Get Ready for the "Internet of Transportation" Revolution

Like the “Internet of Things”—where every day digital objects wirelessly exchange data—the "Internet of Transport" has the power to revolutionize our daily lives—in this case, our travel experience. As the transportation industry shifts to digital technologies and ubiquitous network connectivity, it can harness the "Internet of Transport" to edge out other modes of transport as well as help improve customer satisfaction and loyalty.

The opportunities in the retail space alone are powerful: Digital payment media, the proliferation of interconnected consumer digital devices and cloud-based financial management tools can help provide more passenger choice and accessibility as well as unlock greater revenue opportunities for transport operators and authorities. Internet-connected digital tools can help consumers plan and pay for transportation, making it more convenient, integrated and easier to navigate.

Many of these digital technologies, such as new mobile payment options and open data feeds providing real-time transport network status, are rapidly advancing customer expectations. Transport operators, too, are increasingly recognizing digital technology tools as crucial to future success. For instance, Accenture’s experience shows that such tools can dramatically reduce fare collection costs from up to 15 percent of fare revenue to between 7–9 percent.

But the benefits don’t stop there:
- Consumers can use integrated apps to transform their transport experience. With a simple click, consumers can pay fares, check status updates, access travel choices or take advantage of loyalty benefits targeted to their preferences and destination.
- Some transport authorities are integrating on-bus ITS systems and fare collection to enable information collaboration and help lower IT operating costs. OC Transpo, the transport authority for Ottawa, Canada, has integrated its systems with PRESTO, the provincial fare management solution. The new platform helps to run both operations management and fares over the same computer system. In addition, many transport authorities are looking to include real-time data feeds connected to signage in order to show passengers upcoming arrival times. This can allow authorities to manage bus headways, performance and reliability more nimbly.
- New digital fare media technologies—near field communication (NFC), contactless credit cards, iBeacons, mobile tolling applications using GPS—all make fare payment more efficient and convenient for customers while lowering fare management operating costs. A Washington, D.C. Metro pilot, starting in 2015, will profile the use of multiple payment form factors such as mobile wallets, contactless bank cards and federal government identity cards.

The “Internet of Transport” revolution has already started, and operators and authorities who act now will reap lower operating costs, more revenue and loyal customers. Are you ready to take up the challenge?

For more information please visit www.accenture.com/publictransportation or contact:

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