

# Real-time Account-based Fare Collection

**Gary Yamamura**



*Delerrok Inc.*

*Chief Product Officer*

*Vista, California*

# Key Presentation Takeaways

- Key advantages of account-based EFC
- Top 10 benefits of real-time account-based fare collection

# Key Advantages Account-based EFC

- Greater flexibility in fare policy
- Simplifies system changes and enhancements
- Leverages more powerful computers for fare processing
- Improves rider convenience and experience
- Accommodates virtually any fare media
- Provides better quality, more actionable fare data

# Account-based Solution Architecture

## Real-time versus Offline



# **Top 10 Benefits of Real-time, Account-based Fare Collection**

# #10

## Supports multiple security schemes



# #9

**Improve negative management**



# #8

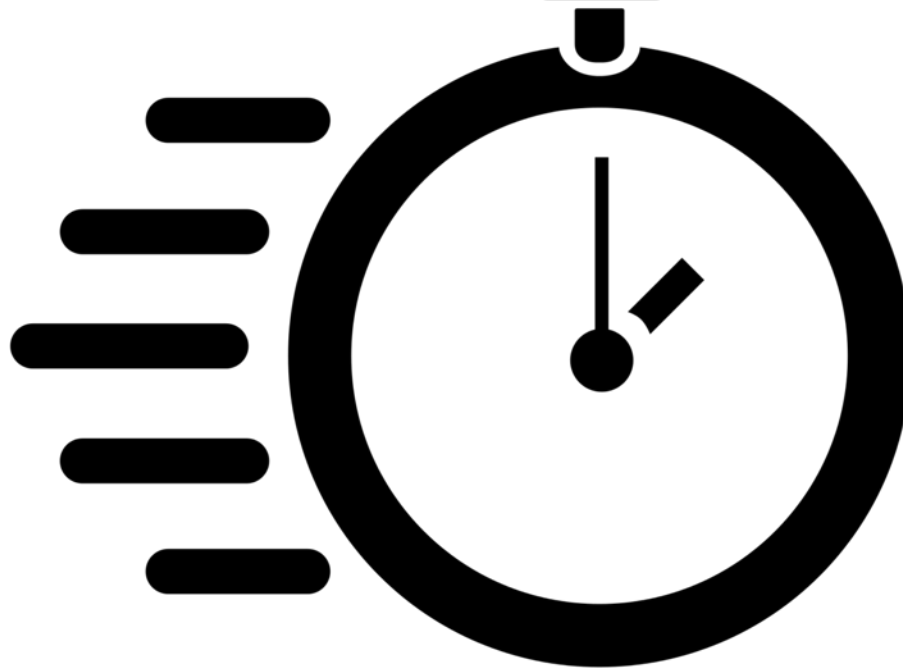
**Accurate, updated passenger account records**





