

Fare Management for High Performance— Road Charging



High performance. Delivered.

Traffic congestion poses serious threats to the world's transportation networks, the global economy, public health and environmental sustainability. Which is why in and around cities, where the effects of traffic congestion are felt most strongly, road, or congestion charging is catching on as a means of achieving fare management for high performance.

Road charging not only de-motivates drivers to drive, it can actually encourage a shift to alternative modes of transport and thus cut environmental pollution and improve traffic flow and management. What's more, by raising funds for investment in better transport infrastructures, road charging can play an important role in cost management and improved customer service—significant issues for transport authorities that aim to achieve high performance in an economic downturn. Indeed, the long-term potential of road charging is greater still if transport authorities use it as a platform for other forms of customer-driven charging, like retail payments.

In many countries, however, there is a high level of public suspicion about road charging, and particularly about some of the technologies that enable it. Roadside infrastructure, like video, is considered especially intrusive. And although the mobile positioning systems that facilitate communication between on-board units in

vehicles and a central system and provide distance and zonal based pricing via "virtual" tolling points are arguably less intrusive, these technologies are not yet mature.

To be successful, road-charging systems must be able to:

- Gain user trust by ensuring reliability and convenience
- Adapt to future technologies by ensuring flexibility

How the Accenture Fare Management Solution for road charging can help

The Accenture Fare Management Solution for road charging provides just such a comprehensive set of functions for customer convenience, as well as the tools and architectures to allow flexibility for future services and operations.

- Consulting • Technology • Outsourcing

Flexibility is provided through the implementation of open standards, a service oriented architecture and extensive use of Web services to extend the solution's functionality.

Customer convenience is delivered via multiple service channels, including self-service Web portals, interactive voice response, short message service and contact center applications. The solution also delivers interfaces to service other payment channels, including retail networks, self-service kiosks and vehicle on-board units.

A customer relationship management capability generates customer profiles to differentiate genuine mistakes from the actions of persistent evaders.

Enforcement services minimize the operational burden of enforcement and maximize the rate of cost-effective settlement of evasions.

An information management and reporting suite enables detailed analysis of all critical data, with many

standard reports and a tool for ad hoc report development to accommodate specific requirements.

In addition, in order to further enhance the flexibility and open architecture of the solution, the back office splits into two components.

The operational back office, which is highly customized for a particular road network, collects, aggregates and rates raw transactions from the roadside to determine the appropriate charges to be sent to the commercial back office for settlement. The resulting charges must influence user behavior in line with the road-charging system's objectives. They must also be inclusive and fair for all users.

The commercial back office, meanwhile, provides customer account management, device (on-board unit) management and enforcement services, and has a one-to-many relationship with operational back office systems, providing a single point of contact for the customer and maintaining a central service for all customer accounts and system financial management.

Maximizing the reuse of these services can greatly assist in maximizing the return on investment, reduce the complexity of maintaining multiple systems and assist in minimizing operational costs.

The Accenture Fare Management Solution for road charging has a proven track record. Mounting pressure to cut costs in today's challenging markets recently convinced one of Europe's leading national toll operators to move, with Accenture's help, to a more sophisticated, electronic road-charging system. Drivers buy on-board units with an individualized reference number recognized by a central system, where user records are kept. The units work like a debit card, buying not only toll access but also other services, including access to parking and fuel. By segmenting customers, the system applies differentiated pricing strategies to different types of user. And eventually, by charging different rates for different times of day and days of the week, the system will actually help improve highway traffic flow.

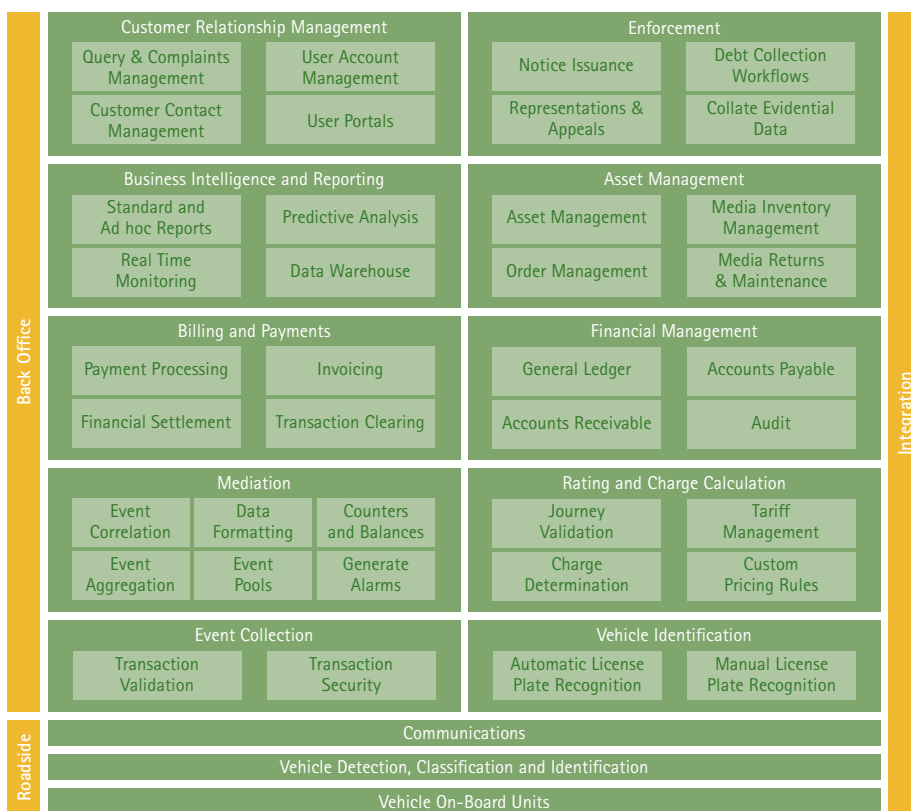
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Accenture tolling system architecture view



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