Introduction to RideBank™ Digital Ticketing
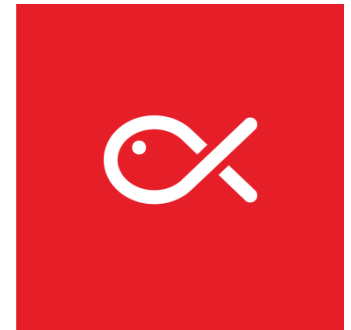
Nina Ive

Head of Sales and Marketing

Snapper Services Ltd

Wellington, New Zealand

APTA

Introducing Snapper

Ticketing as-a-Service in Wellington

Snapper Mobile
Instant NFC top-up since 2012
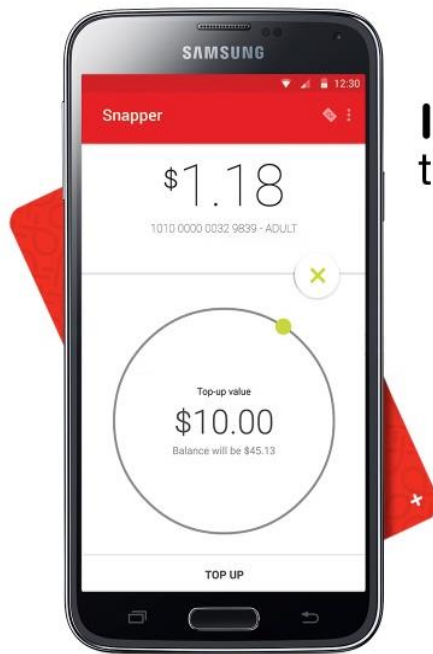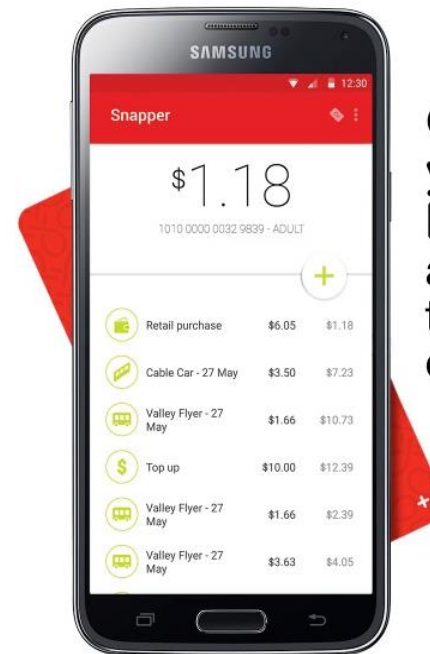
Passenger Feedback
No. 1 problem: Top-up
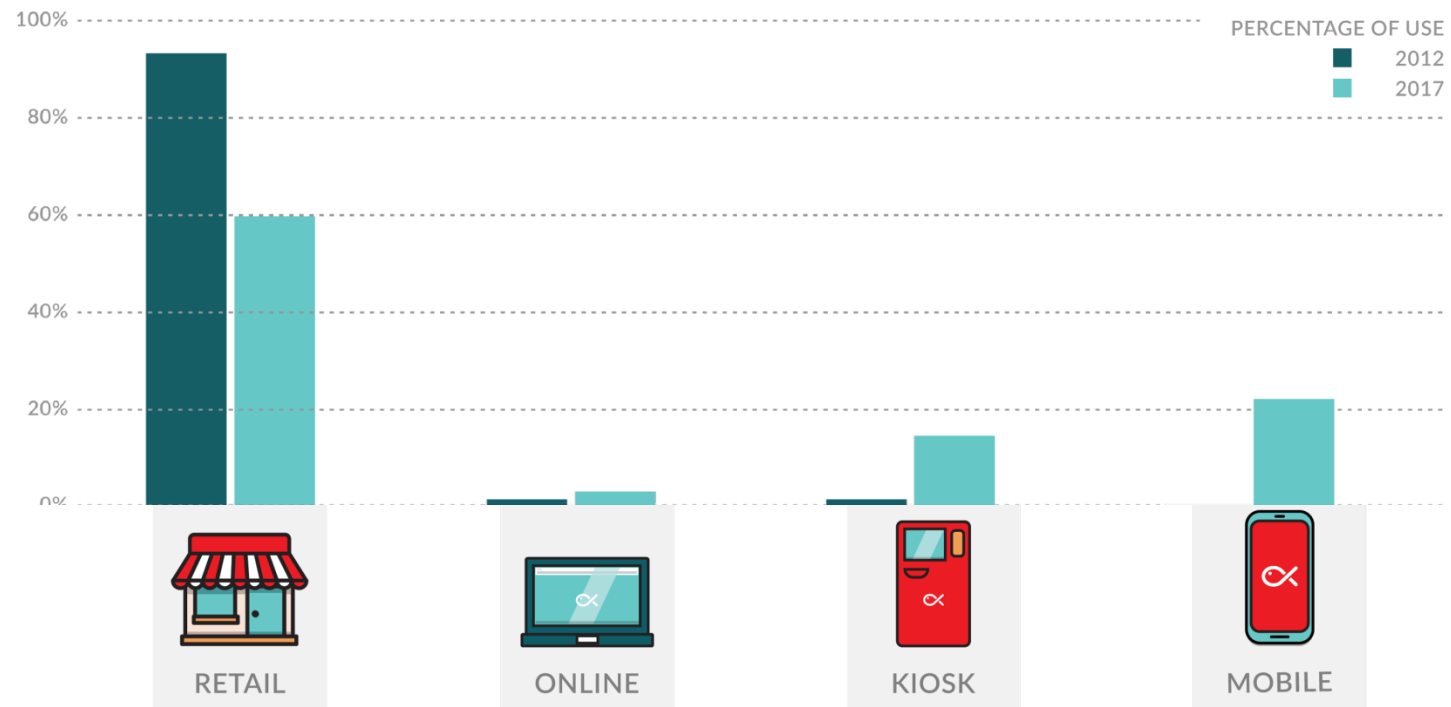
Topping up is inconvenient

