



High performance. Delivered.

# New Payment Technologies

Achieving High Performance through  
Choice, Value and Flexibility

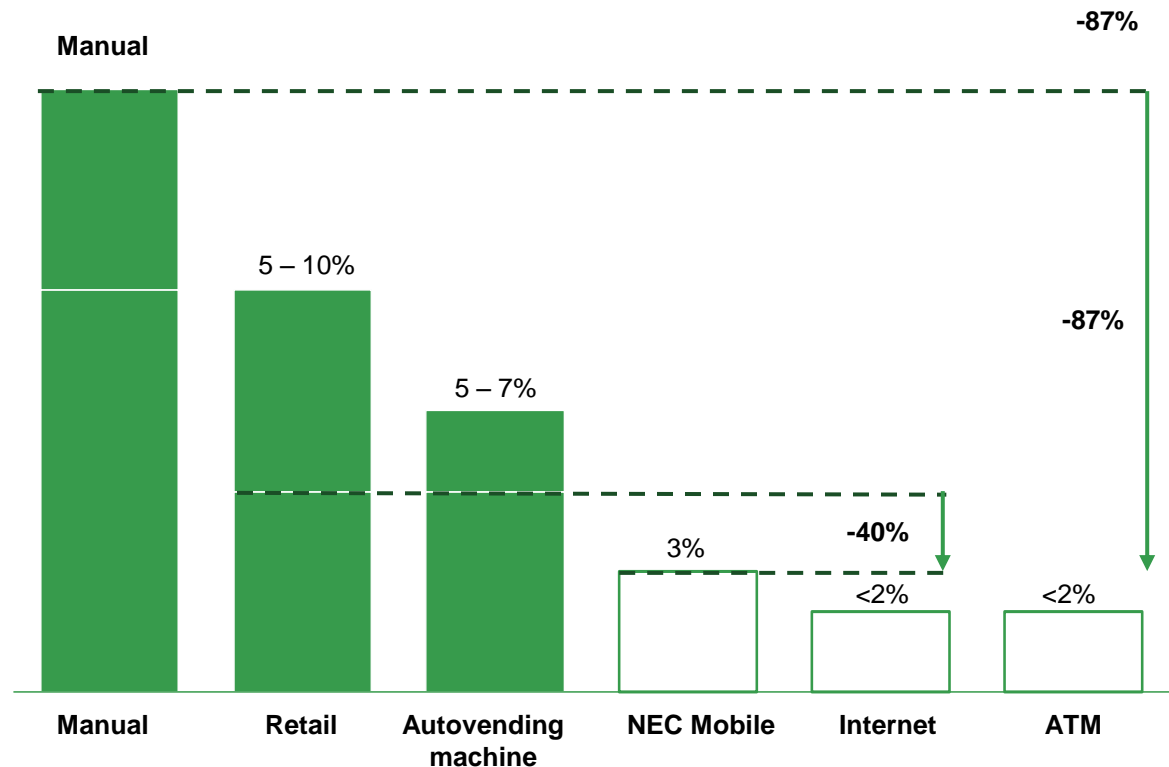


# Our research shows that interest in e-ticketing remains very strong

## e-ticketing can

- Provide significant distribution cost savings
- Boost customer satisfaction with operators
- Increase the efficiency of asset use
- Improve capabilities to combat fraud
- Provide more sophisticated business intelligence
- Provide an aura of innovation to public transport

