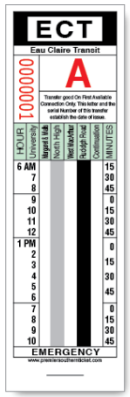
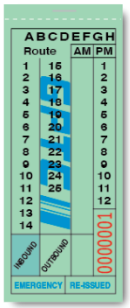
Mobile First:
7 Steps to Full Fare Collection

Zach Ascher

Masabi, Business Development Manager North America

Traditional Fare Collection

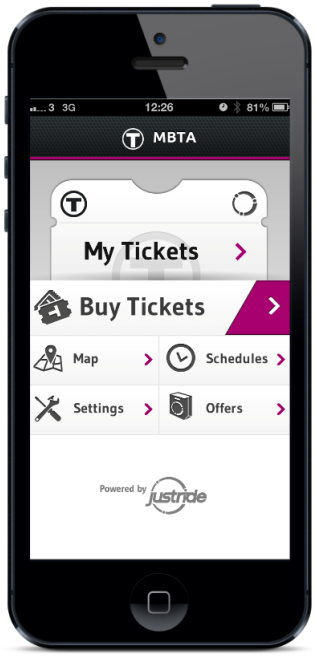


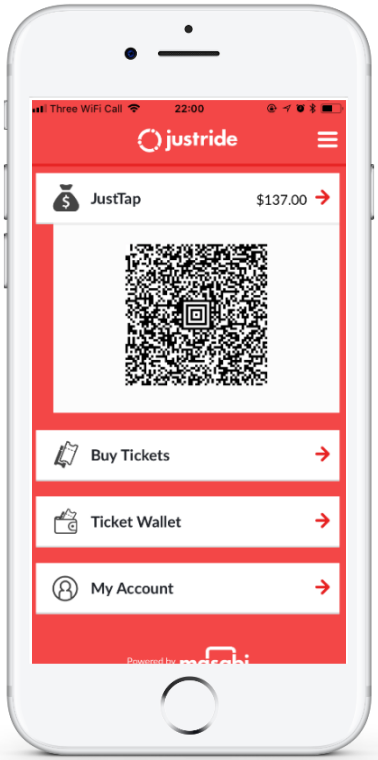


