



Smart ticketing's no bover on the hover ...

SMART TICKETING has clocked up another first with the introduction of the ITSO-based SolentGo smartcards on hovercrafts.

To do this, Hovertravel, which operates the only hovercraft passenger service in Europe, is using Ticker hand-held ticket machines (ETMs) to link with Entee, its Oxford-based reservation system.

Ticker has written a bespoke interface for Hovertravel so that the hand-held ETMs used at the dockside link via 3G to their remote reservation system.

When the passenger places their Solent Go card on the reader, it immediately checks if the card is valid and has enough credit.

It then links to Entee in real time to add that passenger to the reservation system. A reservation number is generated and sent back to the hand-held unit which automatically deducts the trip from the card and prints a ticket with that reservation number.

If there is no space available, the hand-held does not reserve a space on the craft, or issue a ticket, or deduct the trip.

The whole transaction is completed within 5 and 10 seconds of first placing the card on the Hand-held.

This is believed to be the first time ITSO cards are being integrated over a public mobile network with remote reservation systems in near real time.

John Clarfelt, Managing Director for Ticker, said: "The operator, whatever the transport type—coach, ferry or hovercraft—can guarantee optimum loading with minimum downtime and user interface.

"The operator knows whether there is space for more passengers instantly."

Hovertravel has been offering its unique

transport service between Southsea and Ryde for nearly 50 years and is the first Isle of Wight ferry service to offer Solent Go - the new smart travelcard that passengers top up themselves and can use to travel all over South Hampshire on buses, ferries and now the hovercraft.

The Ticker system was introduced during the summer to support Solent Go and with the aims of improving efficiency, revenue protection and greater integration into transport infrastructure.

The installation went smoothly, with initial challenges from the unique application quickly resolved, and Ticker also provided training for Hovertravel staff.

Julie Horrocks, Sales Development Manager, says: "Ticker has allowed Hovertravel to take an evolutionary step into the development of smartcard ticketing and we look forward to being a part of Solent Go's exciting plans."



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Solent Go mobile win for Ecebs

ECEBS has won a contract to provide smart mobile ticketing for the new Solent Go transport scheme in South Hampshire.

Solent Go is an ITSO-compliant smart travel network set up by Solent Transport (the new name for Transport for South Hampshire & Isle of Wight Partnership).

It encompasses multiple transport operators and several different modes of transport including bus, ferry and hovercraft services. It also has the potential to integrate rail services in the future.

The new service will include an option for customers to download a smart ticket product to their Solent Go smartcard using their mobile phone, and to read

their card contents using an NFC App which has also been developed by Ecebs.

The whole process takes seconds from purchase to download and brings greater convenience for the travelling public, with no need to visit a ticket kiosk or travel centre, says Ecebs.

In essence, the customer's own mobile phone acts as the secure ticket kiosk. They simply place their smartcard onto their mobile device where the smart ticket product is downloaded securely and is ready for immediate use.

Tom King, Smart Ticketing Development Officer at Solent Transport said: "This is an opportunity to grow the 58 million bus and ferry journeys completed in the region each year.

"It is a crucial component of our sustainable transport strategy for South Hampshire. To encourage the use of public transport and mobile ticketing is a vital part of that incentive. Ecebs has a

tried and tested mobile ticketing product that we know will be well received in South Hampshire."

Russell McCullagh, Managing Director of Ecebs, said: "The goal of the Solent Go project is to leave a lasting legacy for the region that unlocks the full potential of the ITSO specification.

"One of the really exciting components of that is the ability to have mobile, web-based ticketing options for passengers – it's what everyone expects these days and it's what makes a smart travel network reap rewards.

"The benefits of remote ticketing are based on convenience. In the North East, passengers use smart travelcards on a pay-as-you-go basis and upload credit using NFC devices or home computers and can even do so at local shops or at Metro stations. This convenience is coming to South Hampshire and will be warmly welcomed."

'Big Five' plan ITSO-based smart ticketing for regions ...

BRITAIN'S biggest bus operators have announced plans to launch London-style smart ticketing across England's largest city regions.

The pledge, made on Monday (3 November) by Stagecoach, First, Arriva, Go Ahead and National Express will deliver ITSO-based multi-operator smart ticketing to millions of bus customers across England during 2015.

Greater Manchester will, they say, be an early winner from the 'transformational initiative', helping support the area's wider growth plans. It will also benefit Tyne and Wear, Merseyside, South Yorkshire and West Yorkshire, along with the city

regions of Nottingham, Leicester and Bristol.

In the West Midlands nearly 30 operators are already part of the Swift smart multi-operating ticketing scheme.

The plans represent a multi-million-pound investment by operators in what they believe to be the biggest smart ticketing project in the UK's history.

More than one billion passenger journeys a year are made on buses outside London.

In a joint statement, Stagecoach Group Chief Executive Martin Griffiths, First Group Chief Executive Tim O'Toole, Go-Ahead Chief Executive David Brown, Arriva Chief Executive David Martin and

National Express Chief Executive Dean Finch said: "Millions of people in our biggest city regions will benefit from this transformational initiative to provide London-style smart ticketing. It will deliver an even bigger programme and wider benefit than the capital's Oyster system."

