our team will contact you within 48 hours to talk."

52. DIRECT CONTACT INFO

CONTACT DETAILS

Piazza Giovanni XXIII, 36
Cagliari, Italy 09128

sales@playmoove.com

MICROCOPY & SUPPORTING ELEMENTS

53. NAVIGATION MENU LABELS

TOP-LEVEL NAVIGATION

Solutions
Industries

Platform
Our Approach
Proof
Insights
Company
Contact

54. FOOTER

Possible TAGLINE *"Let's share the ride."*

Possible structure and content

COLUMN 1

- Platform Overview → </platform>
- Cities & Public Sector → </industries/cities-public-sector>
- Universities & Campuses → </industries/universities-campuses>
- Ride Hailing → </solutions/ride-hailing>
- Car pooling → </solutions/car-pooling>

COLUMN 2

- Case Studies → </proof>
 - Insights → </insights>
 - About Playmoove → </company/about>
 - Careers → </company/careers>
 - Contact → </contact>
-

55. CTA BUTTON STANDARDS

PRIMARY CTA PHRASES

Request procurement documentation

Book a strategy call

Request technical review

Explore the platform

56. META DESCRIPTIONS (SEO)

PLATFORM PAGE META

Shared mobility operating system with vehicle control, zone enforcement, billing automation, and regulatory compliance. Built for institutional governance, as well as consumer car-sharing.

END