

Smart Ticketing for the Railway

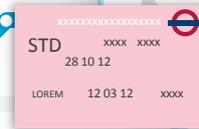
Steve Howes, MD ATOC Ltd

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ASSOCIATION OF TRAIN OPERATING COMPANIES

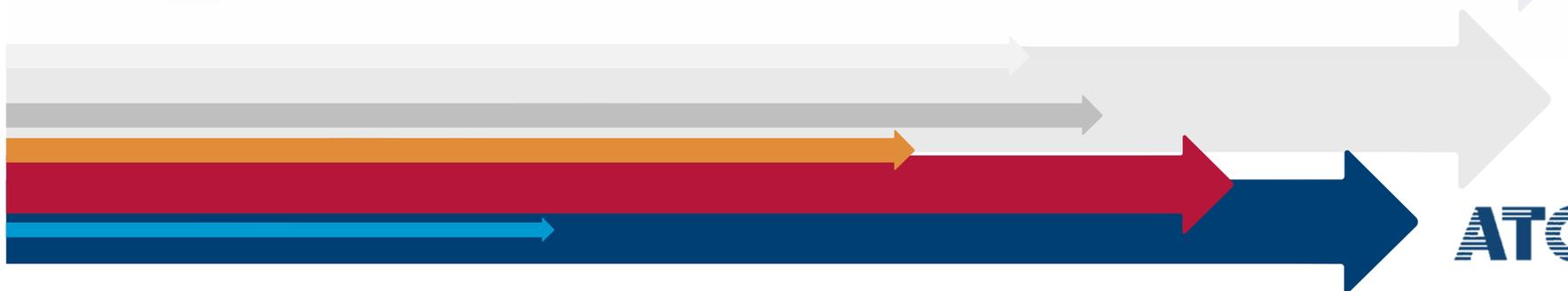


“The vast majority of journeys on the rail network are still made using card tickets”



