

Ticketing as a Service

The New Generation for Public Transport

Speaker: Accenture Global Lead for Public Transport, Philippe Guittat

Ticketing as a Service

- More and more people...
- ...city lifestyles
- ...mobility
- ...congestion
- ...environmental regulation
- ...new technologies
- ...affordable
- ...convenient
- ...multi-modal
- ...greener
- ...customer-centric
- Integrated solutions for a sustainable future

Voice over:

Public Transport is a key enabler for future cities. Today more than 50% of the world population lives in cities and the trend is increasing. Especially in Asia and Latin America cities are booming and public transport is crucial to create sustainable and intelligent cities.

But to do so, Public transport needs to reflect the consumer demand: Provide more convenience, maintain safety, and provide better technology to access Public transport.

Accenture is a pioneer that has changed the way the industry approaches ticketing – create systems that leverage cloud computing and other open-source approaches. We enable transport players to be flexible with

their systems and to stay open to the possibilities of an every changing landscape. With this new approach we enable public transport operators to provide a better service to their consumers.

Philippe Guittat, Accenture, Global Lead for Public Transport

The public transport operators are confronted with 3 major trends:

urbanization, more people live in cities
higher demand for mobility
and the globalization of services

Regarding urbanization, clearly 50% of the population live in cities, in 20 years from now, about 70% will live in urban areas. Public Transport needs to adapt to this increasing demands.

Clearly the mobility aspect is a key component of the "Eco City" and we can see two main aspects. First in the hand of the user, the traveller, the type of equipment he uses to interact with this new business and second this new business needs to be powered by a robust platform that will power this new service.

Accenture brings to this industry its capacity to pilot and manage complex transformational programs where many stakeholders are involved.

Dominique Descolas, Veolia Transdev, Head of Digital Services

The ideal ticketing service must be simple. Simple to implement. Simple to run. And first and foremost, simple to use for the customers. It should also be competitive. Competitive in terms of initial investment, in terms of running costs and at the same time it needs to be upgradeable and scalable. These systems are designed to last for several years and within this life cycle we will might need to add new media, to add

new payment solutions or to add new scenarios for (being able to change) modes of transport (scenarios d'intermodalité de transport).

In addition this new ticketing service should have a limited dependency from vendors or industrial suppliers when implementing the solution. We have separated very clearly the purchasing of software and hardware. We would like to benefit from a fair competition in order to obtain the best offer at any time.

Mikael Lebrun, Managing Director of CAT22

The benefits are threefold: 1. simplifying the access to transport for travellers by improving the chain of ticket purchasing and validation and the journey of our clients. Second by streamlining the output of the system regarding marketing, data transmission from drivers and daily clearing. And thirdly by improving the exchange of reliable data and statistics with the "Conseil Général des Côtes d'Armores".

Emmanuel Schneider, Accenture, Business Development Lead for Ticket as a Service

Today, ticketing projects are very complex because of over-engineering of technical requirements which cause of lot of issues traditionally. The transit authorities want to reduce their risk of their implementation and want to take benefit of the industry's best practice. The transit operators want to globalize the operation and minimize their costs bringing turn-key solutions that are configurable to market. This will definitely change the game.

Accenture provides several services in order to make Ticket-as-a-Service a reality. First, Cloud to vary the environment and scale when transaction volume will increase. Second Accenture Fare Management

Solution to enable the ticketing services. Third: mobility in the hand of the traveller with mobile Apps. Last but not least: one Social Media is very important to ensure global user experience.

Ticket as a Service is an off-the-shelf solution, ready to install and go. It is our vision of ticketing for mobility operators to deliver high-performance in their business through better customer centric, time-to-market, innovation and cost control in this fast-evolving digital age.

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