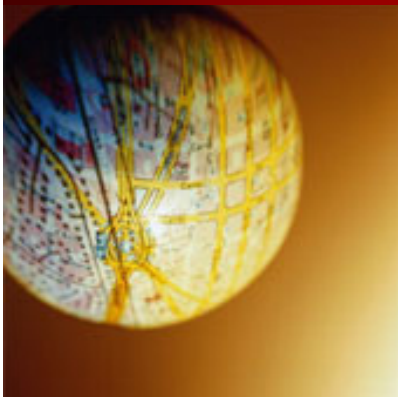


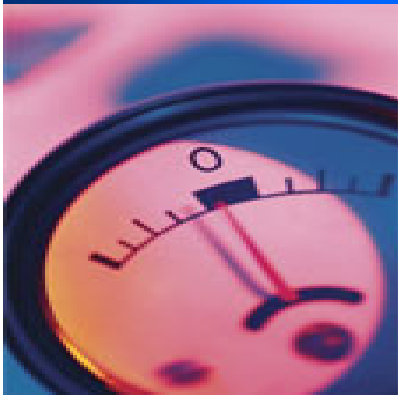
Ticketing



Tracking



Measuring



# Ticketer Introduction

## For Operators in NESTI



**ticketer**

Smart Integrated Ticketing

23<sup>rd</sup> November 2011



# Guiding Principles of the Ticketer Solution

- **Enhance Profitability**

- Deliver a solution which enables the Operator to use their Ticket Machine as a tool for profitability – not a cost burden

- **Improved Visibility**

- Any functionality that we can provide that gives the Operator better visibility of their operations means they can run their business better

- **A different way of doing business**

- Don't see every interaction with a customer as an opportunity to charge them. We believe it is through working *with* Operators that the product improves

- **Incentivise Passengers**

- Find ways in which we can make bus travel easier and more attractive to passengers and therefore improve Operator's revenues

- **Self Management**

- Provide the tooling for Operators to configure and manage their ETMs without our involvement or any need for specialist knowledge

# The Ticketer Solution



- **In-vehicle Computer**

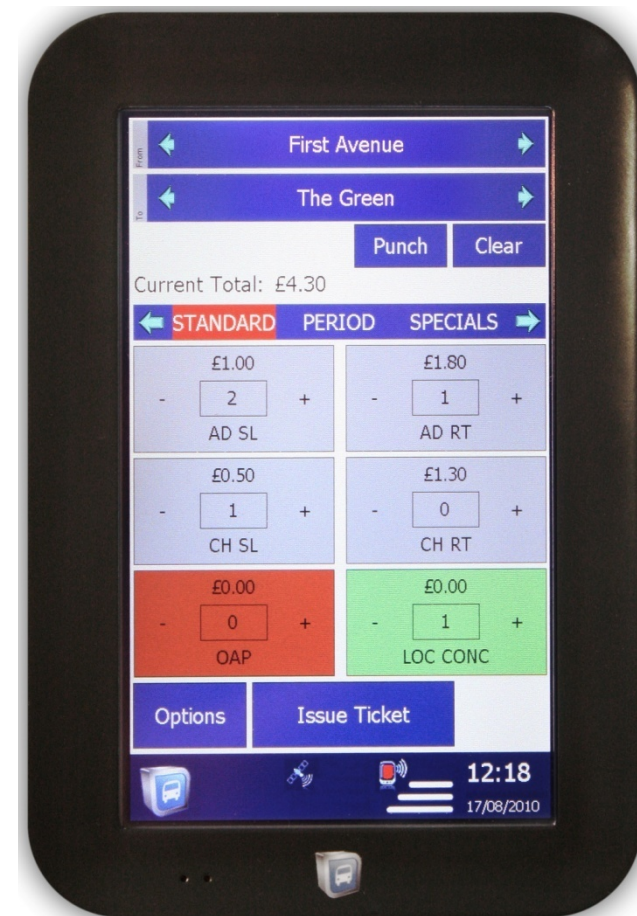
- Software-based ETM
- ITSO certified Smartcard reader
- Location aware via in-built GPS
- Printer
- Unique modular deployment

- **“always-on” connectivity**

- Communicates with back-office via GPRS
- Bi-directional communication
- Enables remote upgrades