The transport group Chief Executives added: "By working together, bus operators, local authorities and the Government can make our buses even better.

"Crucially, our plans for smart ticketing can be delivered in a matter of months, rather than years of waiting and the unnecessary cost of wholesale changes to the way bus services are delivered."

... But city regions want more clarity on proposals

CLLR JAMES LEWIS, Chair of the group of six Transport Committees serving eleven million people in England's largest city regions, said:

"It's good that operators recognise their passengers' aspirations for Oyster-style ticketing but this statement raises more questions than answers. At present it's a press release for a plan the status and extent of which is both unpublished and unclear.

"Smart ticketing is part of Oyster but Oyster is also about simpler ticketing, and

it's about ticketing that can be used easily across all bus services and all modes.

"It is important to be clear that it is not legally possible to introduce full London-style Oyster-style ticketing under bus deregulation because you can't make all operators charge the same fare in a free market. Only London-style franchising gives you London-style simple Oyster ticketing.

"It's also worth pointing out that where, under bus deregulation, the operators do have scope to bring about ticketing that is more like Oyster, in many of our areas the premia for tickets that can be used on all

operators' buses is way too high. Reducing that premia has been fiercely resisted in many of our areas by operators. It's not clear whether today's statement indicates a change of approach.

"It's a shame too that although operators say they are keen on partnership with local authorities they have not consulted with us on this announcement, nor have they had the courtesy to acknowledge in the statement the significant investment that local authorities have, and continue to make, in smart ticketing implementation."

Essex commuters now get the benefit of smart tickets

MORE THAN 30,000 commuters in Essex can transform how they buy their tickets from today as the new “c2c Smart” card became available for all types of season tickets for journeys into London.

c2c Smart, which is an ITSO smartcard, is a Government pilot project for introducing smart tickets for all London train operators under the South East Flexible Ticketing (SEFT) programme.

It is now available for every type of season ticket bought by Essex-based passengers.

Travelcard

Regular commuters have been switching to c2c Smart for journeys outside of London since the summer, with the scheme extended into London's Fenchurch Street station last month.

For the first time on Monday (3rd November 2014) Essex commuters whose season tickets included a London travelcard were able to replace their paper tickets with c2c Smart. They can now use this to travel on c2c and Transport for London services, including the tube and buses, within the zone their ticket covers.

Southern

c2c Smart is compatible with SEFT's other ITSO-based cards, such as Southern's Key card. This means rail passengers will in future be able to travel from Southend to Brighton via London with their ticket loaded on either company's smartcard, rather than using a paper ticket.

As SEFT rolls out across the other train operators in the South East rail network, passengers will be able to load those operators' tickets onto the c2c Smart card too.

Rail Minister Baroness Kramer said:

We will provide a major upgrade to a system that's been around for over 30 years, and passengers can look forward to replacing their paper ticket with modern technology with all the benefits that it brings

**- Andrew Keating
SEFT Programme Manager**



• Thurrock MP Jackie Doyle-Price with her c2c Smart card

"Smart ticketing goes a long way in giving passengers a better experience, providing greater choice and security and making it easier to get around. I congratulate c2c on achieving this important milestone.

"The government and the industry are working hard together to build a more efficient public transport network to benefit all users and to support a stronger economy. That's why more than £38bn will be invested in the rail network over the next five years to bring in new trains and new services."

c2c Managing Director Julian Drury said: "We know c2c Smart will be very popular with Essex commuters, and we expect thousands will switch to the cards in the next few months.

"Customers will benefit straight away by beating the queues and saving themselves five valuable minutes of their day.

In the future they'll get even more benefits from c2c Smart, as it will allow us to provide automatic compensation for delayed trains and discounts for those who choose to travel outside the peak."

TfL's Director of Customer Experience, Shashi Verma, said: "We want to make travelling in London as quick and convenient as possible for all of our customers so we are delighted to have

worked on equipping London for accepting ITSO and with c2c to bring Travelcards to their smartcard."

SEFT Programme Manager Andrew Keating said, "This next step in c2c's smart card scheme illustrates how rail companies, TfL and government are working together to deliver smart technology to passengers across the South East rail network through the SEFT programme.

"As we further develop and roll out smart ticketing, we will provide a major upgrade to a system that's been around for over 30 years, and passengers can look forward to replacing their paper ticket with modern technology with all the benefits that it brings."

Quicker

Local MPs John Baron and Jackie Doyle-Price have already collected their c2c Smart cards. John Baron, MP for Basildon and Billericay, said: "This c2c Smart card is an excellent initiative which will make commuters' lives much easier."

C2c say the Smart card improves passengers' journeys by being:

- Quicker: Passengers can beat the queue by buying in advance online as well as at the station. They can collect their new ticket simply by touching in

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with their c2c Smart card at their local c2c station

- **Easier:** Passengers can just tap and go with their smartcards, they no longer need to get their paper tickets out of their wallets to operate the gates
- **Secure:** Monthly and longer season tickets are protected if passengers lose their card
- **Durable:** c2c Smart tickets are more reliable than current paper tickets, and will last longer

- **Compact:** Passengers will be able to load up to five different tickets on their c2c Smart cards in future

More than 6,500 journeys have already been made using c2c Smart cards. This week more than 1,000 journeys were made on c2c Smart cards within a week for the first time.

