

# HOW TO CREATE INTEGRATED AND FORM FACTOR INDEPENDENT SERVICES IN PUBLIC TRANSPORT

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TT LONDON 2020



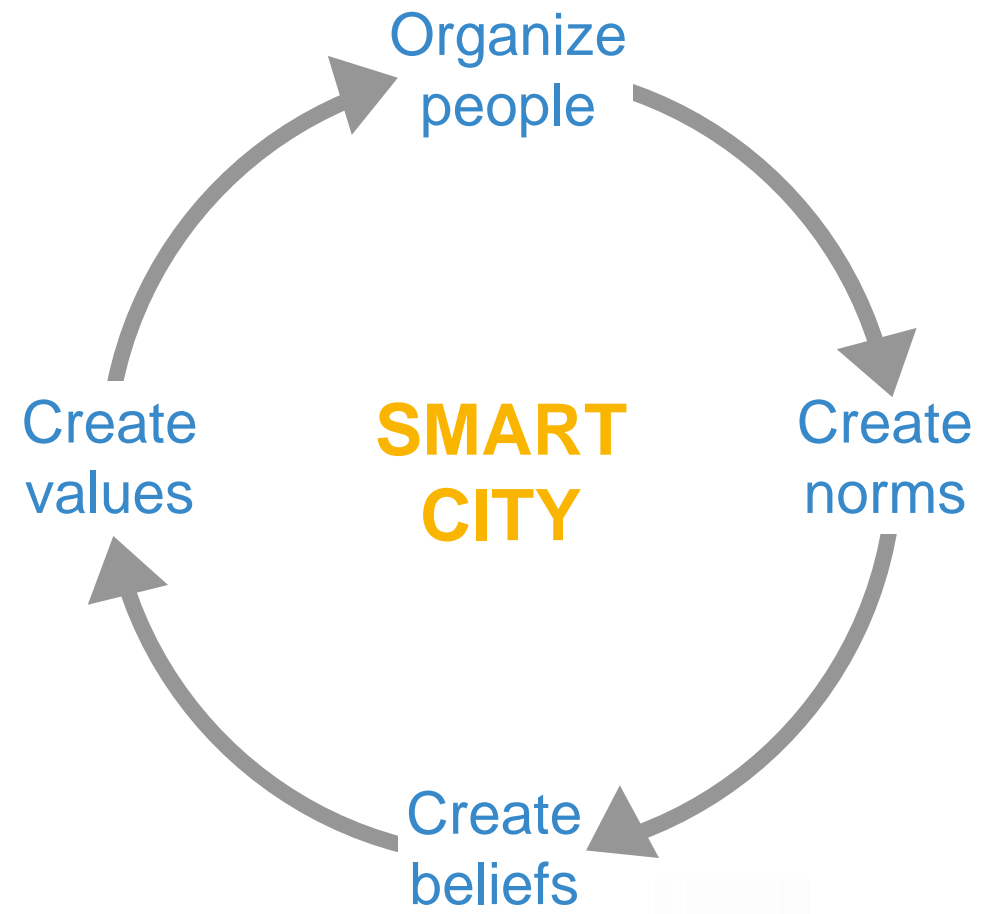
EXTERNAL USE



SECURE CONNECTIONS  
FOR A SMARTER WORLD



## Smart Cities – Shaping Urban Culture



# Transit Agencies: Challenges Today

WHY



## High Distribution & Cash Collection Costs

- Cost of paper / smart card issuance and distribution
- Capital of ticket vending machines
- Machine maintenance
- Cost of cash collection



## Legacy Hardware Difficult to Upgrade

- Limited public service funding
- Limited connectivity to backend offices: No real time connections
- Large network which is difficult to upgrade



## Reduction in Sales & User Satisfaction

- Unsatisfied users expect mobile ticketing to be available
- Users choosing alternatives out of convenience e.g. rideshare

HOW



# Commuters: Challenges Today

TODAY



## Complex Fares

- Service multiple minorities
- No prior knowledge of user
- Fare decision made before trip starts



## Confusing Network

- Inherently confusing tunnel network without a map
- No consistent naming conventions for routes



