



Spoilt for Choice? Why PTOs and PTAs need Open Standards in a Crowded Market

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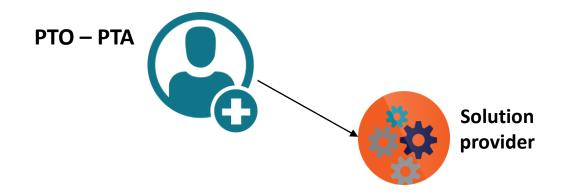




The challenges of a maturing transport industry



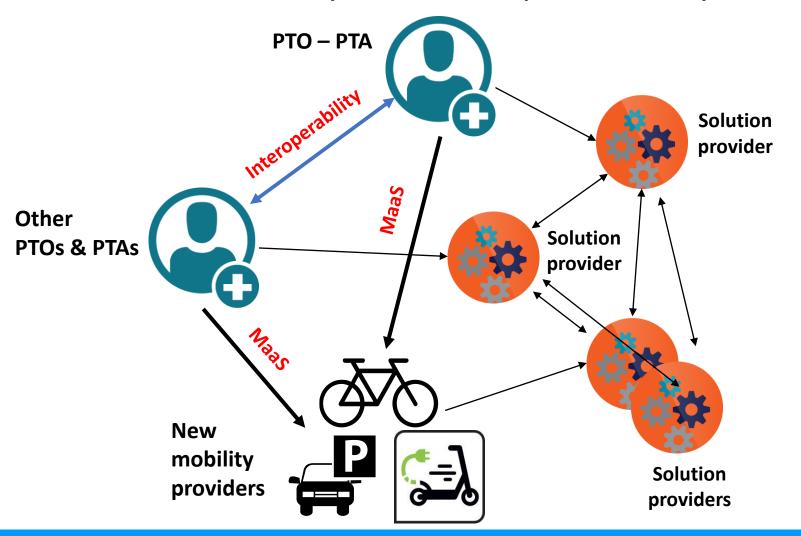
Historical evolution of ticketing in transport



25-30 years ago: one single relationship to manage...

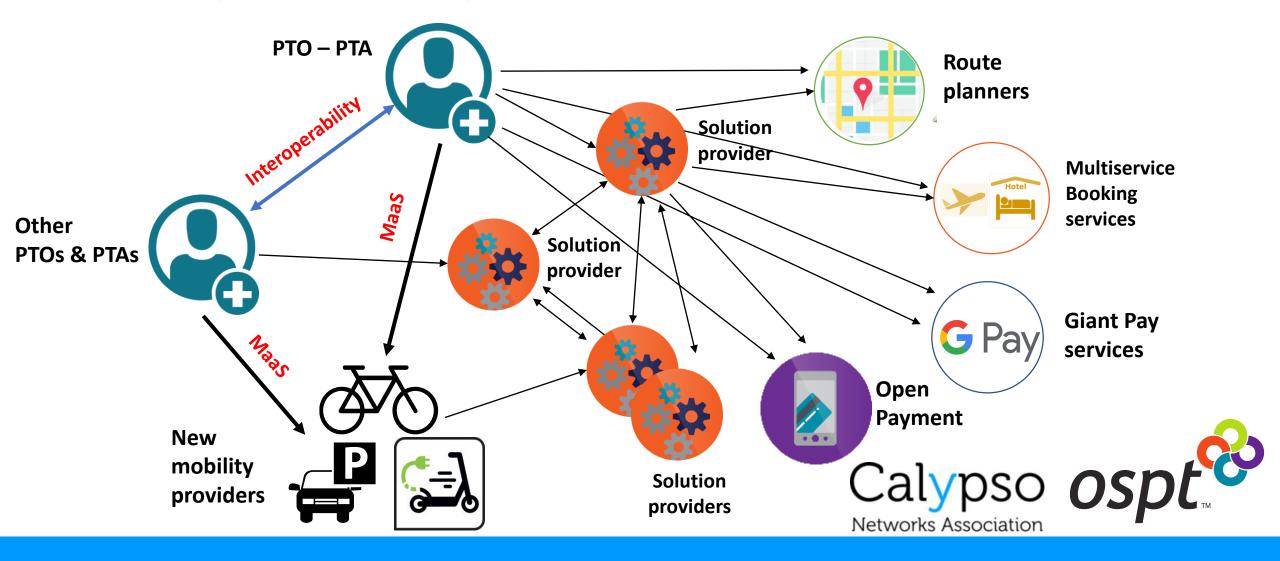


... nowadays, interoperability, Maas, ...