The smart ticketing back office, consisting of the HOPS (Host Operator or Processing System), CMS (Card Management System) and an easy-to-use customer portal, are all supplied by ACT. The company also provided back

office integration with Cubic gate validators, Scheidt & Bachmann ticket vending machines, Atos ticket issuing system and the TfL HOPS to create a customised end-to-end solution.

c2c runs services between Fenchurch Street and Shoeburyness, serving 26 stations in East London and South Essex.

The SEFT scheme will roll out with 12 train operating companies and Transport for London through a staged introduction of smart ticketing throughout the South East.

get me there scheme extends to half a million people

MORE THAN 500,000 people across Greater Manchester were able to get on board with smart ticketing from last week (29th October) as a part of the phased rollout of the ITSO-based get me there scheme.

Around 3,500 people have been routinely using the system since July as part of a pilot run by Transport for Greater Manchester, touching in and out on the get me there smart readers at the start and end of their journeys.

Now everybody holding a Greater Manchester concessionary pass for older or disabled people is being asked to start doing the same whenever they travel on Metrolink for free.

They will also be able to register their passes online and see details of their travel history.

This latest phase of the rollout extends get me there to more than half a million people, enabling the development team to gather further customer feedback and ensure the system can deal with high volumes of regular users.

Milestone

Metrolink's paying customers will then be invited on board in stages during spring and summer 2015.

The goal is for get me there to work across all modes of public transport – tram, bus and train and even cycle hire.

Chair of the TfGM Committee,



Councillor Andrew Fender, said: "We have successfully begun the introduction of get me there and this latest step marks a significant milestone in creating an easy and seamless way of paying for and using public transport across Greater Manchester.

"The initial pilot stage allowed us to test the system with a small number of people and now we're confident that it can handle the significant number of concessionary pass customers we have across Greater Manchester.

"As with any new technology, and particularly a project of this scale and complexity, we have to make sure that each phase is working correctly before we move on to the next one.

"We know that people are keen to start

using the system but our overriding priority is to ensure that get me there is thoroughly tested at each stage and introduced in a smooth and effective manner for our customers.

Testing

"Testing will continue into the new year to make sure that by the time we are ready to start rolling out the system to fare-paying passengers from spring we'll have a robust and effective ticketing solution for as many Metrolink users as possible."

The delivery team says the system is now working smoothly as far as the smart readers are concerned and the information they record about people's journeys is getting fed back accurately to the HOPS system provided by ACT.

Scots schools are smarter than ever thanks to cards

TRANSPORT SCOTLAND has launched three school travel pilot projects within East Lothian, Argyll & Bute, and the Western Isles, to improve home to school travel using smart ticketing.

A fourth project being developed, the Perth Schools Campus project, will improve transport for children wishing to study Advanced Highers within local schools and Perth College Campus. This is expected to go live later this month.

These pilot projects are expected to provide a national template for similar schemes across all 32 Local Authorities in Scotland.

Scottish Borders Council and West Lothian Council have already expressed an interest in adopting similar arrangements.

Data

Each eligible child is issued with an ITSO-compliant smartcard, for example, a Kidz or a Young Scot card, which provides the media onto which travel products are loaded using a retail POST.

The smartcard is used by pupils by 'tapping' the card on the bus electronic ticket machine, which tells the driver that it's a valid school journey while at the same time providing data to the Local Authority for each journey.

The smart product is designed using business rules determined by the Local Authority, which specifies the parameters in which products can be used by each child. For example, valid bus service, routes of travel, time of use etc.

Benefits

There are many benefits to be gained by using smart ticketing. These include: assisting the drivers in ensuring that entitled pupils use the bus allocated to them, and providing the Local Authority with accurate and comprehensive information that will enable them to better plan school travel services.

In addition, the automated smart process ensures greater convenience and ease of use for pupils, reduced administrative overheads due to simplifying current working processes and a wealth of accurate planning information.

Transport Minister Keith Brown said: "This innovative project is a welcomed development in smart ticketing which will benefit pupils travelling to school by bus



• **Smart map: School ITSO-smart projects are being rolled out in these area**

across Scotland. The use of smart technology to enable one card to fulfill many purposes is aligned to Transport Scotland's long-term vision that all journeys on Scotland's bus, rail, ferry, subway and tram networks can be accessed using some form of smart ticketing or payment.

"Travel is just one use of the Young Scot card and hopefully this initiative will encourage users to take advantage of the wider benefits available to them."

For example, the card could be used as a matriculation card for accessing a range of smart services within school such as cashless catering, library access and photocopying. In addition, the card could also be used to access smart council services such as leisure facilities.

Easier

Malcolm MacFadyen, Head of Facility Services at Argyll & Bute Council said: "Argyll and Bute Council is delighted to be part of this initiative. Anything which makes travelling easier and more convenient for the people who use our

transport services is to be welcomed."