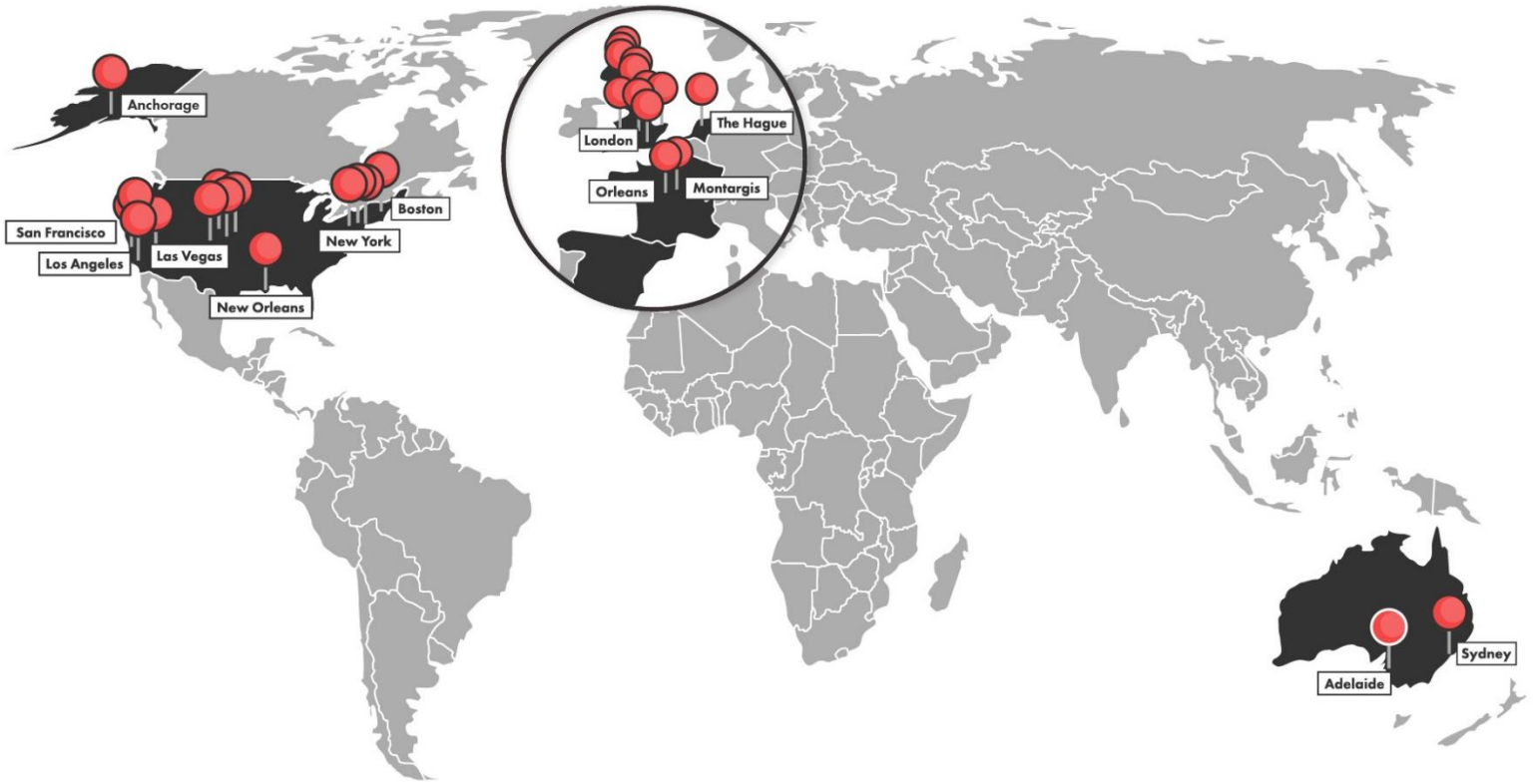
About Masabi

2002

2017






Anchorage
San Francisco
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Adelaide

30+ Deployments Across the Globe

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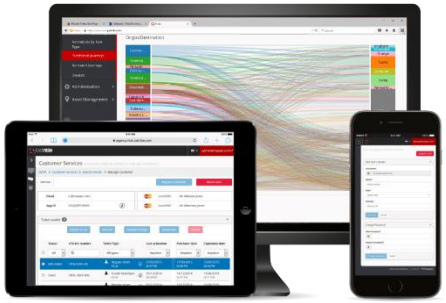
Retail



