

# Bringing payments development in-house to stay ahead of the curve

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# Skånetrafiken

3<sup>rd</sup> biggest PTA in Sweden

170 million trips per year (300 000 travellers per day)

220 trains (Öresundståg & Pågatåg)

600 Regional buses, 400 city buses and 340 Special transports

Revenue approx. 6 billion SEK (£ 480 million), 58% from ticket sales 42% tax funded



# Driver seat

# 2015

**Development  
programme**

**Agile**

**Tender for  
resources**

Skånetrafiken

# **Skånetrafikens development centre "The Lab"**

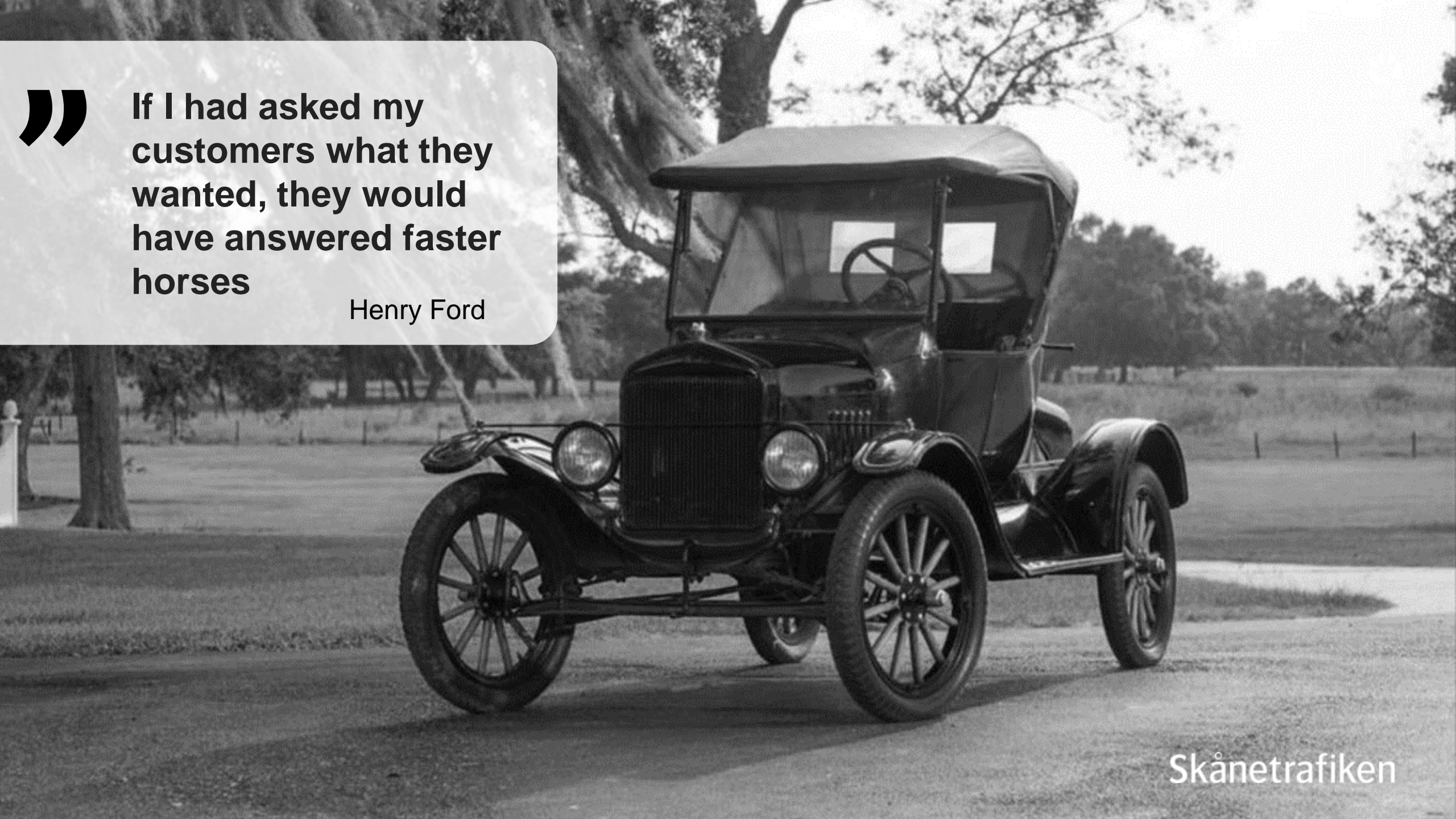
**Innovation and prototyping  
Workplace for developers  
Coordination between the projects**