Michael Veitch, Transport spokesperson for East Lothian Council said: "This innovative scheme will not only make travelling much easier for pupils in schools across East Lothian, and save on administrative overheads, but it will also enable us to work together with travel operators to provide more accurate planning data to provide the best service possible in the future.

"Using this information we will continue to improve public transport across the county."

Convenience

Comhairle nan Eilean Siar Transport Manager, David Smart said: "This project is the first step towards the introduction of smart ticketing on the Western Isles and we're pleased to be involved in this partnership.

"We are committed to delivering greater convenience, ease of travel, and access to Comhairle services and we see smart ticketing as an important way of delivering that objective."

Pop card rolls onto QuayLink buses in Tyne and Wear

METRO customers in Tyne and Wear can now use their ITSO-compliant Pop cards to travel on the QuayLink bus, which connects the major attractions on the Newcastle-Gateshead Quays.

This added benefit for Pop card holders was introduced on 12 October.

The QuayLink buses are operated by Go North East and the on-bus equipment has now been updated to accept Pop cards loaded with any of a number of MetroSaver products.

Director of Finance and Resources for Nexus, John Fenwick, said: "This is a significant development for users of public

transport and it shows that recent investment in smart technology is proving beneficial."

The rollout of Pop cards on QuayLink forms part of the investment in smart travel across the region led by NESTI, the North East Smart Ticketing Initiative.

NESTI is a partnership of 12 local authorities, the North East Combined Authority and Nexus.

The move comes as the use of smartcards on the Metro system increases, with more than 100,000 Pop cards and other smartcards in circulation.

The QuayLink bus service has been enabled for smartcard acceptance since 2011. The buses are already capable of accepting national concessionary travel passes (the pensioners' free bus pass) and Go North East's own ITSO-compliant smartcard product, the key card.

- QuayLink is a secured bus service which is funded by Gateshead Council, Newcastle City Council and Nexus. It is operated under contract by Go North East.



Sheffield travel pass now available as smartcard

THE TravelMaster smartcard in South Yorkshire has added a new product to its portfolio.

The ITSO-compliant card can now be loaded with a travel pass which lets passengers get around Sheffield by bus and tram, known as a CityWide ticket.

More multi-operator tickets will be made available on smartcards over the next year.

Councillor Leigh Bramall, vice chairman of Sheffield City Region Combined Authority Transport Committee, said: "Smart ticketing in South Yorkshire is helping to revolutionise the way passengers travel.

"We are excited to continue to progress South Yorkshire's smartcard project, making it even easier for people to get around."

- The CityWide product is the latest to be

offered in the £1.34 million smartcard scheme for the region which is being delivered by South Yorkshire Passenger Transport Executive together with its project partners Yorcard and TravelMaster, and bus and tram companies.



thetrainline.com partners with Ecebs for retail app

THETRAINLINE.COM has partnered with Ecebs to incorporate their remote ticketing technology into thetrainline.com's retail app.

This means that thetrainline.com now has the capability to offer mobile customers the option of having their tickets downloaded directly to their smart phones immediately after purchase.

Russell McCullagh, Managing Director of Ecebs said: "The adoption of Ecebs'

Paragon software for rail ticket fulfilment is a natural next step in providing consumers with a secure and convenient way to obtain a smart ticket product."

thetrainline.com believes the combination of mobile apps and NFC could be transformational for how customers buy and obtain their tickets.

John Davies, thetrainline.com's Head of Ticketing Strategy said: "Passengers increasingly expect to be able to purchase their travel on their mobile

phones and receive their tickets immediately - for example as a barcode or by downloading to their smartcard.

"We've invested in this technology to demonstrate the opportunity in NFC ticketing.

"This builds on our investment in marketing leading mobile applications, the growing availability of NFC capability on Android and Apple devices, and the industry's increasing adoption of ITSO ticketing."

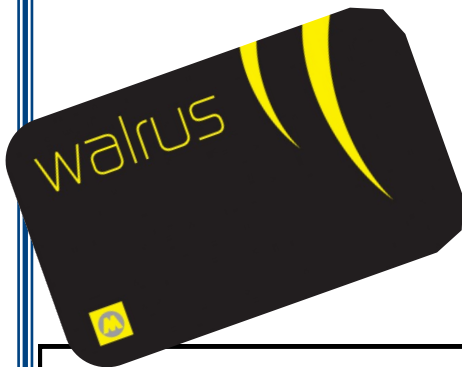
Coordinated approach is the key to smart working

IN September's issue of ITSONews we explained how Merseytravel will act as a test bed for pilot products coming out of the Smart Cities Partnership.

Now Merseytravel's popular Saveaway product will go smart from November 24, thanks to successful negotiations between the PTE (Passenger Transport Executive), operators and suppliers that were supported by the Smart Cities Partnership.

The Saveaway off-peak day ticket, which can be used on buses, trains and the Mersey Ferries, is Merseytravel's best-selling product with around three million sold last year.

It will first be available on ITSO smartcards in the Wirral, then rolled out across all zones in Merseyside by the



SAVEAWAY tickets, which have been on sale for 40 years, will be available from around 800 PayPoint outlets across Merseyside, more than doubling the current number of places people can buy them.

