

CASE STUDY

PUBLIC TRANSPORT - EASY FOR THE COMPANY, USEFUL FOR THE USERS

We accompany more than 82,000 people on their daily journeys

YEAR	2014 (but it is an evolving, ongoing project)
SECTOR	Public Transportation
TOOLS	Web app, database, mobile app, portals

THE CHALLENGE

To accompany **thousands of users** on their daily trips on roads, rails and cable is the most obvious function for **public transportation companies**. However, often these companies are also responsible for the **management of parking** and other services related to **mobility**.

In most cases, each service has its own **specific administration systems** and they are not connected to one another. The **management of operational and business information** can be very complex and with an

high risk of making mistakes... for this reason, it is likely that traffic jams are not the biggest worry for those who work in the administrative offices of a public transportation company!

“A step towards the ideal Smart City”

A step towards the ideal Smart City model implies the **integrated management** of all the several mobility services. This initiative could have many positive outcomes for both the company and the user. In fact, an **efficient and integrated management of data** could allow the company to create new services and new forms of provisioning, such as via the internet and smart phones. This could also improve existing services and free up resources for further investments.

The tourists getting off the plane or arriving at the train station who have to reach their accommodation, but don't know what ticket or mode of transportation to use...

The parents who want to recharge a subscription without having to use cash...

The company that tops up parking or bus credit for its employees...

...all of these people should be able to **fulfill their needs with just one click** (or tap)!

When our clients expressed these needs to us, we were happy to climb on board!



OUR ANSWER

First of all, we **organized** all the insight into two large group of target:

- THE COMPANY: they need, to optimize, adjust, propose and monitor all theirs services
- THE USERS: they want, to access and receive information, and to have several options to purchase services also online

Easy for the company...

The heart of the project is a **platform that brings together all the operational and commercial data services** that the company offers to its users. This system was entirely developed with open source technology and installed on our servers with **Software-as-a-Service logic**. Therefore, the platform is **always operational and accessible** via a browser and our clients do not have to make any investments in new hardware or software systems. Even **maintenance, upgrading** and introducing **new services** are **easier** and don't interrupt routine administration. Also, interruptions of operations are minimized also when releasing new versions of the web app.

As expected, interfacing with legacy data sources was not so easy, but we applied an ad-hoc **ETL (Extract, Transform, Load)** interface: ETL ensures the **decoupling of interfaces, has clear rules for interfacing**, and controls the **data stream** – this is one of our specialties!



...useful for users!

The back-end application resulted in the introduction of new channels that our client can now use to provide its services, making them accessible on the web and smartphones.

A **web app** dedicated to the provision of services allows users, both individuals and businesses, to:

- Update personal details
- Renew subscriptions for public transportation services
- Manage an e-wallet that allows them to pay parking stops using SMS
- Sign up to receive business information and communications related to the operations of preferred transport lines

With the free **smartphone app** (Android and iOS) thousands of users are able to:

- See real time schedules, lines and public transportation fees
- Orient themselves by calculating the route to their destination,
- Buy tickets or renew subscriptions
- See a map of city parking, get real time information about available spots, and pay for parking via SMS or with credit card
- Receive ZTL consultation, access entrance points and other services such as bike sharing

THE RESULT

Our client has received many **benefits** as a result of our work : reduced investments in hardware, cost optimization, they streamlined processes (for example, they reduced the customer flow at info and ticket booths due to the ability for users to manage renewals online, which by the way also reduced the paper use and amount of cash being managed). Another benefit is the fact that now **operations** run uninterrupted for both the client and the users.

In addition, the **new channels to provide services** to the user have boosted our client's image. The **app**, which has been downloaded by **thousands of people** and has had double-digit growth each month, won the **2014 Best Tech award for the best technological innovation in public transportation!**

This project has allowed us to create a relationship with our customer. We are proud to be their partner in the majority of their strategic decisions related to urban mobility.

Now we are ready to jump forward! Next steps: dematerialization, tracking user streams and furthering the integration between systems...