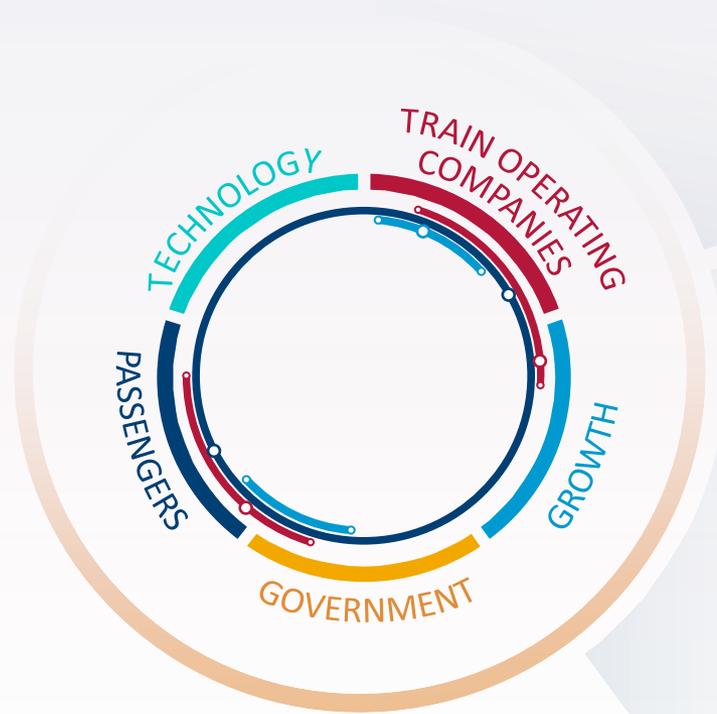
McNulty Report 2010

The railway is set to change



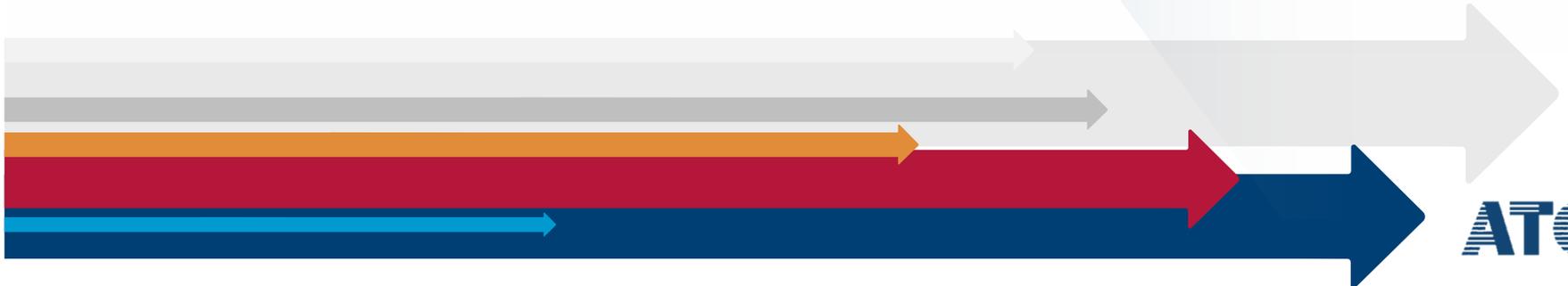
Driving Change