They are just the start of Merseytravel's smart ticketing programme, with the next few years seeing a rollout of new ticket products and new ways to purchase them.

A strategy outlining what Merseyside's smart ticketing future will look like is being developed.

It follows a ticketing review with the purpose of looking afresh at Merseytravel's suite of ticketing products, many of which have been around for 30 years, to ensure that ticketing options best meet the needs of the modern traveller. This has included



Smart Cities Partnership

Accelerating delivery of integrated ticketing

end of March 2015.

Merseytravel anticipates that in the next six months it will be one of the top regions outside London for smart ticketing transactions.

The standard product framework is being developed jointly by the Smart Cities Partnership and ITSO's Operational Advisory Group (OAG).

Merseytravel intends to be an early adopter of this framework as it develops its smart product catalogue.

Merseytravel have provided further information below.

Awayday plans

COLLABORATION is the cornerstone of the Smart Cities Partnership, but not always that easy to achieve when we're spread across the country.

The Smart Cities Partnership brought the nine cities together on 23rd October

looking at the overall price structure and zoning system.

Said Cllr Liam Robinson, Chair of Merseytravel: "Saveaway is just the start. We have to start somewhere. We were keen to get smart ticketing underway but we are taking a reasoned, incremental approach to it.

Flexibility

"The recommendations in the ticketing review will set the direction for where we go next. We want the products on the cards not just to be electronic versions of what already exists as that's not really adding value.

"We want to develop tickets fit for the modern traveller, ones that offer convenience, choice and flexibility in when and how they purchase travel.

"We're thinking of the bigger picture and want to start taking our customers

at the first of three coordination events, kindly hosted by Centro in Birmingham.

This event focused on the scope and progress of the cities' smart ticketing ambitions. The group discussed how their programmes could be aligned, how to influence more cost-effective delivery, and how to accelerate rollout of multi-operator smart products. Some specific outcomes were agreed:

- 12 Key collaboration opportunities were identified, where PTEs and cities can work together to accelerate delivery
- 11 Ideas for areas where further investigation and actions were identified which would support the PTEs and cities
- The cities shared lessons learnt with each other in terms of scheme approach, critical issues, and solutions to overcome these barriers

Damian McHale, Smart Cities Partnership Programme Director, attended the event and says: "It was great to see the city representatives sharing experiences and common ground. Getting everyone round the table is still the only real way that this kind of dialogue can be achieved."

This event will be followed by two more SCP coordination events; one with major bus operators, and another with both operator and city representatives in an effort to align Partners' objectives.

on a journey – a journey we have to take in order to have a world-class network with services to match."

Merseytravel says there are additional benefits to smart ticketing. The data gathered will help Merseytravel, and the operators, better understand passengers' travelling patterns so transport services can best meet their needs.

It is also expected that smart tickets and the associated 'touch on' will reduce fraud and associated costs.

Smart Saveaways will not be available from rail stations, but people will still be able to purchase rail-ticket style Saveaways.



New ticketing products certified for Casio and Vix

CASIO ELECTRONICS has undertaken a joint initiative with Unicard, resulting in the IT-9000 handheld Mobile Computer with Integrated Printer being awarded an ITSO Certificate of Compliance.

The Casio IT-9000 incorporates computing, communication and printing into one package.

Richard Adlington, Divisional Manager –

Mobile Computing, Casio, said: “The certification of IT-9000 is particularly exciting for both Casio and our Solutions Partners as potential transport customers can now benefit from the implementation of our equipment, safe in the knowledge that compliance is in place.”

Unicard’s certified ITSO POST Kernel, running on the IT-9000, enables operators to manage IPEs (ITSO Product

Entities) and conduct transactions.

Unicard is able to provide an API (Application Programming Interface) to third party integrators who can then build ITSO ticketing capability into their mobile applications.

Casio has joined the ITSO community as a registered supplier.

VIX TECHNOLOGY has just received certification for its TP5800 ETM, which supports three payment methods: ITSO smartcards, contactless bank cards, and NFC devices.

Vix says it has also recently surpassed the 1 billion transactions mark via its equipment in the UK.

Bryan Simms, Managing Director, Vix UK & Ireland said: “Vix is transforming the way people connect and commute with its proven, market-leading products and services in smart ticketing, automatic vehicle location, business intelligence and mobile applications.”



Ticketer to provide new ETMs for Cardiff Bus

TICKETER announced on Monday (3 November) that it is to supply Cardiff Bus with Electronic Ticket Machines across its 210-vehicle fleet.

The deal was finalised last week and

the units will be delivered early next year.

Cardiff Bus say they selected Ticketer to supply the ETM technology in order to update their current system and to accommodate future plans, such as the use of EMV cards and m-tickets.

The company will be installing ETMs on every vehicle, and has also ordered four hand-held units to reduce boarding times at busy locations such as the three Park and Ride sites and the Baycar service linking the city centre with Cardiff Bay.

Haven joins ACT’s cloud to sell ITSO ticketing

HAVEN SYSTEMS Limited has become the latest company to join ACT’s Cloud Partner Programme so that it can sell ITSO-based smart ticketing products.