- **Web-based back office**

- Fully featured Back Office Configuration Management and Reporting system
- Fully hosted, Software-as-a-Service
- Constantly updated





# Operational Benefits to the Operator

- Removes the need for any depot infrastructure
  - *A PC with a web browser is all that is required to manage the fleet of ETMs*
- Provides real time visibility of transactions to any PC with web access
- ETM status and performance is available remotely and in real time
- Tracking is available to local authorities (for BSOG uplift) as well as operators
- Plug and Play on-bus installation, no specialist knowledge required
- Back office is hosted within a highly secure location with 100% availability
- All new releases are made available to all customers FOC and are remotely administered by Ticketer
  - *Removes the need for end-users to download and install patches and upgrades*
- Ongoing development roadmap based on customer feedback, available to all

# Ticketer Configuration – Service Definition



Ticketer portal.trial.ticketer.org.uk/FareManagement/ServiceDetails/2b99a920-0ab3-4a20-9612-cf190a1914dc

4	Camberwick Green	↑	↓
5	The Green	↑	↓
6	Albert Square	↑	↓
7	Linkin Park	↑	↓
8	Town Centre, High Street	↑	↓
9	Town Centre, Lower Pass	↑	↓
10	Train Station	↑	↓

Stop:

### Fare Charts

Ticket	Valid At
STANDARD - AD RT	All day
STANDARD - AD SL	All day
STANDARD - CH RT	All day
STANDARD - CH SL	All day
CARDS - Zone 1	All day
CARDS - Zone 2	All day

### Flat Fares

Ticket	Valid At	Price
SPECIALS - 10TRIP	post 9am	£8.00
PERIOD - AD 5DAY	All day	£4.80
PERIOD - AD MON	All day	£25.00
PERIOD - AD WK	All day	£7.00
CARDS - CardPass	All day	£0.00
CARDS - CardTrip	All day	£0.00

# Ticketer Configuration – Fare Chart



Ticketer

portal.trial.ticketer.org.uk/FareManagement/EditFareChart/4d6cc174-638e-4f90-86c2-0040b5b99fcd

Jason Mann (SM)  
Cancel Impersonation of Demo Buses – Log Off

Home Ticket Sales **Fare Management** Asset Management User Management Reports Support About

Fare Management > Services > 27 - Station - Town Centre

### Edit Fare Chart

– Ticket Type –

Ticket Type: STANDARD - AD SL

Ticket Validity: All day

– Fare Chart –

Set all to:  Set

Bus Station

1.00	First Avenue								
1.20	1.10	Times Square							
1.30	1.20	1.00	Camberwick Green						
1.40	1.30	1.20	1.10	The Green					
1.40	1.30	1.20	1.10	1.10	Albert Square				
1.50	1.40	1.30	1.20	1.10	1.00	Linkin Park			
1.50	1.40	1.20	1.10	1.30	1.20	1.10	Town Centre, High Street		
1.60	1.40	1.20	1.20	1.20	1.10	1.10	1.00	Town Centre, Lower Pass	
1.60	1.50	1.50	1.40	1.30	1.20	1.20	1.10	1.00	Train Station

Save Cancel

# Ticket Configuration – Ticket Validity



Ticket Configuration – Ticket Validity

portal.trial.ticketer.org.uk/Ticket/EditTicketValidity/da1dbd0c-4967-40a7-85f9-ac9e897bcd6c

**ticketer** Jason Mann (SM)  
Cancel Impersonation of Demo Buses – Log Off

Home Ticket Sales **Fare Management** Asset Management User Management Reports Support About

Fare Management > Ticket Validities

### Edit Ticket Validity

– Validity Details –

Title:

Sunday:

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

– Optional Restrictions –

Date From:

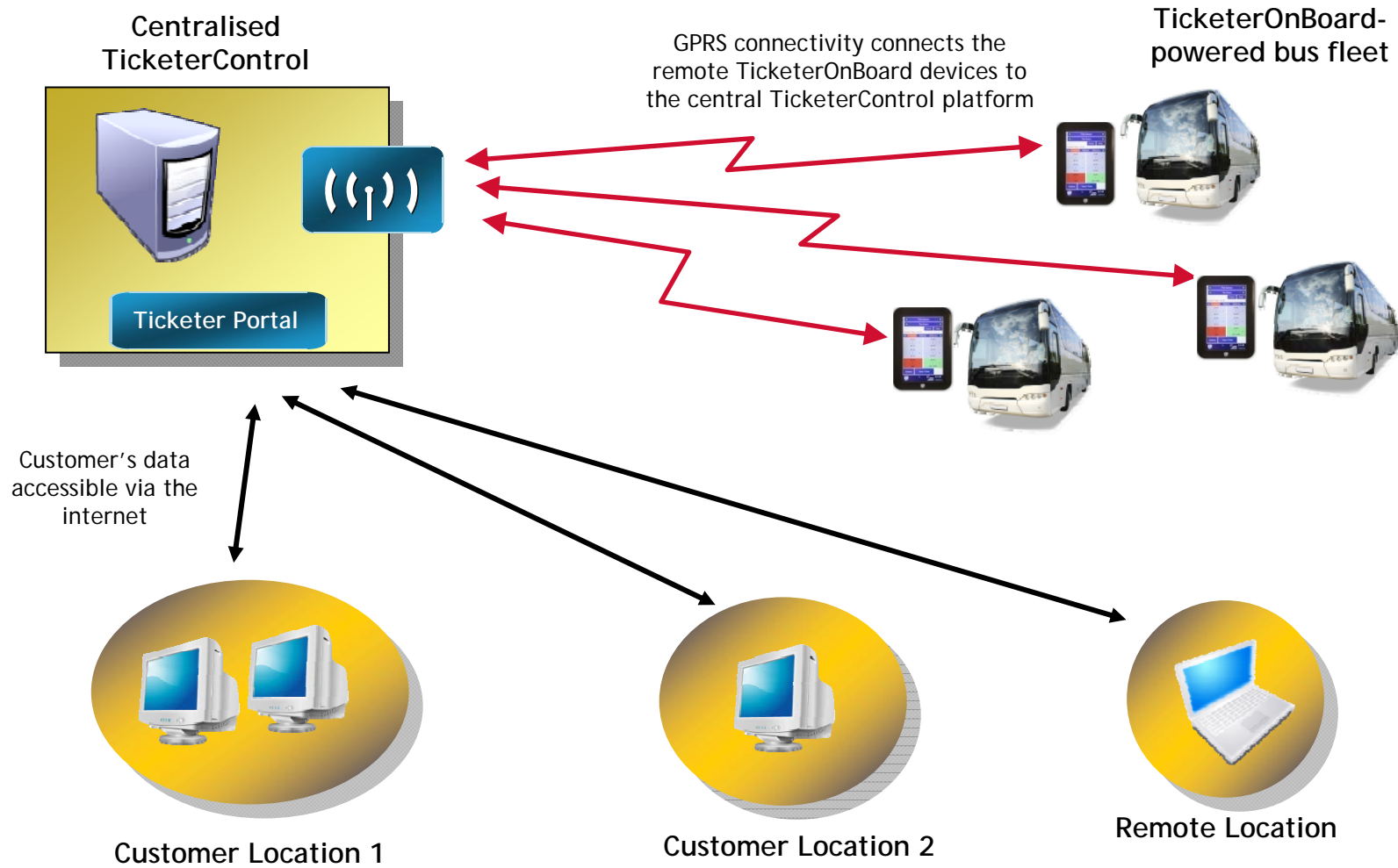
Date To:

Start At:

End At:

Weighting:  (higher numbers receive higher priority)

# Deploying the Ticker Solution





# Ticketer Reporting – Real-time Ticket Sales



Ticketer - Ticket Manage... x

portal.trial.ticketer.org.uk/TicketManagement

**ticketer** Jason Mann (SM) Cancel Impersonation of Demo Buses - Log Off

Home Ticket Sales Fare Management Asset Management User Management Reports Support About

### Ticket Sales

17/05/2011 Calendar day (Default) 1 day Tue 17/05/2011 00:00 to Tue 17/05/2011 23:59