Multi-modality
Customer loyalty schemes



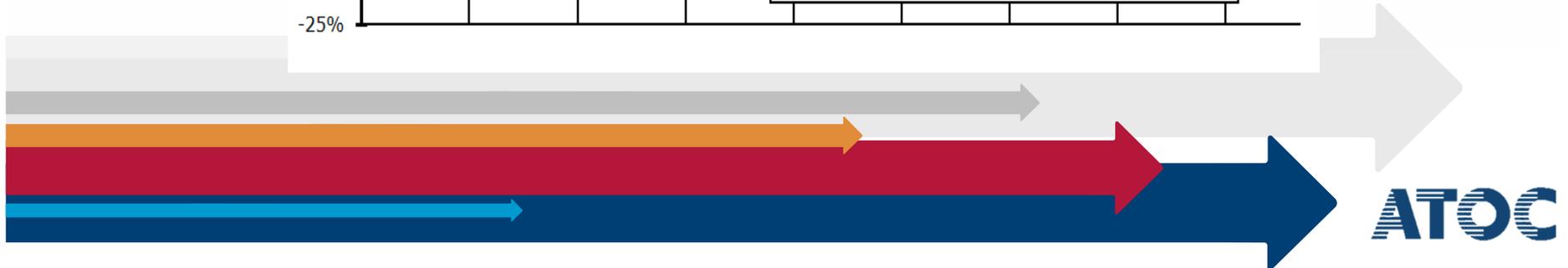
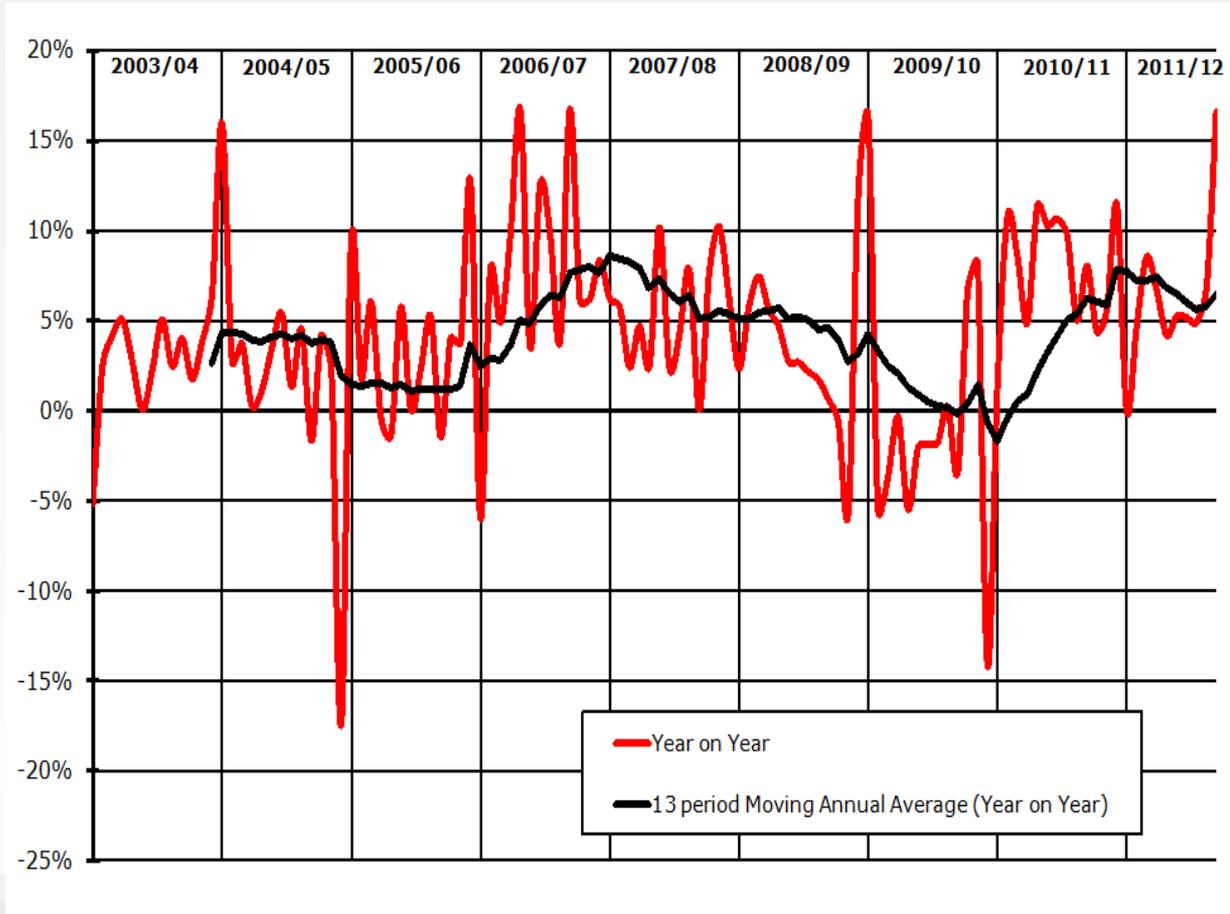
Increase throughput