Tim Richards, Sales Director, Haven

Systems Limited said: “Our EPOS (Electronic Point of Sale) solution is now ‘smart-enabled’ through integration with ACT’s Cloud Ticketing Service, which allows ITSO ticket transactions to be carried out at the point of sale in a fast and efficient manner.”

Haven Systems EPOS solutions are already used to process the sale of paper tickets in the travel shops of many Passenger Transport Authorities and through a number of transport operators’ ticket offices.

Members shine in prestigious National Transport Awards



Brought together in 2011, they worked beyond the call of duty to ensure the roll-out of new smart-enabled ticket machines across 2,500 vehicles at 16 depots was a success.

Andrew recently led the ticket machine changeover following the acquisition of Finglands seamlessly overnight while Neale, with just six weeks' lead time, coordinated a range of activities to ensure ticket machines at York Park & Ride were replaced with a new system on time. Andrew and Neale impressed the judges with both their complementary skills as a team and their key roles in their own right.

Imaginative

Sustained Marketing Excellence: Listen, innovate, improve - the evolution of Reading Buses, Reading Buses

Reading Buses has spent the last six years upgrading every element of its marketing mix.

Through a series of large and small measures, customers can now access information when and how they want it.

Far from resting on its laurels, the company continues to progress with imaginative initiatives to raise the profile of bus travel and attract more customers, from a top-to-toe route revamp growing patronage by 14% on its purple 17 hybrid service to a [ITSO] smartcard campaign increasing online transactions by 437%.

The judges were impressed with how Reading Buses' philosophy of listening to its customers had impacted on everything the company does: when it comes to sustained marketing excellence, others in the industry looking to develop their own model need look no further than to Reading.



CONGRATULATIONS are in order to ITSO members who won in the prestigious National Transport Awards, which are supported by the Department for Transport and Passenger Focus.

The finalists for the UK Bus Awards has also been published and the winners will be announced on 18th November.

We feature here the ones where ITSO smart ticketing has been cited as playing its part in their success.

National Transport Awards winners are:

Reading Buses won Bus Operator of the Year for the second year running, having received the top rating for customer satisfaction – 94% - in England in the latest Passenger Focus survey.

Also, in the last year, the company has recorded growth in passenger numbers of 9.67% and revenue growth of 7.44%. Despite four months of the year in which there were delays due to roadworks and flooding, the company operated 99.69% of mileage.

The company has introduced the first ITSO-compliant fully automated online top up service.

Online sales increased by over fourfold in a year. Uptake of smart tickets has helped to speed up boarding times and modal share has improved to 22% of peak journeys to the town centre.

National Express and **Centro's** Transforming Bus Travel partnership won Transport Team/Partnership of the Year.

A focus on investment, partnership and operational excellence has achieved marked improvements in customer satisfaction and patronage.

The project has provided new buses, roadside infrastructure, [ITSO-compliant] smartcards, and mobile apps, backed up by comprehensive and successful network reviews.

Satisfaction

Innovations include master driver status for the best drivers, and Centro councillors 'adopting' a route which they champion to tackle highways issues with their council.

Customer satisfaction improved by 8% from 2012 to 2013, and punctuality by 7%.

Finalists in the UK Bus Awards are:

Unsung Heroes: Andrew Wright & Neale Murphy, First UK Bus (North Region) - pictured.

Andrew and Neale, with collective experience of 40 years, work tirelessly behind the scenes in First's North region to ensure that, day or night, every on-bus ticket machine is updated and working correctly - Andrew for Greater Manchester and Neale for Yorkshire.

From the Chair

ITSO smart ticketing is very much in the news this month as you will see elsewhere in the newsletter.

The c2c announcement brings another rail operator on board with the South East Flexible Ticketing on rail project (page 3).

This, combined with the fact that a HOPS provider has now been found for the same project (page 12), means real progress is being made on rail. The fact that two ITSO cards now carry Travelcard products (Southern's the key and c2c's Smart card) means London commuters now have a truly viable smart alternative to their paper season tickets.

Around the country, ITSO schemes continue to roll out on bus, hovercraft, ferry and tram for concessionary and commercial smart ticketing: It is good to see such substantial progress being made.

As far as ITSO's Board it concerned, we agreed at our October meeting that it would be good to offer a regular opportunity for other important operators of ITSO schemes to be heard.



We therefore agreed that, starting January 2015, pteg (the Passenger Transport Executive Group representing key city region schemes), and ALBUM (the Association of Local Bus Company Managers representing smaller bus operators) should be offered the opportunity to attend the monthly Board meetings. As non-directors they will not have voting powers, but we are sure their insights and

contributions will be very valuable.

By the time you read this, at least two of our HOPS providers should have connected to the test ISMS to start work on rolling the transaction keyring.

A more detailed explanation of this very important work is given on page 11 and on the ITSO website, but I urge all HOPS and POST suppliers, and licensed operators, to progress this vital work programme.

November next year seems a long time away but a long lead-in time is necessary to ensure a smooth transition that does not have major effects on the frontline of your ticketing systems.