I can't top up online

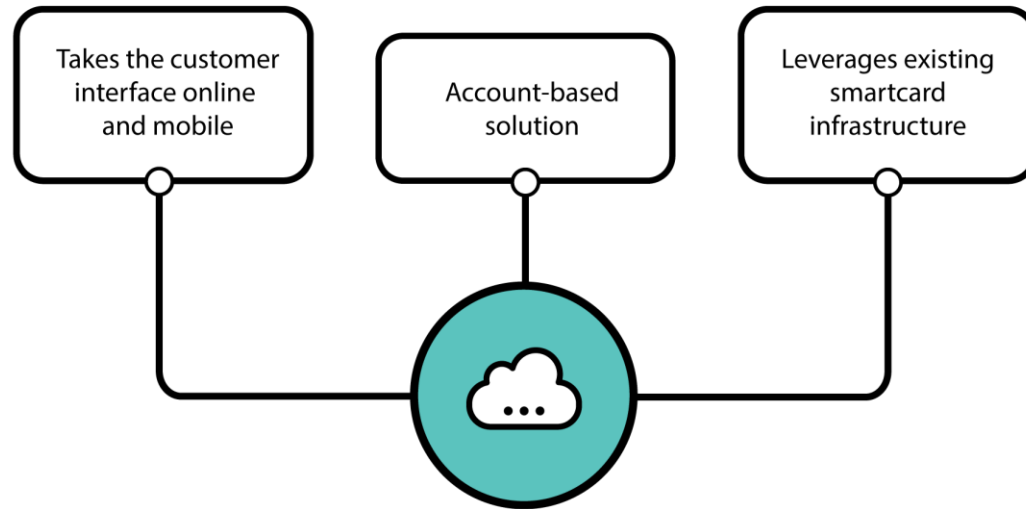An iPhone app would be great

Changing Preferences
Trend towards self-service

How to transform-
without replacing everything

- Passengers want a digital experience

- We have already made significant investment in existing ticketing system

- We don't need new equipment

- Want an open and flexible system

- Want it in months not years

Introducing RideBank™
take fare collection digital

Takes the customer interface online and mobile

Account-based solution

Leverages existing smartcard infrastructure

RideBank™
DIGITAL TICKETING

What's in the bank?

