

# TRANSITECH

## Session #6 Electronic Payment Systems

(February 24<sup>th</sup>, 2010 1:30 to 3:00 P.M.)

**Moderator:**

**Shyam K Dunna**

*President & CEO*

*nMomentum Corporation*



# TRANSITECH

## Evolution of Fare media



Tokens



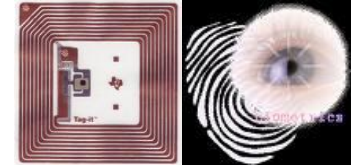
Magnetic / Paper  
Fare Media



Contactless Fare Media  
(CSC / NFC)



Open Loop Cards



Passive Tags  
/ Biometrics

# TRANSITECH

## Electronic Fare Collection System

### Transit Modes & Fare Collection Points



Faregates /  
Turnstiles



Bus  
Fareboxes



Paratransit



Parking  
Gates



### Fare Media Sales & Distribution

Web Self Service



Sales Outlets



Vending Machines



Compact POS



### Backend Computing Systems

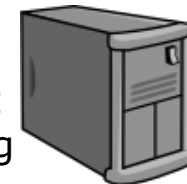
Sub Systems  
(Bus, Rail, Parking,  
Fare Sales etc)



Central  
Computer  
System



Clearing,  
Settlement  
& Reporting



# TRANSITECH

## Benefits & Customer Convenience

System Wide  
Integration



Reduced Revenue Loss



Money Handling



Single Fare Card?



Web Self Service



Mobile Service



Call Center

## Critical Success Factors

- Having a clear vision
- Detailed planning and execution
- Regional fare system challenges
- Fare policy issues
- Business rules
- Revenue reconciliation issues

# TRANSITECH



MEANINGFUL AGILITY

**is a technology solutions company:**

- With deep technical and program management expertise in Automated Fare Systems, AVL/APC, ITS, and Information Technology Functions
- Supports your end-to-end solution lifecycle from planning, strategy and requirements specification through vendor selection, implementation, Business Process Reengineering and operational use of systems
- Your partner in technology initiatives to achieve operational automation, reduce costs and increase performance

## Electronic Payment Systems

**Moderator:** Shyam K Dunna, nMomentum

Email – [sdunna@nmomentum.com](mailto:sdunna@nmomentum.com) Ph. (404) 454-8787

### **Presenters:**

#### **High Performance in Public Transport Electronic Ticketing**

Jeff Emerson, Accenture Email - [jeffrey.p.emerson@accenture.com](mailto:jeffrey.p.emerson@accenture.com)

#### **Mobile Wireless Technology to Improve Transit Operations Communications and the Passenger Experience**

Abraham Kololli & Kyle Brimley, Utah Transit Authority

[Emails - akololli@rideuta.com](mailto:akololli@rideuta.com) & [kbrimley@rideuta.com](mailto:kbrimley@rideuta.com)

#### **No Need for Cash on Tokens: Electronic Payment Plans for Paratransit with Metro Access EZ-Pay**

Stephanie Clayville, MJM Innovations & Tim Palo, Booz Allen Hamilton

[Emails - sclayville@mjinnoventions.com](mailto:sclayville@mjinnoventions.com) & [palo\\_tim@bah.com](mailto:palo_tim@bah.com)

#### **Real-Time Information and Onboard Entertainment as Integrated Revenue Producer Raffaele Caltabiano (Cancelled)**

# TRANSITECH

## Questions