## Distribution costs in public transport by channel (Cost in % of Revenues)



# Yet different priorities are being stressed and the marketplace is undergoing subtle changes

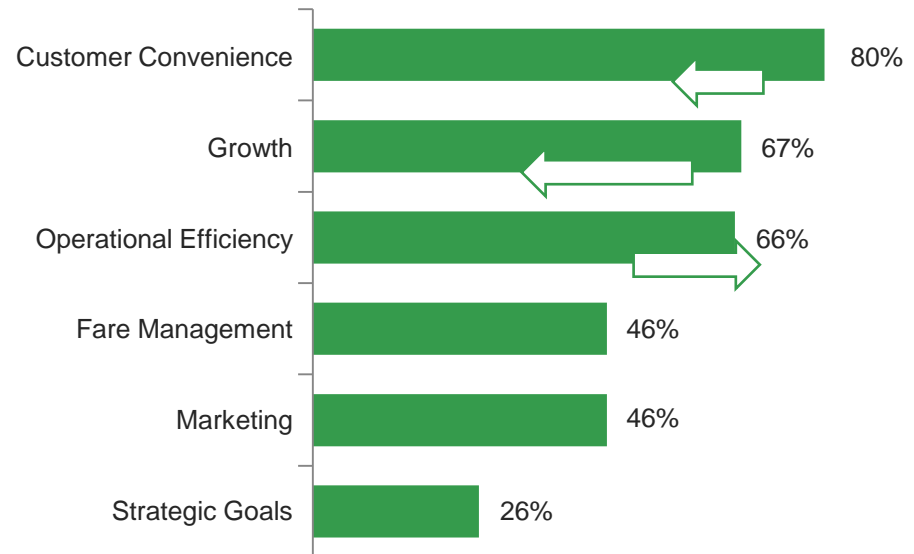
## Since Accenture's last major e-ticketing study (2005) some objectives have remained consistent

- Customer convenience is still strong but declining
- Operational efficiency is becoming as important as customer convenience

## Others priorities have changed subtly

- Growth through e-ticketing adoption is no longer a priority
- Operational efficiency is acquiring specific meaning: internal process simplification
- Fare management is still important but the focus is on responsiveness within existing boundaries

## Motivation factors underlying the introduction of e-ticketing

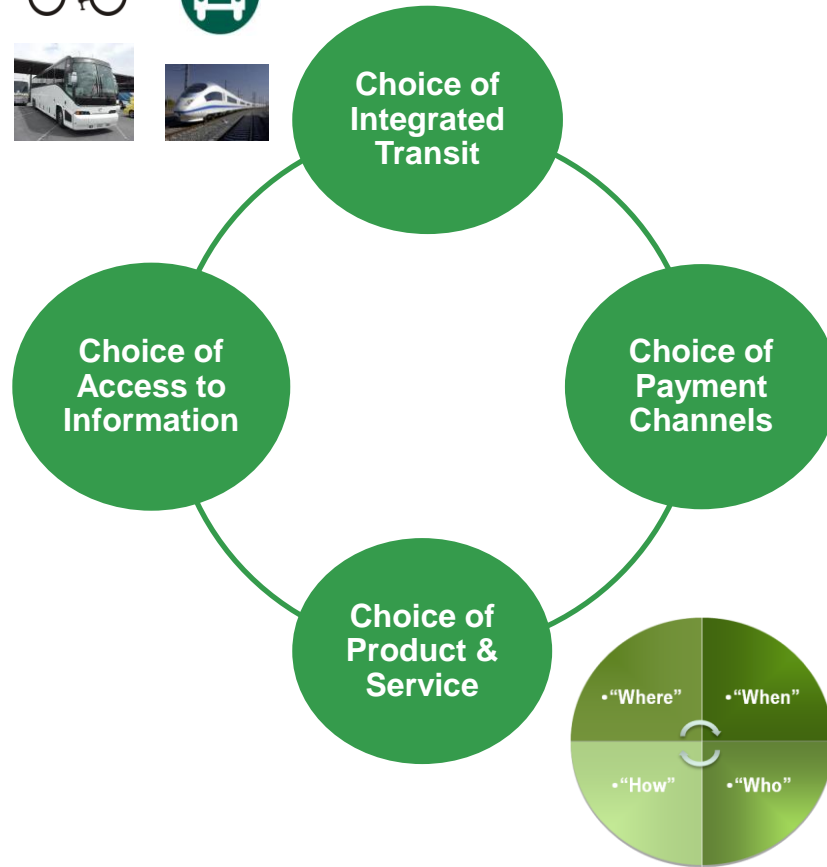


# And Industry Trends and Customer Expectations are Driving More Payment Technology Choices

- Integrate payments across transport modes/operators (public/private)



