Greener Pastures? Leveraging Existing Systems & the Potential Benefits of New Technologies
Who is Masabi?

2002
Mobile Micropayments

2007
First Ticketing Application

2008
Set UK Rail mTicket Standard

2012
Launched Justride in Boston

2018
SDK Integration with Uber and Transit
No longer just ‘a nice to have’

50%+

46%+

29%+
Evolving Fare Collection – Renew or Replace?

• One constant ~ the world of technology is continuously changing
• Being open to off-the-shelf and SaaS can lead to faster deployment, lower risk & cost
• Open architecture and best of breed integration can limit the effect of obsolesce
Dematerialising the Ticket
So what is our perspective? It is Mobile First, not Mobile Only

[Source: Pew Research]
Global partnerships
Some things are better together
The evolving mobility journey

Private vs Mass Transit

First Mile vs Last Mile
The First/Last mile problem

Mass Transit

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Mass Transit

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Mass Transit

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The Mass Transit Future

Mass Transit

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Mass Transit

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Mass Transit

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Mass Transit
Practical MaaS: Justride SDK
Seamless integration

- Joined up journey planning
  - Sell public transit tickets through popular 3\textsuperscript{rd} party apps

- Fast and easy route to MaaS
  - Link modes and other agency services seamlessly
The future is not one thing
But it can be integrated

Parking
Park & Ride tickets, shared and specific capping

Ride Share
First Mile / Last Mile handoff to ride share services, charged to same account, capping

Bike Share
Charged to same account, shared and specific capping
Any Questions?

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