Hub

Inspect

Mobile First Fare Collection

Case Study:
Las Vegas RTC

RTC

rtcsnv.com

1. **Mobile First Deployment**

RTC

rtcsnv.com

1. **Mobile First Deployment**
2. **Onboard multi-format electronic validation**

RTC

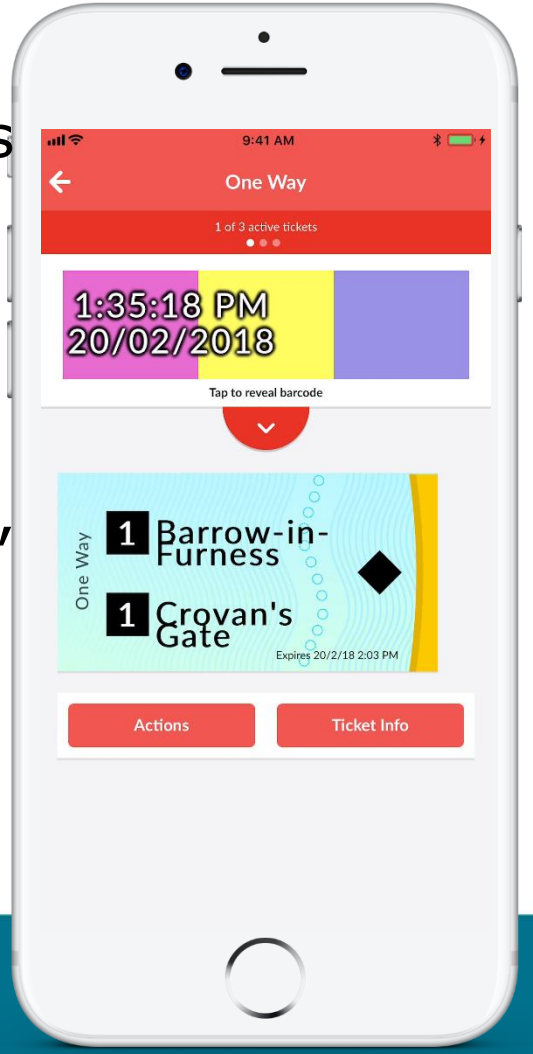
rtcsnv.com

1. **Mobile First Deployment**
2. **Onboard multi-format electronic validation**
3. **Expanding to entitlement cards as tokens**

Masabi's
Mobile First Approach

1. Mobile Ticketing

- Pre-purchase ticketing, supporting simple and complex fare structures
- Sophisticated, secure visual validation
- Works offline
- No need to disseminate daily word, color, picture
- Rapidly deploy innovation
- Lay foundation for future