## Non-Realtime

- Key information (time, space, cost) is not available to users

ROOT CAUSE

# Smart Cities build on Smart Transportation





# Our cloud platform serves many different applications

Closed-loop Payment



Taxi Cards



Home Access



Transport Ticketing



Event Ticketing



Car Rentals



Corporate Access



University Cards



Hotel Access



Bike Rentals



Library Cards



Road Tolling



Museum Cards



City Cards



Tourist Cards



Amusement Park



Stadium



Door Access



Membership Cards



Loyalty Schemes



Document Authentication



Parking



Student Cards



Fuel Cards



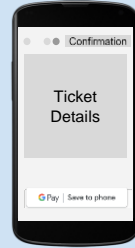
Meet the user  
where they are  
today

## PTO\* Website



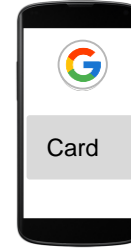
Google Pay | Save to phone

## PTO Application



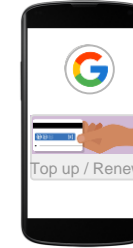
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## Existing cards



Google Pay | Save to phone

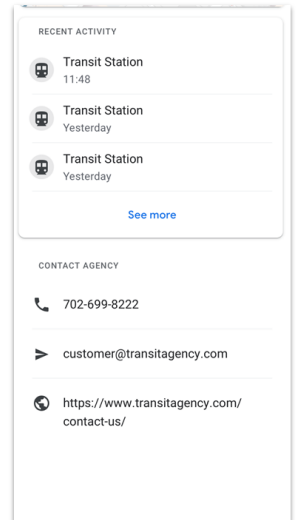
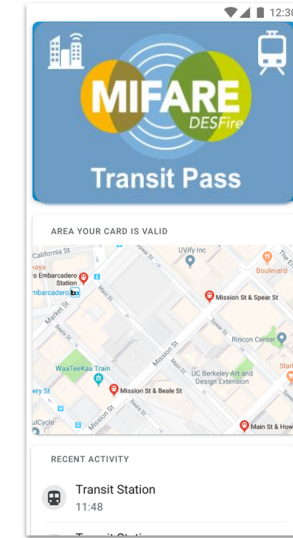
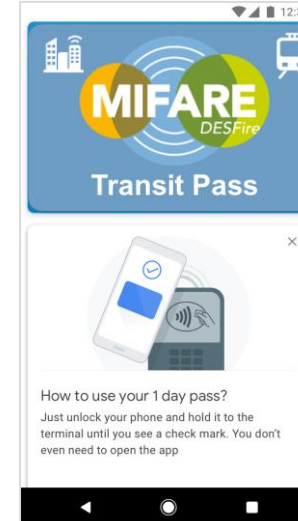
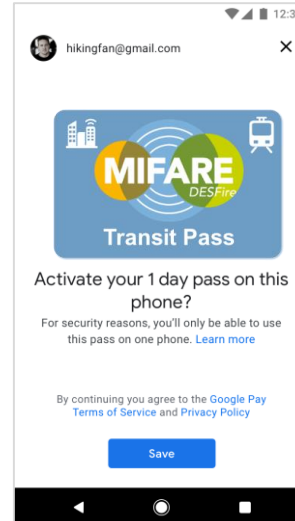
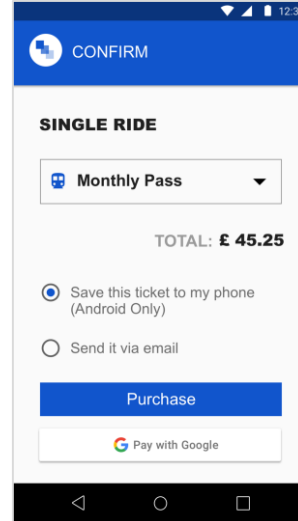
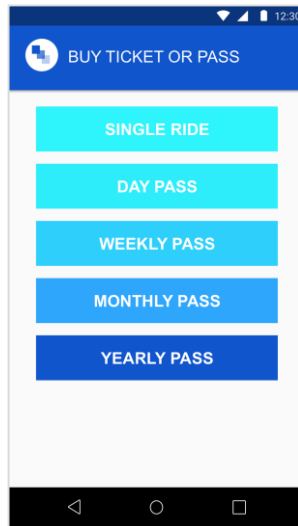
## Google Pay



Google Pay | Save to phone

Digital ticket  
vending machine  
using mobile phone

Instant issuance  
into your mobile  
wallet



Purchase from PTO application

MIFARE 2GO service to digitize ticket

Services & Information



# Make the right technology choice

*Enabling Smart City Ecosystems*



**Flexible technology**



**Continuous innovation**



**Security**





# Customer ownership?



SECURE CONNECTIONS  
FOR A SMARTER WORLD

# Benefits

- ✓ **New Business Models**
- ✓ **Sustainable Technology – Growing with your Smart City**
- ✓ **Flexibility & Ownership**
- ✓ **Payment Provider of Choice**
- ✓ **Service Partner Network**
- ✓ **Enabling Regional and Countrywide Deployments**





**THANK YOU!**  
**VISIT US AT BOOTH # D28**

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