- Cloud-based subscription service

- White-label apps for Android, iOS and web

- Account-based fare engine

- Self-service tools for concession management and customer service

- Open API to support a range of tokens and technologies
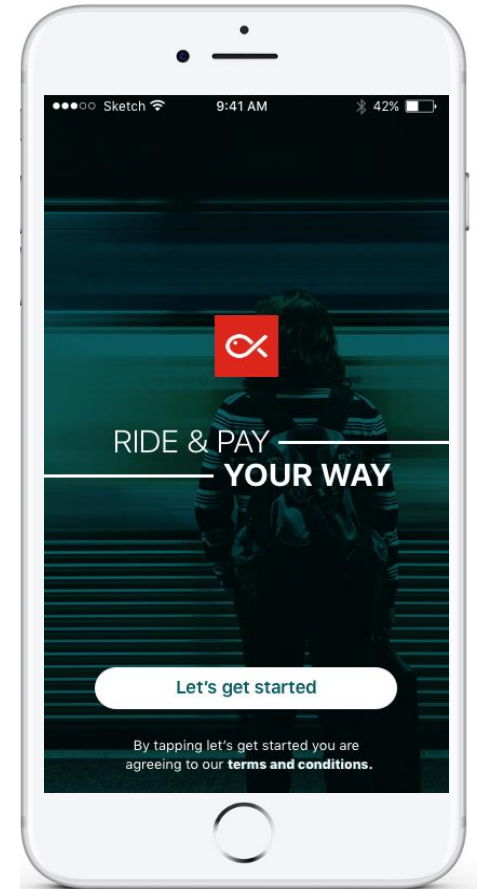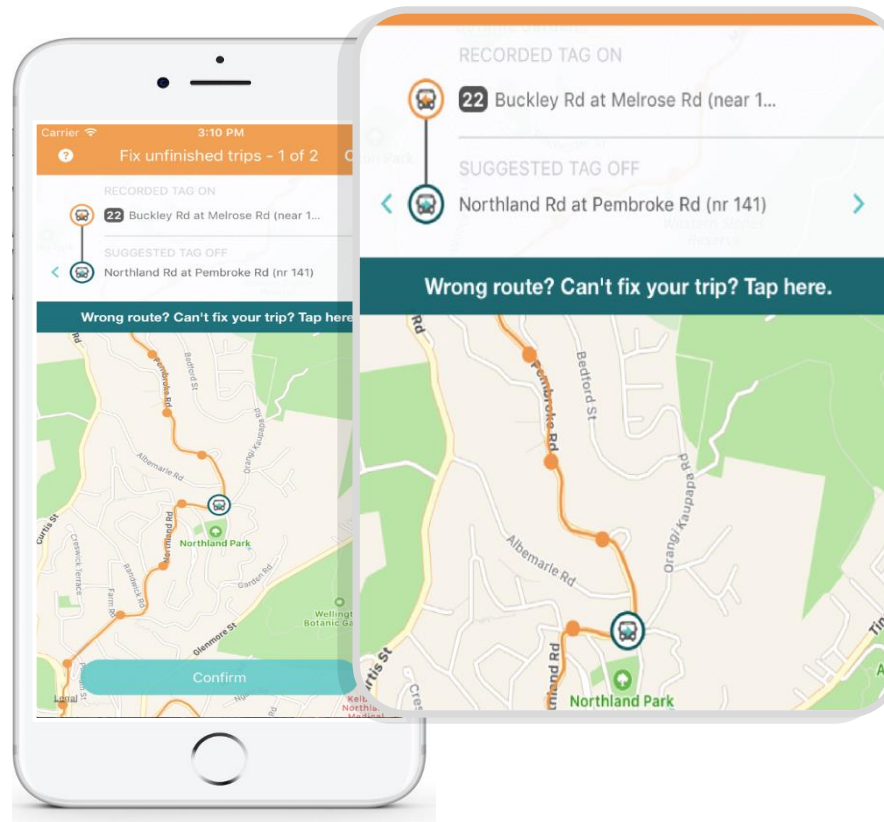
How we do it?

- Use the existing card as a token

- Use the same equipment

- Transactions securely passed to fare engine

- Match taps to calculate best-fare

- Passenger is billed to their preferred payment source
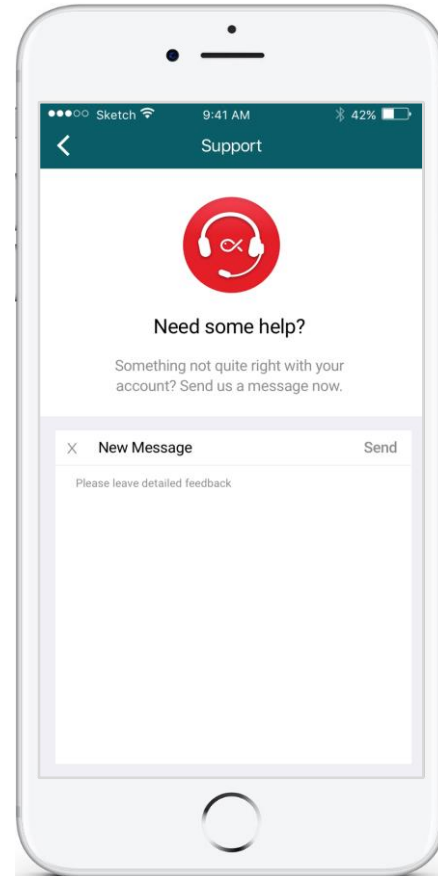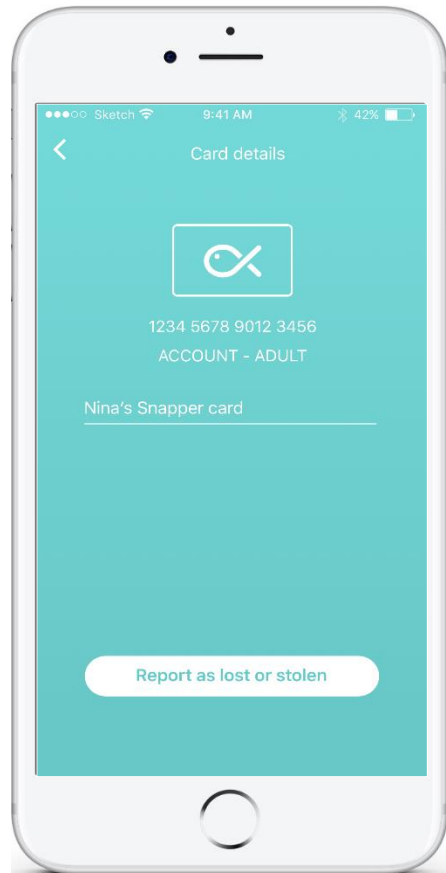
- Snapper settles to PTA daily