# SIMPLICITY



Skånetrafiken



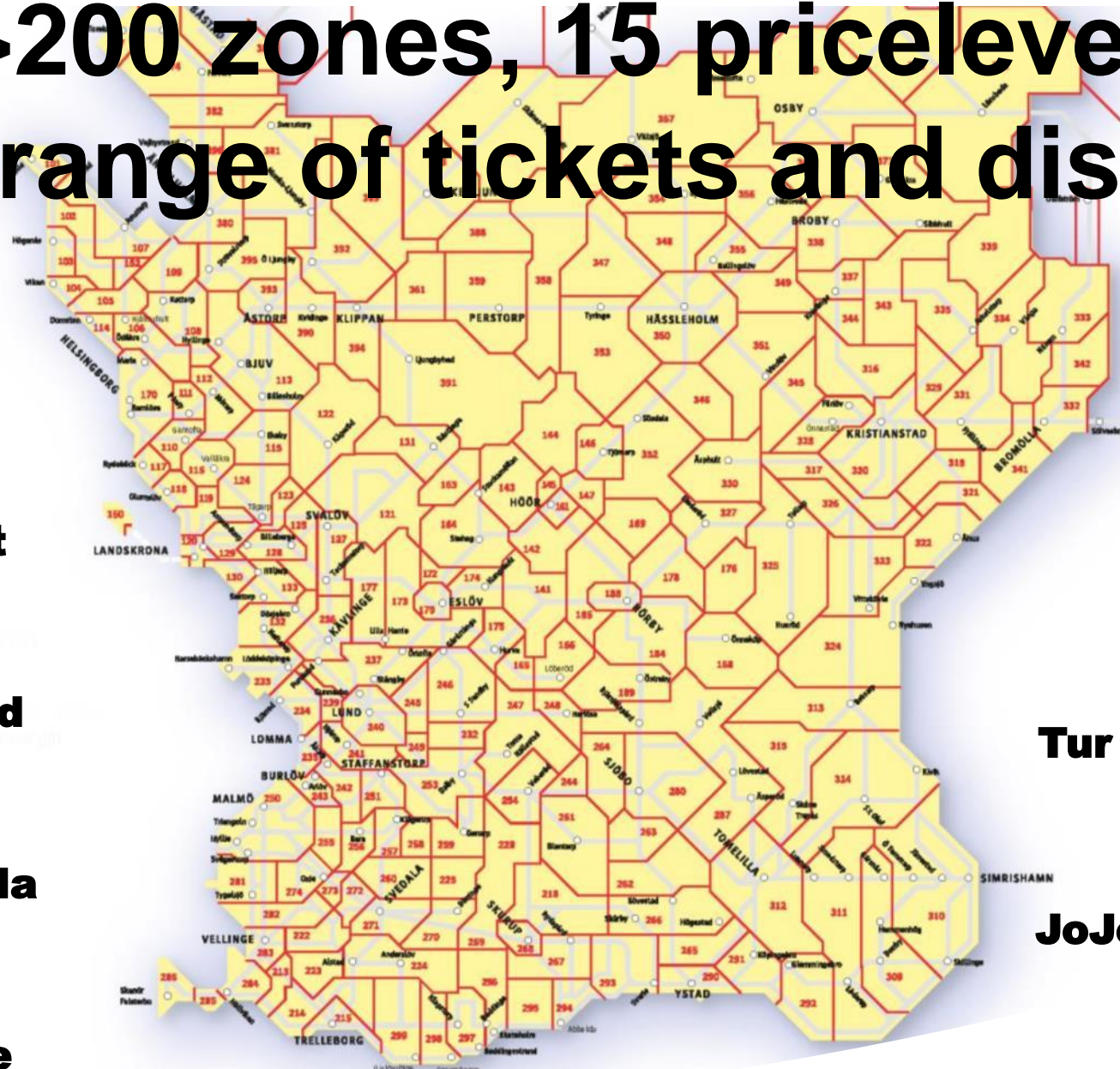
”