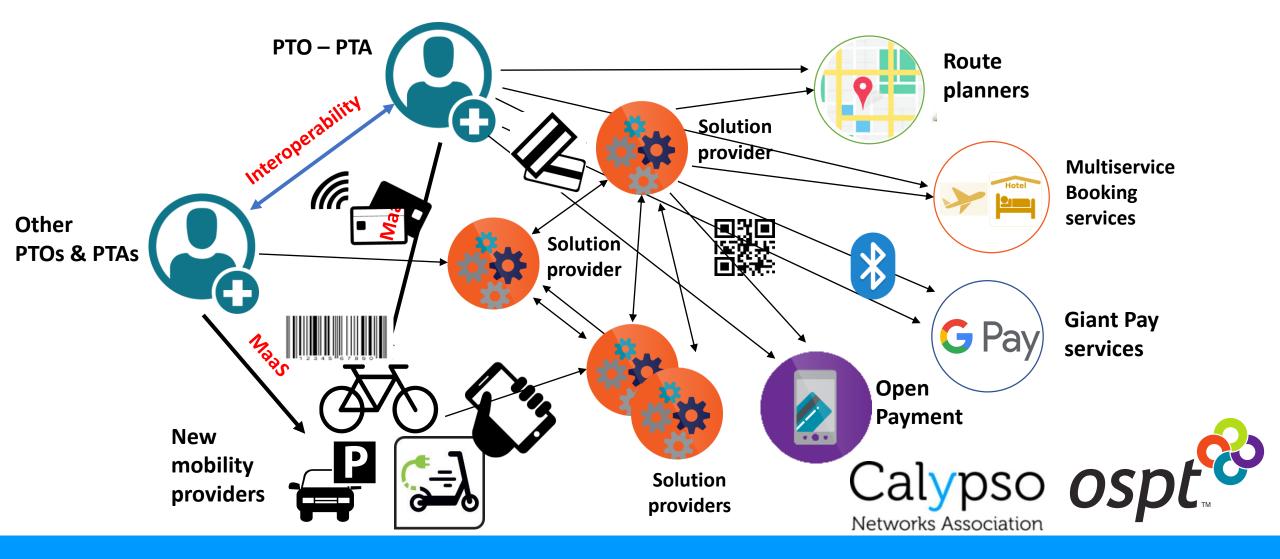




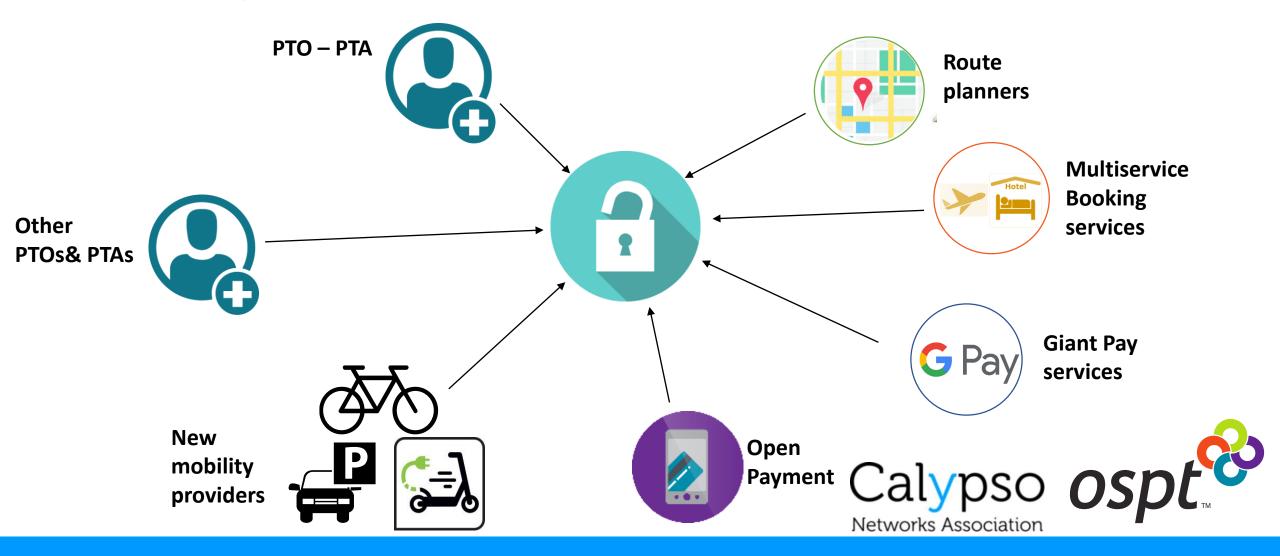
... Many new third parties...