May 2011							From Stop	To Stop	Type	Price	Driver	Duty	Journey	Vehicle	Ticket #	Smartcard #	Device *
17/05/2011	17:26:12	27	Bus Station	First Avenue	AD RT	£1.80	John Clarfelt	1	1	123 ADD	000059		000000002105971				
17/05/2011	17:23:11	27	Bus Station	The Green	AD RT	£1.90	John Clarfelt	1	1	123 ADD	000058		000000002105971				
17/05/2011	17:23:11	27	Bus Station	The Green	AD RT	£1.90	John Clarfelt	1	1	123 ADD	000057		000000002105971				
17/05/2011	17:11:22	27	Bus Station		AD 5DAY	£4.80	John Clarfelt	1	1	234 BAT	000056	63333343540000067	000000002105971				
17/05/2011	16:55:01	27	Bus Station	First Avenue	AD SL	£1.00	John Clarfelt	1	1	234 BAT	000055		000000002105971				
17/05/2011	16:53:38	27	Bus Station		CardTrip	£0.00	John Clarfelt	1	1	234 BAT	000054	633333435400000109	000000002105971				
17/05/2011	16:41:40	27	Bus Station	First Avenue	AD RT	£1.80	John Clarfelt	1	1	234 BAT	000053		000000002105971				
17/05/2011	16:39:48	27	Bus Station	First Avenue	AD RT	£1.80	John Clarfelt	1	1	234 BAT	000052		000000002105971				
17/05/2011	16:27:16	27	Bus Station	First Avenue	AD SL	£1.00	Jason Mann	1	6	234 BAT	000039		000000002106480				
17/05/2011	15:58:24	27	Bus Station		10TRIP	£8.00	Jason Mann	1	6	234 BAT	000038	633333435400000091	000000002106480				

# Ticketer Reporting – Configurable reports to PDF or Excel



Ticketer

portal.trial.ticketer.org.uk/Report

Jason Mann (SM)  
Cancel Impersonation of Demo Buses – Log Off

Home Ticket Sales Fare Management Asset Management User Management **Reports** Support About

## Reports

Generation View Report Report List

— Report —

Report Type: Local Authority (Excel)

Save to list:

File name:

— Details —

Start: 09/06/2011

End: 09/06/2011

Earliest Ticket: 00:00

Latest Ticket: 00:00

— Services —

Select All

27 - Station - Town Centre

42 - Parks - Loop

58 - Lower Common - Upper Street

Choose Time

Time 00:00

Hour

Minute

Now Done

# Ticketer – Location



**Ticketer Tracking (alpha)** home full s

- 38a: A640 BCN**  
Robert Thompson  
14/09/2010 16:15:13
- 42: E913 DRD**  
Robert Thompson (2)  
23/09/2010 15:55:16
- 954: E916 DRD**  
Malcolm Hylands (12)  
13:28:16
- 51: K564 NHC**  
Robert Shaw (9)  
Yesterday 13:25:35
- 35: K822 NKH**  
Robert Shaw  
17:56:15
- 38a: K870 LGN**  
Mathew Ashton (8)  
04/10/2010 07:08:58
- 42: KX 06 LYP**  
Robert Thompson  
13:11:45
- 56: L120 HHV**  
Robert Shaw (11)  
13:58:20
- 51: L160 PDM**  
Alistair Reese (9)  
13:51:33
- 42: L226 SWM**

Refreshed at 14:01:36

OSM: Mapnik

1.4117,51.3323 16.00



# Financial Benefits to the Operator

- Simple ETM purchase plus annual licence covers all costs – no extras
- No infrastructure or upgrade costs – fixed cost for lifetime of product
- All costs per vehicle – smaller operators can now compete with the largest
- ITSO certified to secure 8% BSOG uplift
- Location aware to secure 2% BSOG location uplift
- Designed for significantly reduced maintenance costs – proven in practice
- No specialist knowledge required – easy-to-set-up and easy-to-use
  - – removes the cost of 3<sup>rd</sup> party assistance
- Remote diagnostics of ETMs and Back office enhance support and cut costs
- Volume pricing based on overall regional customer numbers, not individual operators



## Next Steps

- Once you have agreed to proceed...
- We will contact you to understand your service set-up
- We also offer a 'bootstrap' service where we setup your data on your behalf free of charge
- We will send you access details for you to view your back office
- Your ETMs will be built to the data as defined in the back office
- We will arrange with you directly regarding installation
- We will install the ETMs onto your buses
  - *There is no further installation work necessary – you are now ready to utilise your new ticket machines*