Reduce transaction times
More efficient fraud management



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Growth in journeys

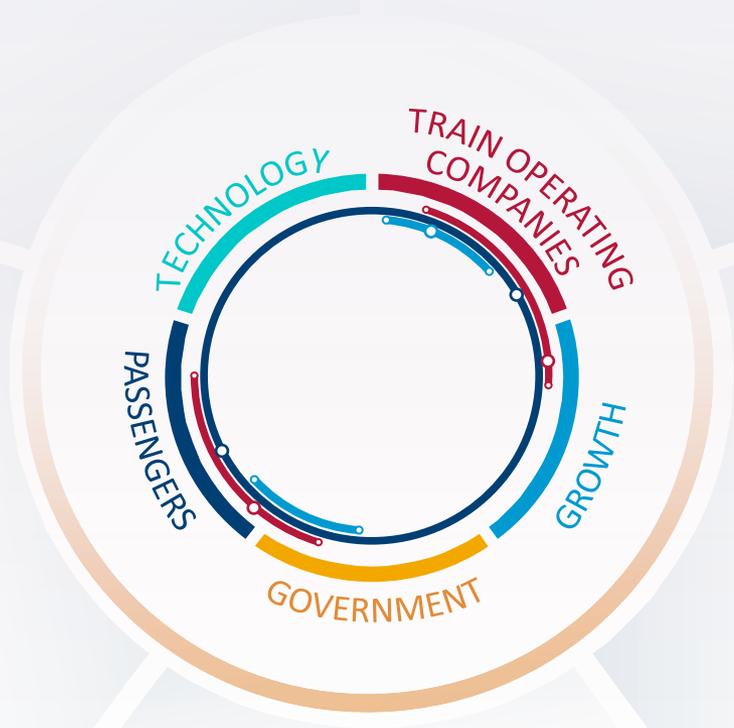


Driving Change

New capabilities

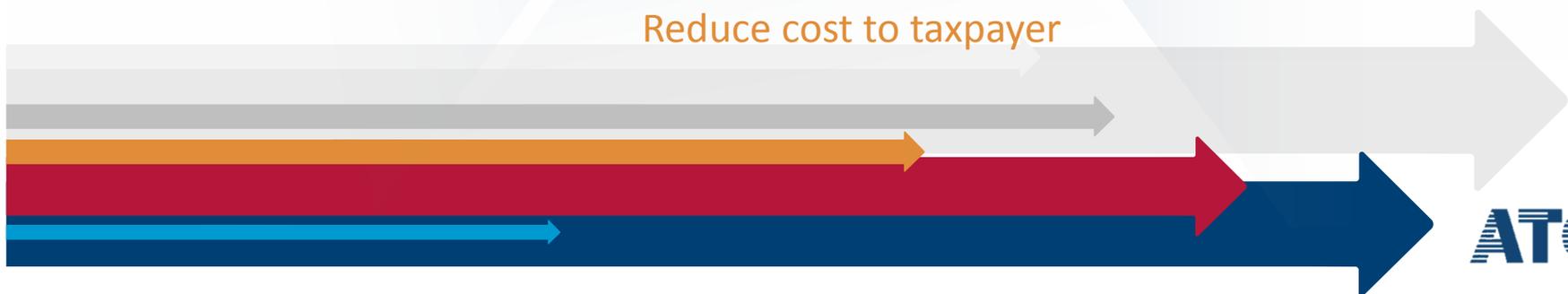
Multi-modality
Customer loyalty schemes

Changing expectations
Convenience
Value for Money

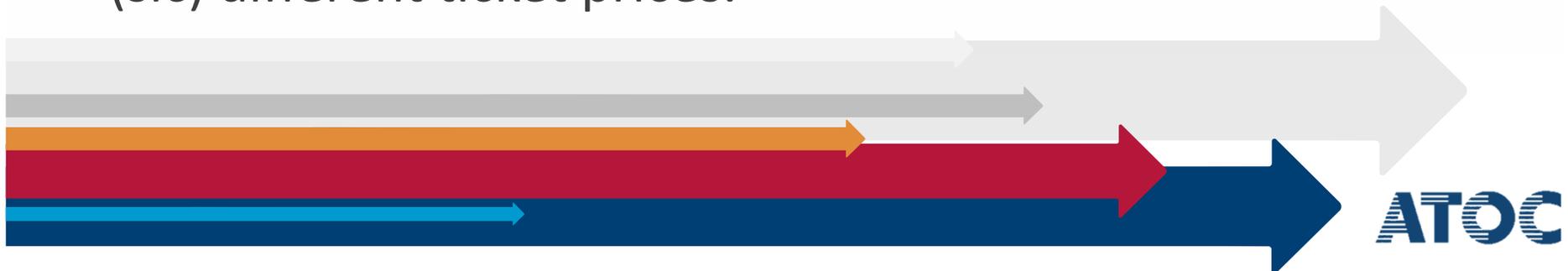


Increase throughput
Reduce transaction times
More efficient fraud management

Manage Demand
Reduce cost to taxpayer



- The use of **Smartcard technology**, especially for frequent urban-based travel, and other mechanisms (mobile ticketing, print-at-home) will **increase access and demand** for the rail network while enabling **more efficient and lower retailing costs**.
- This technology will enable “intelligent ticketing”, opening up opportunities for **more responsive pricing in peak hours**, and will thus aid **demand management**.
- **ATOC should promote** best-practice in terms of technology and in the clarity and transparency of behind (sic) different ticket prices.



A Call to Action

REAL MOMENTUM

Smartcards, Self print, Mobile/barcode, EMV contactless

NEW STANDARDS

Interoperable barcode ticketing standards – mobile and self print
Support for other new products and technology – on-going
Interoperable interfaces allowing simplified fulfilment without the need to understand ITSO

TRIALS

Online validation database trials – successful results, even on Wi-Fi connections
Offline capabilities for less secure devices (barcodes) proven to work effectively