Members will by now also have received their invitations to the AGM on the 25th November. As well as being asked to vote on the proposed new voting structure, attendees will have the opportunity to hear an update from Dave Lynch, chair of the Operational Advisory Group, on the group's progress. I very much look forward to seeing you there.

Mike Fuhr
Board Chairman, ITSO Limited

ISMS maintenance schedule for 2015 is now agreed



WE are pleased to confirm that the scheduled ISMS maintenance in the week of 13th October went according to plan.

The ISMS Users Group met on 23rd October and agreed the planned maintenance dates for next year. Please see the picture above. Licensed operators

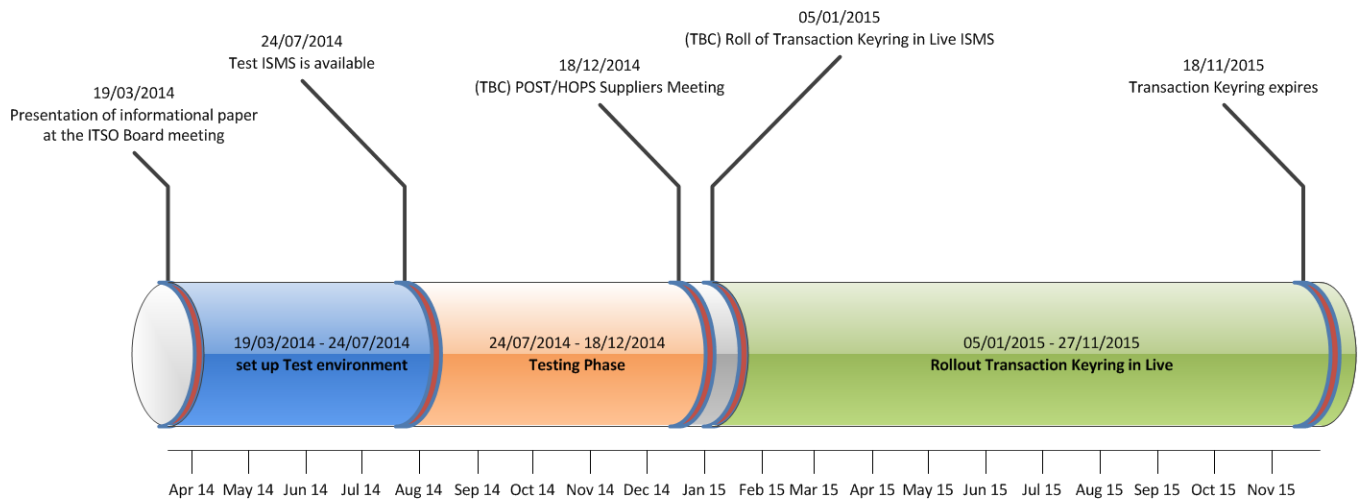
are advised to make a note of these in their project planning diaries.

As usual, we will keep members fully informed nearer the time.

Up-to-date statistics on products registered in the ITSO Environment

New Commercial Products Registered in October 2014	New ENCTS Products Registered in October 2014	New Customer Media Devices Registered in October 2014	New Operator IDs Registered in October 2014	Total Operational ISAMs connected to the ISMS as at end October 2014
7	0	2	1	85,179

Testing the keyring roll is now underway



WORK continues on implementing an important security feature for ITSO smart ticketing systems.

ITSO systems currently benefit from a high level of security, which has never been successfully hacked – part of this security is provided by every transaction being encrypted by keys held in a ‘transaction keyring’ on each ISAM.

The expiry date for the current transaction keyring is 18th November 2015. If all ISAMs are not updated with the new keyring prior to this date, messaging and transaction data will be affected, leading to ticketing system breakdowns.

This would also affect the ability to process transaction and journey data through back office systems (HOPS) to ensure correct reimbursement for journeys taken.

The keyring expiry date of 18th November 2015 may seem a long time away, but we have planned, and system operators and suppliers need, a long lead-in time to safely test and effectively implement this roll, which involves all HOPS and POST suppliers and thousands of ISAMs which will require updating.

ITSO has requested that HOPS and POST suppliers connect to the test

environment and test their equipment. We are also urging transport authorities and operators to ensure they are liaising with these suppliers to establish project plans to complete the roll.

Above is a timeline showing the various stages of this project. Members and suppliers can find further information, including key reporting dates, on our website. We will continue to email members and suppliers individually on a regular basis to update them on progress.

HOPS Suppliers

We are pleased to report that two of the four HOPS suppliers serving our licensed operators have now connected to the test ISMS using the test ISAMs we sent them in July.

We are encouraging the remaining two HOPS Suppliers to connect as soon as possible, but certainly to have completed their testing by mid-December.

POST/PersoPOST Suppliers

In order to connect to the Test environment, POST/PersoPOST suppliers need to be connected to an AMS HOPS which is in turn connected to the Test ISMS.

To accomplish this, POST/PersoPOST suppliers should now have contacted, or be contacting, a HOPS supplier to gain connection details and request a profiled

ISAM (or multiple ISAMs).