# #7

## Fare products available for instant use



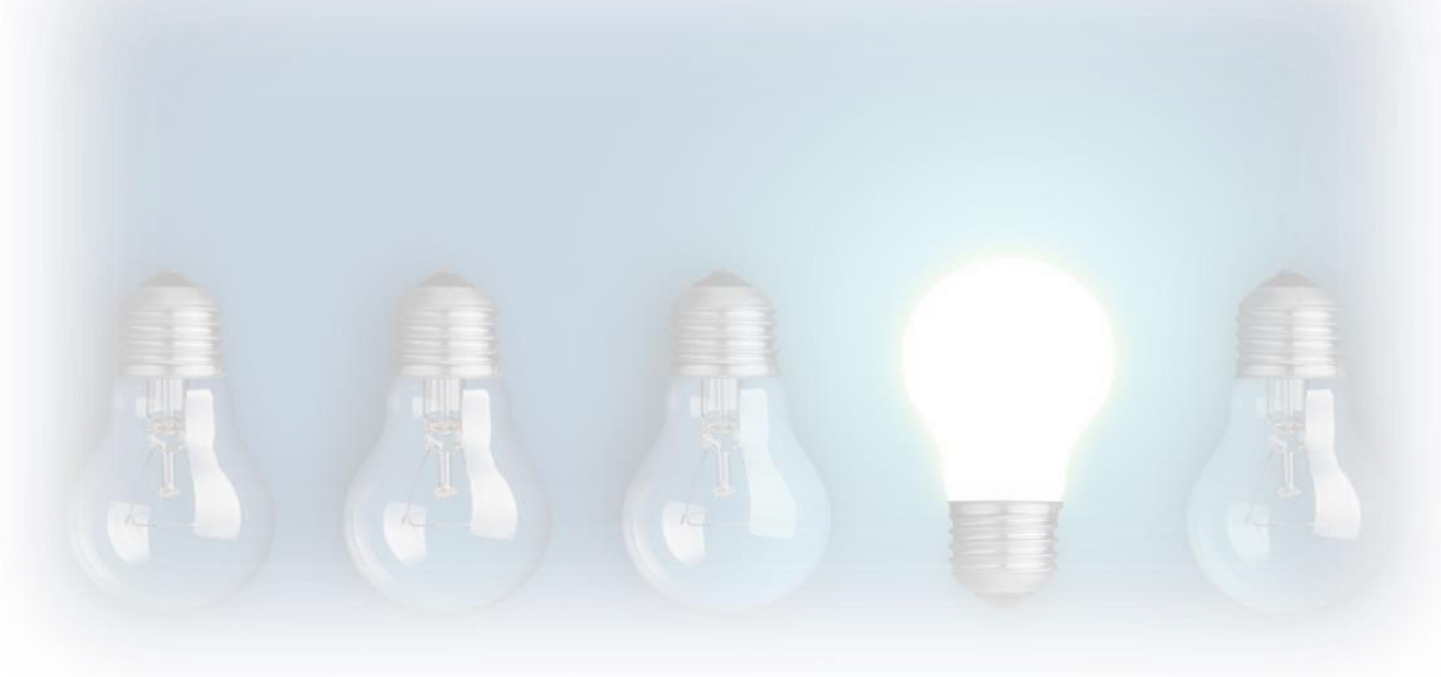
# #6

## Actionable face data



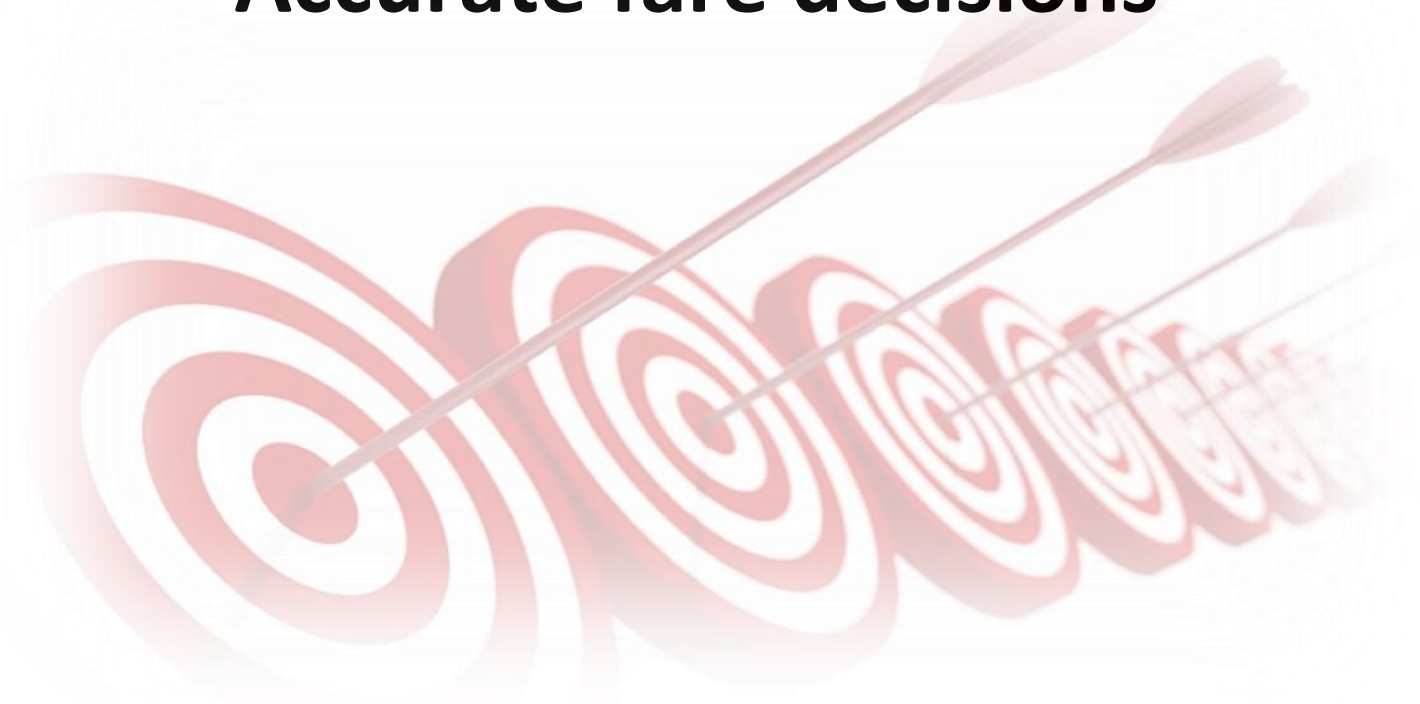
# #5

## Enables innovative new fare policies



# #4

## Accurate fare decisions



# #3

**Facilitates MaaS payments and integrations**



# #2

## True digital distribution of fare products



# #1

**Provides updated account status at points of entry**



**Fare Paid = \$1.50**

**Balance = \$124.25**

# Thank You!

**Gary Yamamura**



*Delerrok Inc.*

*gyamamura@delerrok.com*

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