Accenture Transit and Tolling Services
Bringing innovation to public transportation authorities and operators

Staying the course amid economic realities and service demands

The public transportation industry is getting squeezed on a number of fronts: budgets are falling short, aging infrastructure continues to cost agencies more money and increasing congestion that is unable to keep pace with capital budgets. Service expectations are also changing with urbanization putting more travelers into the fold—connected travelers who have high expectations for seamless experiences across multimodal networks.

How can transportation agencies adapt to ongoing change and continue to provide increasingly better service with reduced funding? Accenture has created a dedicated business service—Accenture Transit and Tolling Services—to help agencies navigate the many roadblocks to high performance, and get to the outcomes they want. We bring together our experience and offerings in tolling, fare management, enterprise asset management and enterprise resource management to help clients put riders first, operate more efficiently, harness the potential benefits of technology and help reduce their costs.

Our team draws on 20 years of transportation experience to help transit and tolling clients all over the world to:

**Enhance the traveler experience**

Travelers represent your business potential. Public transportation industry agents and operators must find ways to stay connected with customers by delivering personalized fare products, rewards for loyalty and superior experiences across multiple modes of transport.

**Increase operational efficiency**

Working more cost-effectively means working smarter. It means embracing shared service platforms within regions, promoting interoperability across regions, simplifying cumbersome processes, and using data insights to enhance transportation planning, maximize revenue and reduce operation costs.

**Remain relevant**

Technology trends are changing the world every day, so public transportation agencies must change the way they operate and serve. The leaders will capitalize on innovations and use technology to provide customers with more choices and better services.

With our global transportation experience and proven methods and your commit to service and innovation, we can navigate the most complex industry challenges.
Transit authorities must mind the gap between the cost and quality of services. Today’s connected traveler expects a consistent, convenient experience—and service providers must find a way to deliver it while also reducing collection costs and administrative time.

The Accenture Fare Management Solution (AFMS) is a digital payment platform that manages fare collection and customer service across multiple transit authorities and multiple modes of transport using a variety of fare payment media.

Whether passengers are riding a bus or a train, crossing a river by ferry, driving through tollgates, parking their car or using a bike- or car-sharing service, Accenture Fare Management Solution enables a seamless experience.

**Fare collection without disruption**

Technology changes quickly and often, posing potential disruption. Accenture Fare Management Solution handles any fare media on any device from any vendor, so you can:
- Operate with predictability and flexibility.
- Provide insights into to identify troublesome operational areas and better understand customer behavior.

Using commercial off-the-shelf software, our solution offers pre-configured services that help you integrate with third parties. And, with the help of an open architecture, you can evolve as new technology innovations hit the market.

**Lower cost of fare collection**

Fare collection costs can represent as high as 15 percent of overall fare revenue. Through AFMS, we focus on the cost levers that can dramatically reduce fare collection costs by as much as 50 percent:
- Promote competitive sourcing for fare devices by integrating multiple fare device vendors.
- Enable digital alternatives to reduce the need for costly fare collection devices.
- Provide payment choice by letting people use mobile phone or existing contactless cards reducing the need for transit specific payment media.
- Use upgradeable and configurable commercial software to extend the life of central system technology investments.

**Flexible for agencies of all sizes**

Transit operators of all sizes have choices when it comes to deployment of AFMS.

**Smaller agencies.** Smaller agencies may choose an innovative Ticketing-as-a-Service (TaaS) model delivered via the cloud. This option allows agencies to “pay as you go” if they don’t have vast IT manpower or budget to support a robust on-premise solution. This solution includes all AFMS core services and options, it enables faster time to market (deployed in six months vs. a year or two) and it’s available at a lower capital investment.

**Larger agencies.** Agencies that want to maintain control of payment data and that have the IT staff to manage this capability may opt for an on-premise solution. On-premise is a highly customized end-to-end configuration that operates as a multi-year program.

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1. Smart Card Alliance—Planning for New Fare Payment and Collection Systems, 2014
Reaching new destinations with Metrolinx – PRESTO
Accenture designed, built, integrated and deployed an interoperable system that enables seamless travel across 11 operators in Greater Toronto and Hamilton, and Ottawa regions, in Ontario, Canada. Customers now enjoy high-quality, round-the-clock customer service and loyalty programs, and transit operators have gained flexibility.
- More than 1.5M activated client cards
- More than 8,000 devices installed
- 14M boardings (taps) per month
- Over $1.4BCDN in fares collected to date

Creating a monumental experience for riders at WMATA
Accenture is working with the Washington Metropolitan Area Transit Authority (Metro) to create a multi-fare media, account-based ticketing system designed to enable Metro customers to continue to use SmarTrip cards, while expanding fare payment to chip-enabled credit cards, federal government ID cards and mobile phones using near field communications (NFC).
Next stop: high performance

The road ahead may seem uncertain at times, but with Accenture Transit and Tolling Services, the public transportation industry can elevate its role from a route operator to a service provider that builds loyalty and increases ridership by delivering a superior customer experience.

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About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.