Alternatively, ITSO is offering access to an ‘ITSO Test HOPS’ and suppliers can contact Guy Roels directly to arrange this.

The Transaction Keyring in the Test ISMS has been scheduled to roll at 1400 hours every Tuesday up to and including 16th December in order to give HOPS and POST/PersoPOST suppliers the ability to simulate the keyring roll in a test environment.

The next phase of the project will be for the actual roll of the keyring in the live ISMS environment which we hope to start at the beginning of 2015. This should give ample time to update the ISAMs and deal with any issues that may arise along the way without affecting live ticketing systems.

ITSO will agree a single go live date with the HOPS suppliers for early 2015. On this date all HOPS suppliers will ensure they have both the old and the new keyring in each of their schemes to enable all HOPS to HOPS transactions during the transition period when all suppliers and licensed operators are implementing the full rollout to all ISAMs.

- If you have any questions related to the Transaction Keyring Roll please contact Technical Analyst [Guy Roels](#) at ITSO.

AGM Reminder

INVITES have gone out to ITSO members and suppliers for our AGM (Annual General Meeting) which is to be held at ITSO's [offices in Milton Keynes](#) from 11am on 25th November.

The agenda includes an update from Board Chairman Mike Fuhr and Operational Advisory Group Chairman Dave Lynch.

Members can find the agenda and other documents on our website at <https://www.itso.org.uk/members-home/>

[committees-and-groups/aggm/](#)

Members will also be asked to vote on a proposed new voting structure.

Please let joanna.coventry@itso.org.uk know as soon as possible whether you plan to attend, so that we can organize a suitable room and refreshments.

New contracts awarded and a framework agreed

ECEBS has been awarded the contract by Rail Settlement Plan Ltd to provide the technology and back office transaction services required to deliver 'smart' ticketing infrastructure and products to the rail network surrounding London.

Ecebs will install its Paragon HOPS software as a shared service that rail franchises can use in the South East of England.

Commuters

The software is critical to the operation of the whole scheme planned for the region's rail network, which aims to introduce smart ticketing for all rail commuters in the South East of England in one, ITSO-compliant system.

The Department for Transport's South East Flexible Ticketing (SEFT) scheme involves franchises currently run by 12 train operators including Govia Thameslink Railway, East Coast and Virgin West Coast, and covers an area that includes Milton Keynes in the North, Brighton in the South, Reading in the West, and Dover in the East.

Ecebs technology will enable smart ticketing to work across thousands of devices including railway station gates, validators and ticket machines. The system will enable rail passengers to use ITSO-compliant smart tickets to travel to London and then also use these same tickets within London at national rail stations.

Watershed

Pat Curran, Executive Chairman of Ecebs, said: "This could be a watershed moment for the integration of smart ticketing in the UK rail industry. The group of passengers this system is targeting makes a third of all rail journeys in the UK."

While the scheme is initially based in the South East of England, it has the potential to be expanded all over the UK as Government plans to introduce ITSO-based smart ticketing to improve travel for all UK passengers come into effect.

The initial four-year contract between Ecebs and RSP includes an option to extend.



This could be a watershed moment for the integration of smart ticketing in the UK rail industry. The group of passengers this system is targeting makes a third of all rail journeys in the UK.

**- Pat Curran
Ecebs Executive Chairman**

RSP provides and manages a number of shared services on behalf of franchised rail operators ranging from the provision of ticket stock to IT services such as the allocation of industry revenue from smart ticketing systems.

All rail operators are working together with Government to provide the infrastructure required to operate an ITSO-compliant smart ticketing solution.

- The South East Flexible Ticketing (SEFT) programme is a DfT sponsored scheme, approved by the Chancellor of the Exchequer as part of the Growth Agenda in 2011.

Future needs

It is being delivered by the Department working with ATOC (The Association of Train Operating Companies), and TfL (Transport for London).

Its objective is to provide passengers with a modern smart ticketing service which both reflects passengers' travel patterns and can respond to their future travel and ticket needs.

The SEFT scheme will roll out with 12 train operating companies and Transport for London through a staged introduction of smart ticketing throughout the South East, maximising economies of scale through cross-industry collaboration.

THE Eastern Shires Purchasing Organisation has set up a multi-supplier framework agreement to deliver a range of services for the management and operation of the

England National Concessionary Travel Scheme and other broadly similar schemes.

The agreement covers five different areas or lots involving HOPS, CMS, card production, online portal, and transport consultancy and travel operator management.

Warwickshire and Staffordshire County Council have already indicated they want to use the new framework agreement once in place.

The following companies have been accepted within the framework:

ACT
Ecebs
ESP System
Euclid
Imaginet
Integrated Transport Planning
JMP Consultants
MCL Transport Consultants
Novacraft
SmartCitizen
Systra
TAS Partnership
Transept Consulting
Unicard

MERSEYTRAVEL has awarded the contract for remote retail sales of the Walrus smartcard to PayPoint.

The retail services must be available across Merseyside and the surrounding area seven days a week with a significant proportion having extensive opening hours (minimum 7:00 to 20:00).

Merseytravel requires a minimum of 300 retail outlets.