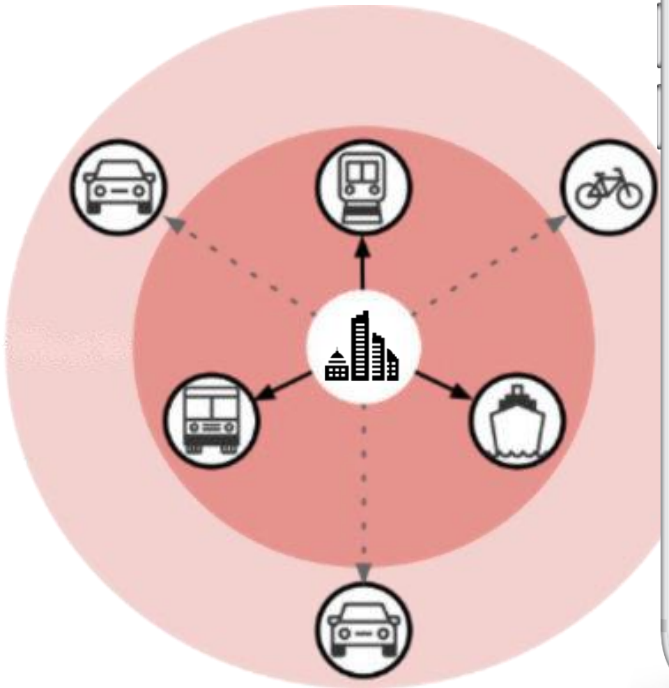


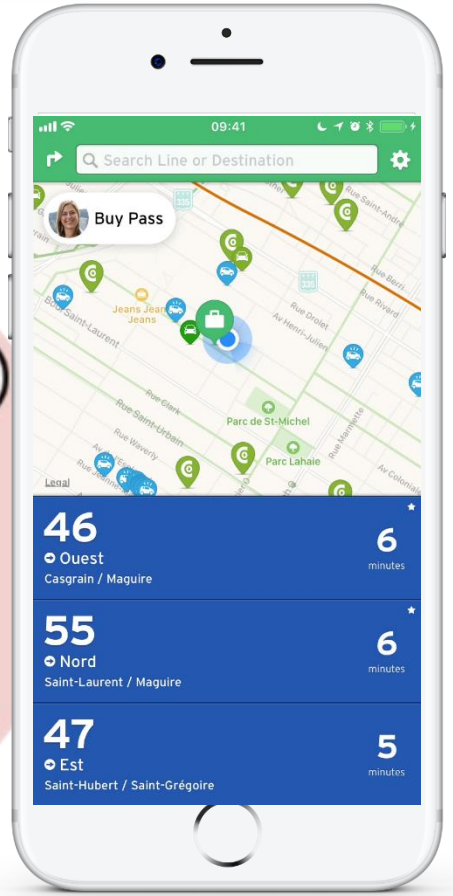
2. Electronic Onboard Validation

- Seamless expansion to electronic validation
- QR code embedded in ticket
- Fixed onboard validation and/or handheld devices
- Multi-format to support emerging technologies like BLE, NFC, and EMV
- New low-cost validator to market by Q4 2018

3. Integration through Software Development Kit (SDK)

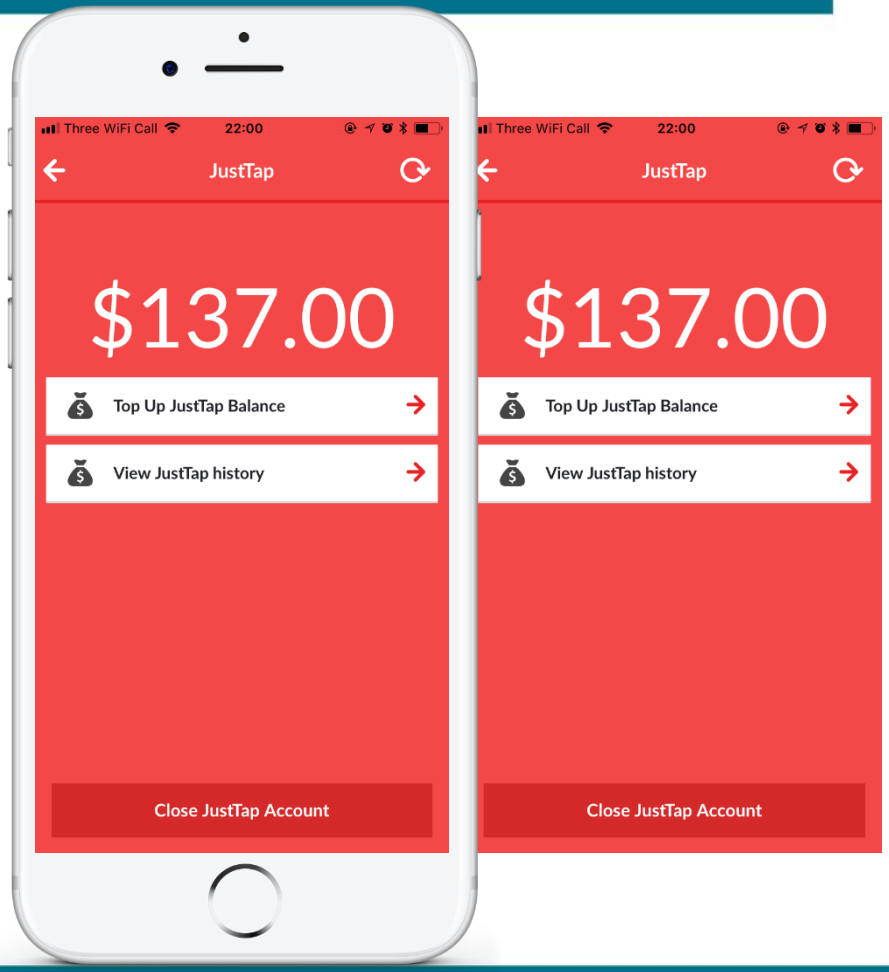
- Achieve integrated mobility practically; encourage private sector cooperation
- Maintain customer data and lay foundation for seamless payments across modes and systems