**If I had asked my  
customers what they  
wanted, they would  
have answered faster  
horses**

Henry Ford



# >200 zones, 15 pricelevels, wide range of tickets and discounts



**JoJo Reskassa**

**JoJo Period  
Öresund**

**24-timmarsbiljett**

**Öresund Rundt**

**JoJo Grundskola**

**JoJo Period**

**JoJo Företag 365**

**JoJo Skola**

**Enkel**

**Tur o Retur Hyllie**

**Duo/Familj**

**JoJo Student Öresund**

**JoJo Sommar**

**JoJo Student**

**JoJo Fritid**

**JoJo Senior**

**Tur o Retur Danmark**

**72-timmarsbiljett**

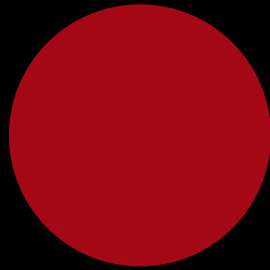
**JoJo Skola Plus**

**JoJo Företag Flex**

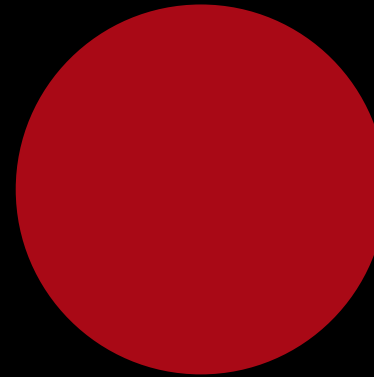
# From 202 zones to 3



**Small**



**Medium**



**Large**

**Whole of Skåne**



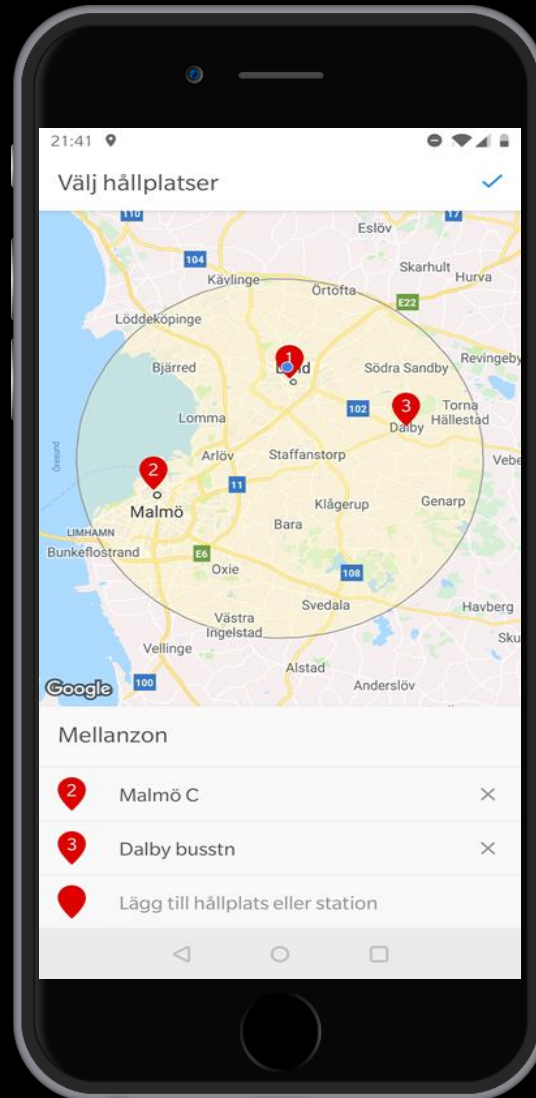
# Personal zones

**Traditional**

**Based on the customer**



# Customers can configure their own zone

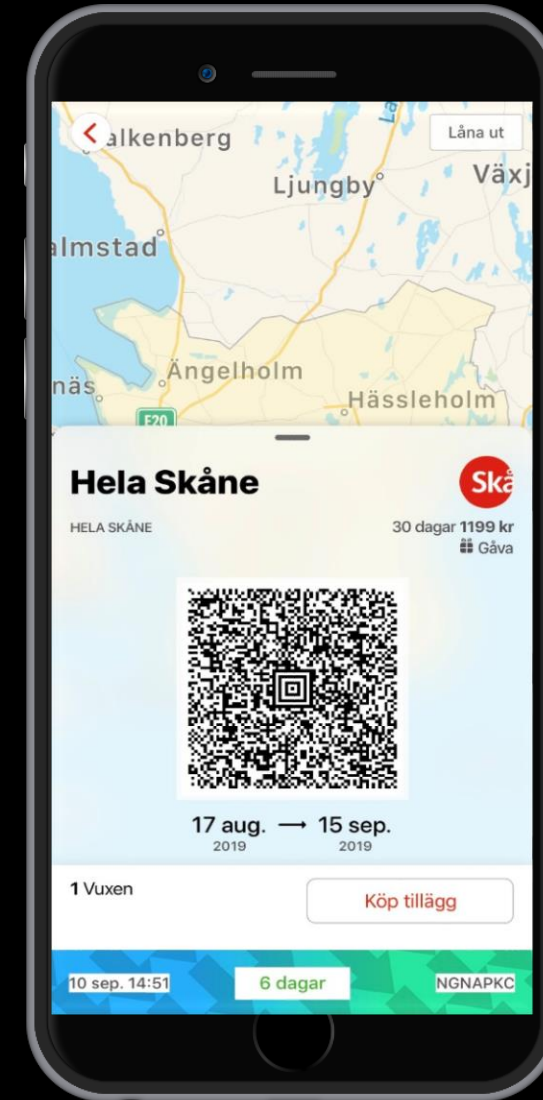




# 4 ticket types

- Single ticket
- 24 h ticket
- 30-day ticket
- Summer ticket

Same prices and discounts  
in all sales channels!



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**March 2017 → Now**  
**Skånetrafikens app**



**Usage 75 % - 2019**

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# Sales channels

- ✓ Consumer app
- ✓ TVM:s
- ✓ Regional buses
- ✓ City buses
- ✓ Customer centers
- ✓ Re-sellers
- ✓ Web
- ✓ B2B



London  
Sydney  
New York  
Skåne



# blippa

Contactless EMV Ticketing

Skånetrafiken

***“ Blippa offers an opportunity for customers traveling in city traffic in Skåne to make a trip at a fixed price by only tapping their contactless bank card ”***



# blippa

Tap'n'Ride

**SIMPLE**

**SECURE**

**SMOOTH**

**SPONTANEOUS**



Skånetrafikens

# Capping

Tap your contactless bank card at the ticket reader as you get on the city bus.

If you tap your contactless bank card on city buses after the first hour, you will receive a 24-hour ticket. It applies from the first time you tapped the card.

You never pay more than for two single tickets if you travel several times in the city within 24 hours.

To be continued.....



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*thank you!*