Using the service
Wellington iOS app - trial
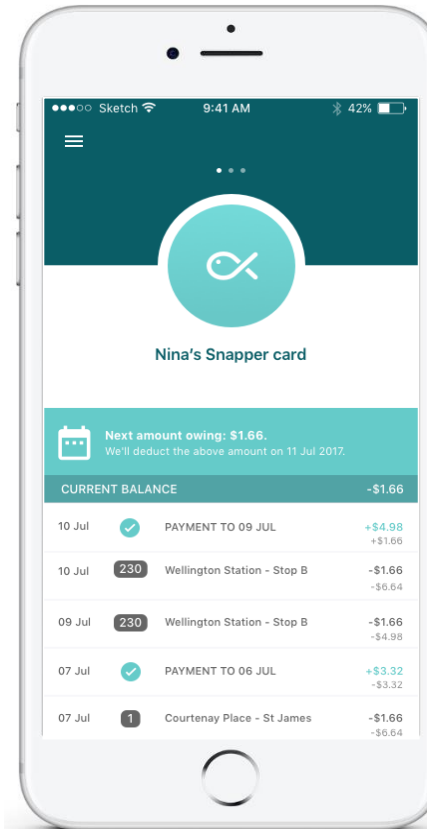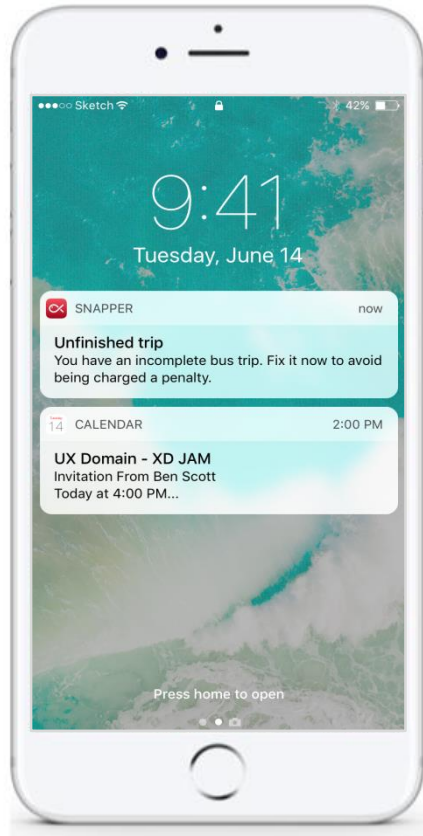
Using automation and trust-based model for self-service tools
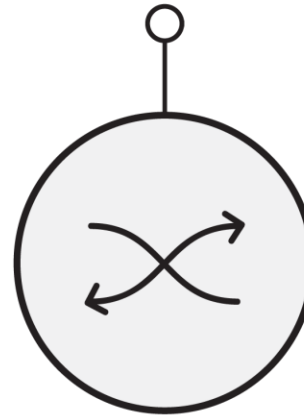
Customer care
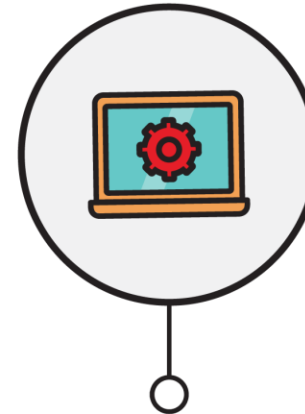# reducing the cost to serve

Four key outcomes

What's next – Snapper road map

- Scale to more passengers

- Add more payment options

- Automate services

- Extend to support HCE

- Support more fare policy variations

- Offer to other Transport Authorities