- Access information from multiple interfaces
- Anytime; anywhere; anyplace

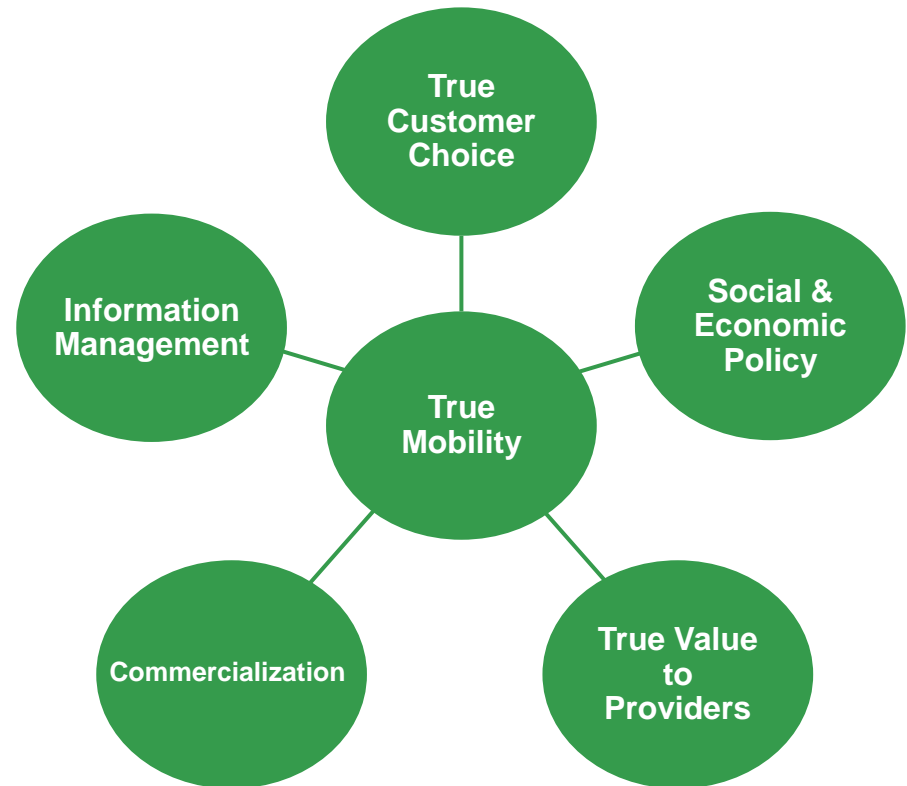


- Options on how to pay and use transit
- Credit card, debit card, mobile, transit only card

- Solutions that are low-cost and affordable
- Single or multi-ride, pass, stored value

# Our Approach to New Payment Technologies Revolves around Choice, Value and Flexibility

- True mobility providing true choice
- Integrated service delivery
- Convenient customer experience
- Progressive technology
- Open and flexible system
- New opportunities for revenue generation
- Embedded information management capability
- Operating efficiency