...Including multiple technologies & payment schemes



...And open standards

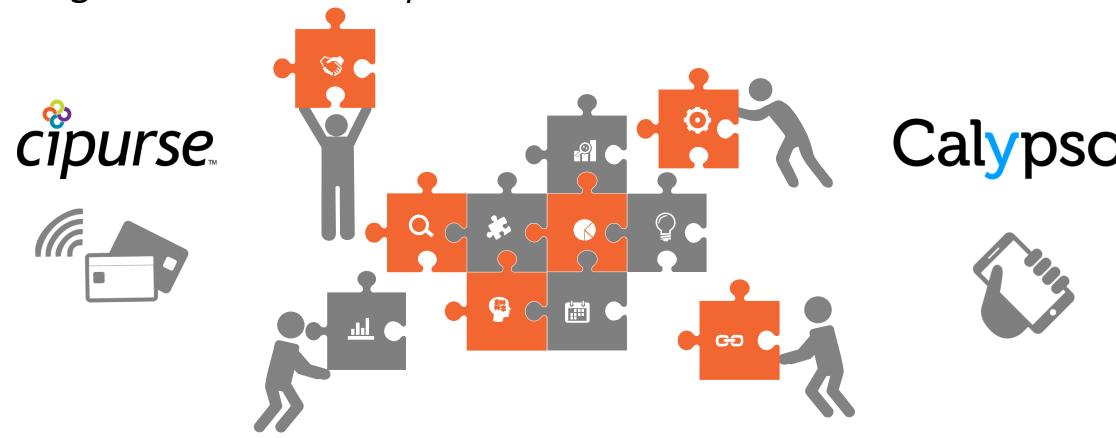




Taking open standards to the next level



Fragmentation in open standards...



Need for clarity in the market and simplified option for PTOs PTAs



That is why CNA & OSPT have decided to collaborate

• End goal: convergence of respective open standards



- Immediately bring a clear message to the market
- Define tools to ensure compatibility and interoperability



Why collaborate?



Shared founding values: open contactless ticketing market

Two successful standards: Calypso & CIPURSE™





Present

Increasing overlap in aims and agenda

Urgent need for a clear, coherent open standards message

Aim

Simplify & drive integration with compatible standards

Harmonize entire transport ecosystem





Goals and objectives

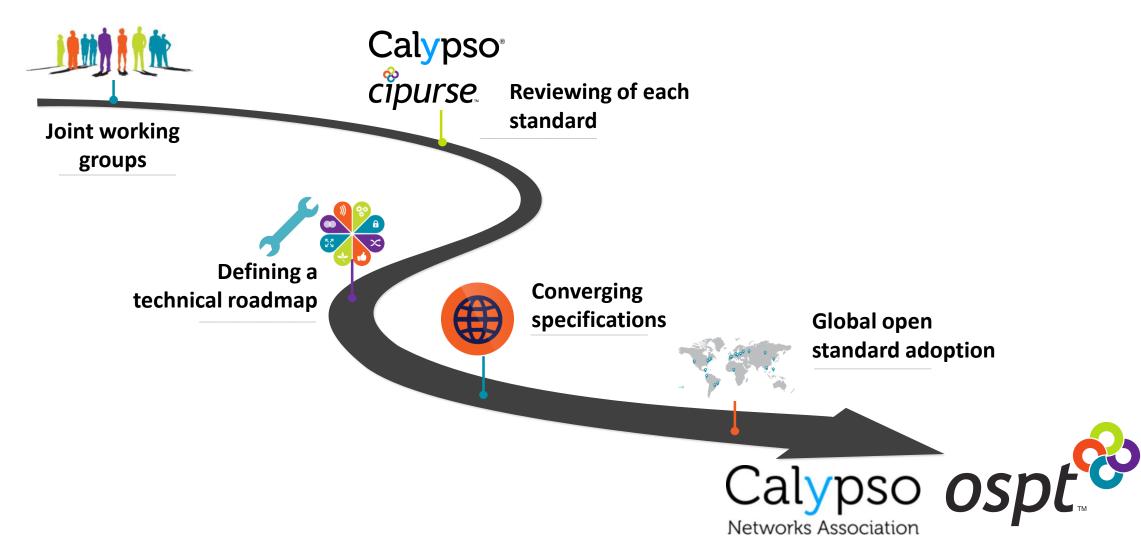


- Educate the industry on the benefits of open standards with one, clear voice;
- **Simplify the choice** for transport operators implementing open standards;
- Encourage innovation by removing the overlap of work & bringing together stakeholders from across the ecosystem;

Make open standards a compelling, cost and time effective solution for the entire ecosystem.



A stepped approach





"By combining voices and minds, we can take the adoption of open standards to the next level in transport ticketing"

Philippe Vappereau, CNA







Thank you for listening

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