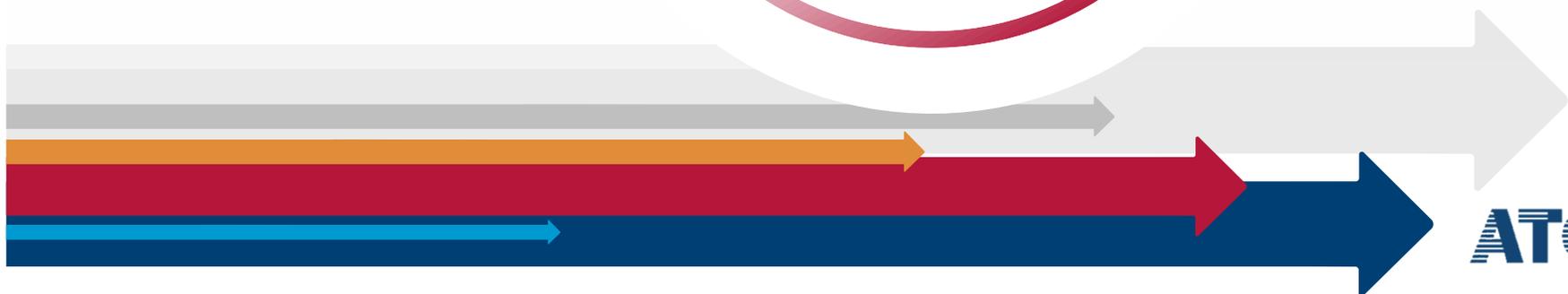
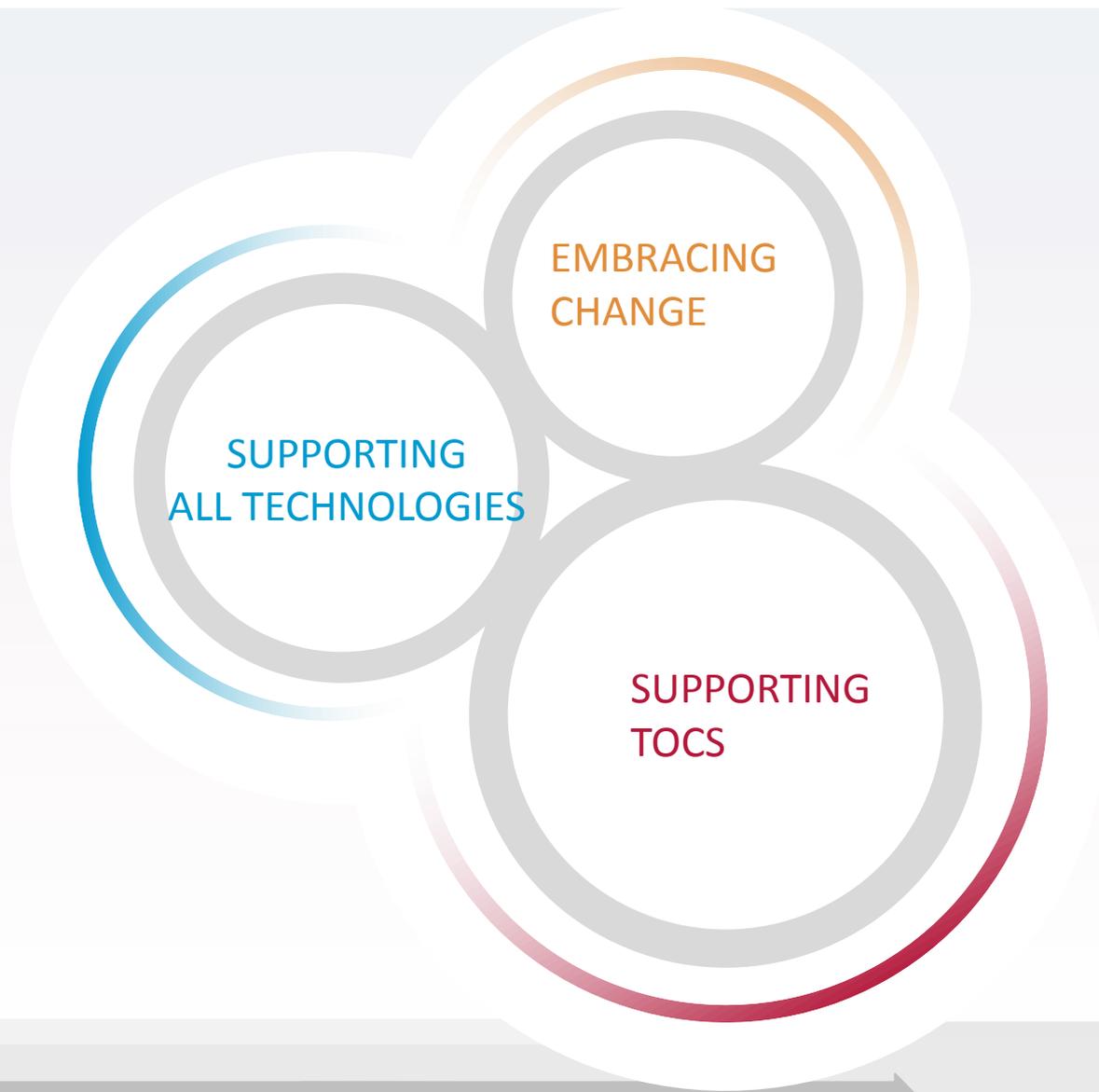
CHANGE

SERVICE DEVELOPMENTS

Systems and services are being modernised over the next few years to support the changes coming up as well as reducing the barriers to entry into the rail retailing and ticketing market

LONDON & SOUTHEAST SMART TICKETING PROJECT

Government has allocated £45m to provide flexible smart ticketing. This will help manage demand and provide a greatly expanded interoperable customer proposition



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