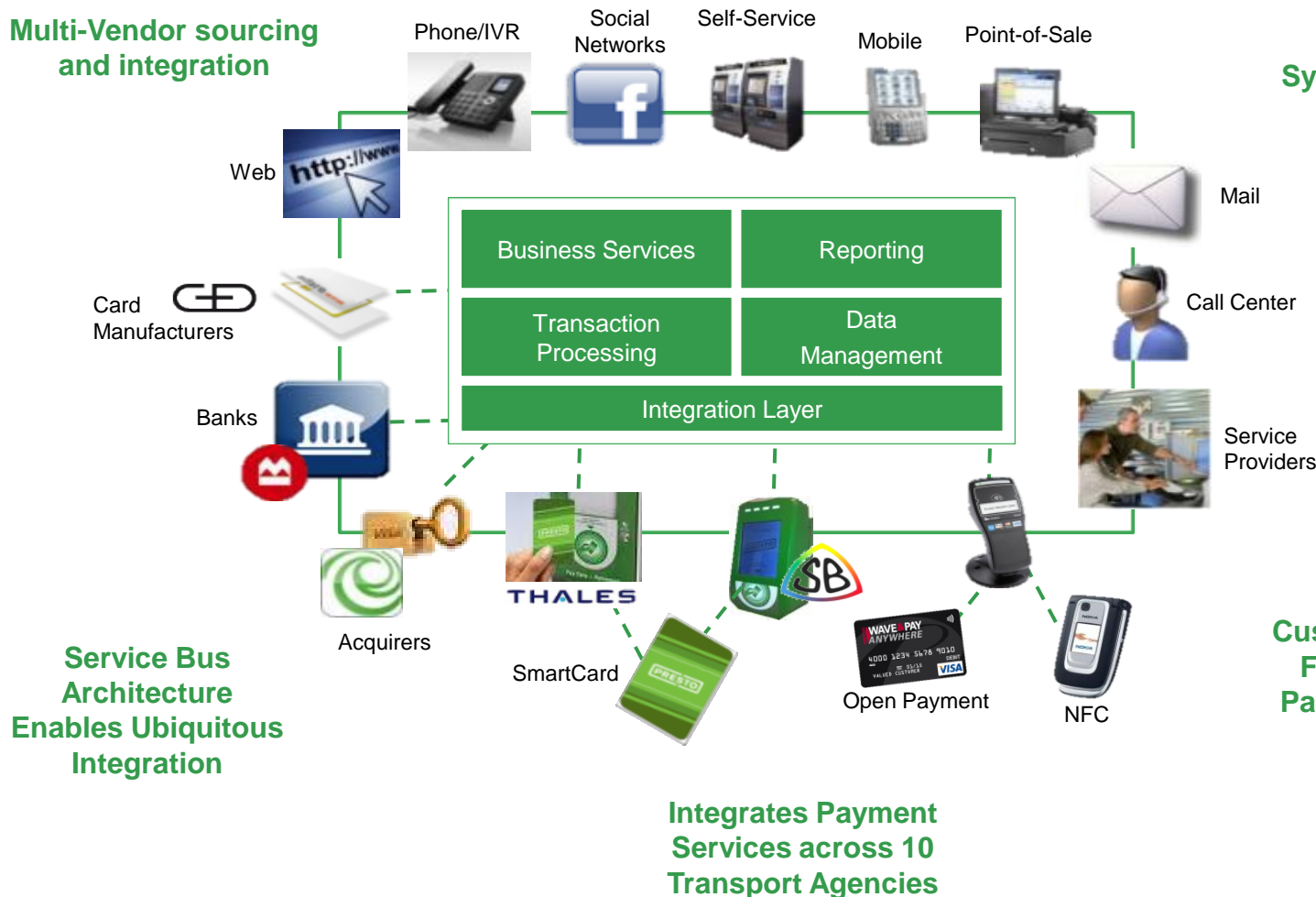


# Case Study

## PRESTO in Toronto and Ottawa

**Multi-Vendor sourcing and integration**

**Common Central System that leverages COTS Products**





# Case Study

## Mobile Ticketing



# Transport Agencies are Now Considering a Variety of Models to Get There – With No Clear Consensus

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Integrator Led

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Turn-Key

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Concession?



# However, Some Common Elements Are Emerging as Being Key to Moving Forward



- Committed Executive Sponsorship
- Clear, Consistent Business Case
- Published Future Concept of Operations
- Internal Organizational Alignment
- A Burning Platform for Change
- Clearly Communicated Vendor Partner Strategy
- Confirmed Financing Strategy and Approach

**Michael Wilson**

Accenture

+1 416 312 7539

[michael.j.wilson@accenture.com](mailto:michael.j.wilson@accenture.com)

**For More Information**