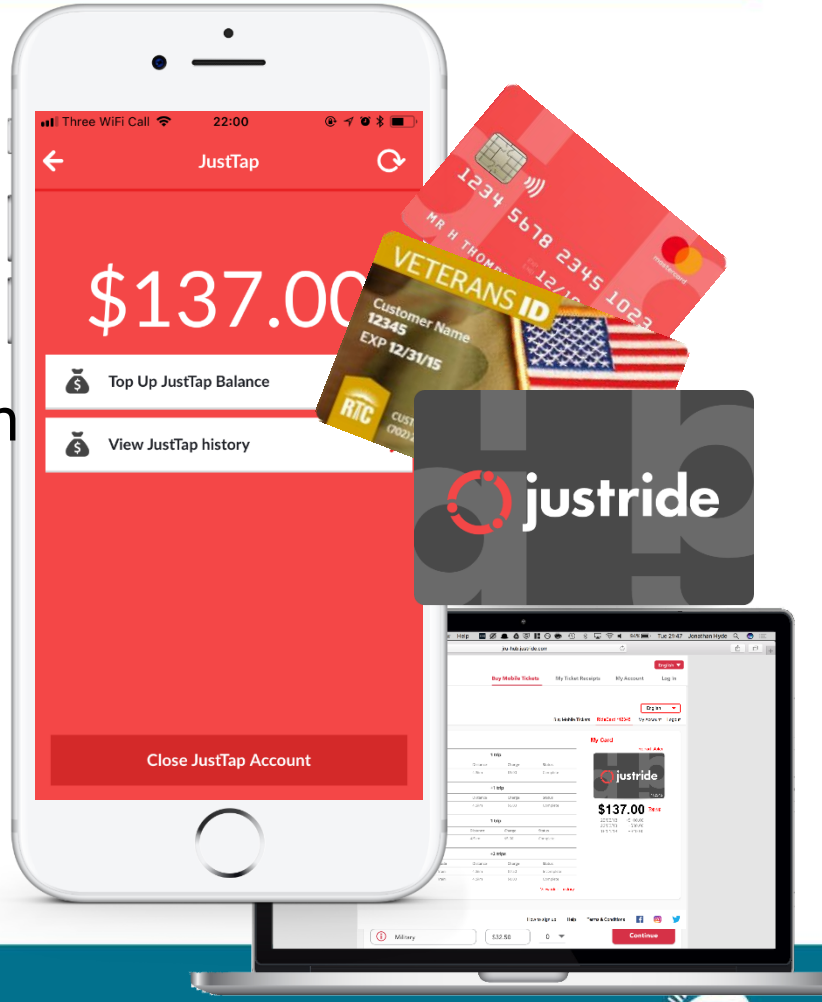
4. Stored Value and Post Pay

- Introduce stored value accounts so that passengers can simply tap along their route
- Fares are calculated in the back office
- Enable true fare-capping and other modern fare practices
- This removes the complexity of determining a fare in advance



5. Adding Other Tokens

- Mobile-centric account management
- Multiple tokens as fare media
- Mobile or web account control
- Fare-capping and other modern fare practices
- Remove the complexity of determining a fare in advance
- Account foundation for inter-modal / inter-system fares



6. Cash and Feature Phone Solution

- Established ecosystem of partnerships to leverage existing POS distribution network
- Unbanked customers can digitize cash
- Feature phone passengers can purchase smartcards through distribution network without need for TVMs

Masabi's Mobile-Centric Full Fare Collection System

- **Mobile-Centric:** Designed with the mobile phone at the center of the solution
- **SaaS:** Cost-effective full fare collection solution
- **Future Proofed:** Engineered to scale
- **Account-Based:** Post pay, integrated mobility, logic in the back-office
- **Title 6 Compliant:** Solutions for unbanked and feature phone

Closing Thoughts

- Mobile ticketing can lay foundation for future modernization and can help reduce legacy vendor lock-in
- Ensure you deploy a solution provider that can scale for future needs
- SaaS should result in cost savings and future proofing
- Outcome based procurements or opex models to launch and iterate

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