Ticketing as a Service
ABT for Min. Invest and Max. Growth

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Key Presentation Takeaways

- Definitions

- System overview

- Implementation and budget

- Traditional vs Cloud

- Typical scenarios

- Questions

Definitions

- ABT: Account Based Ticketing → travel right moves from media to Back Office account

- TaaS: Ticketing as a Service → agency pays per use, 3rd party operates the system

- Cloud Ticketing → Back Office is available as Cloud solution operated by 3rd party, multiple agencies can connect

System overview

Helpdesk	Incidents	MaaS	CRM	ERP	BI	Acquirer

ABT back end

SCHEIDT&BACHMANN SB
FareGo Suite Cloud platform

Agency

Dashboard, maintain master data, tariff upload (O1) or maintenance (O2), maintain risk rules, maintain business rules, get reports

Field

PCi | PCi

Media

MasterCard *paypass* | Visa payWave))) | Pay | **Dynamic Barcode** | **Agency Cards**

The economic environment

- Budgets: $20 to 500 [mil]

- Tickets: $0.80 to 2.50

- Duration: 3 to 6 years

- Trips: 30 to 700 @v@d

- Fleets: 10 to 8,000
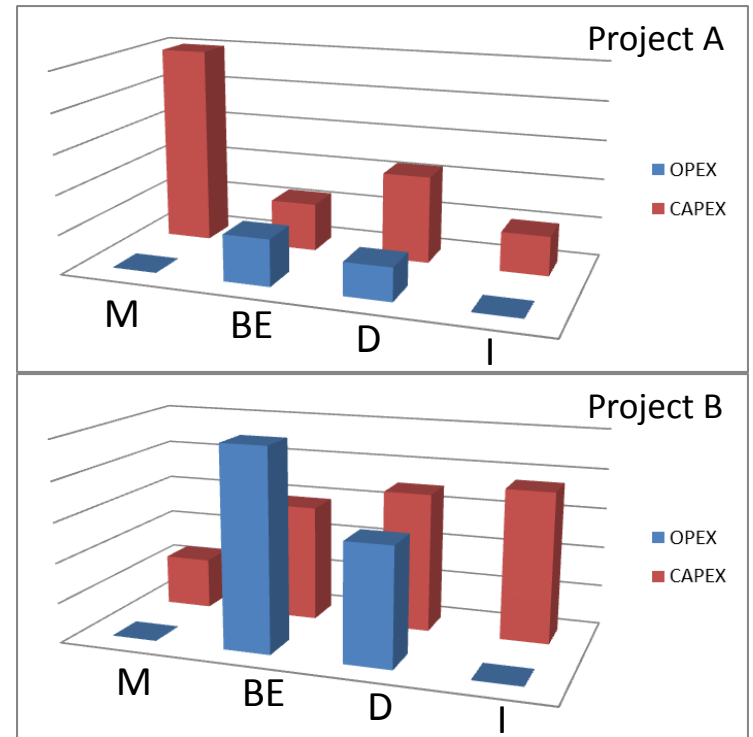
Implementation

	Traditional	TaaS	Cloud Ticketing
ABT Back End	Develop Customize Configure	Develop Customize Configure	On-board
Devices (TVM, TOM, Gate, Validator)	Produce Install Commission	Produce Install Commission	Existing Compatible
Media (MiFare, Barcode, cEMV, Smartphone)	Produce Personalize	Produce Personalize	Existing Compatible

Budgets

	Traditional	TaaS	Cloud Ticketing
ABT Back End	CAPEX OPEX	OPEX Txn Fee	Txn Fee
Devices (TVM, TOM, Gate, Validator)	CAPEX OPEX	OPEX Txn Fee	
Media (MiFare, Barcode, cEMV, Smartphone)	CAPEX OPEX	OPEX	

Traditional vs Cloud
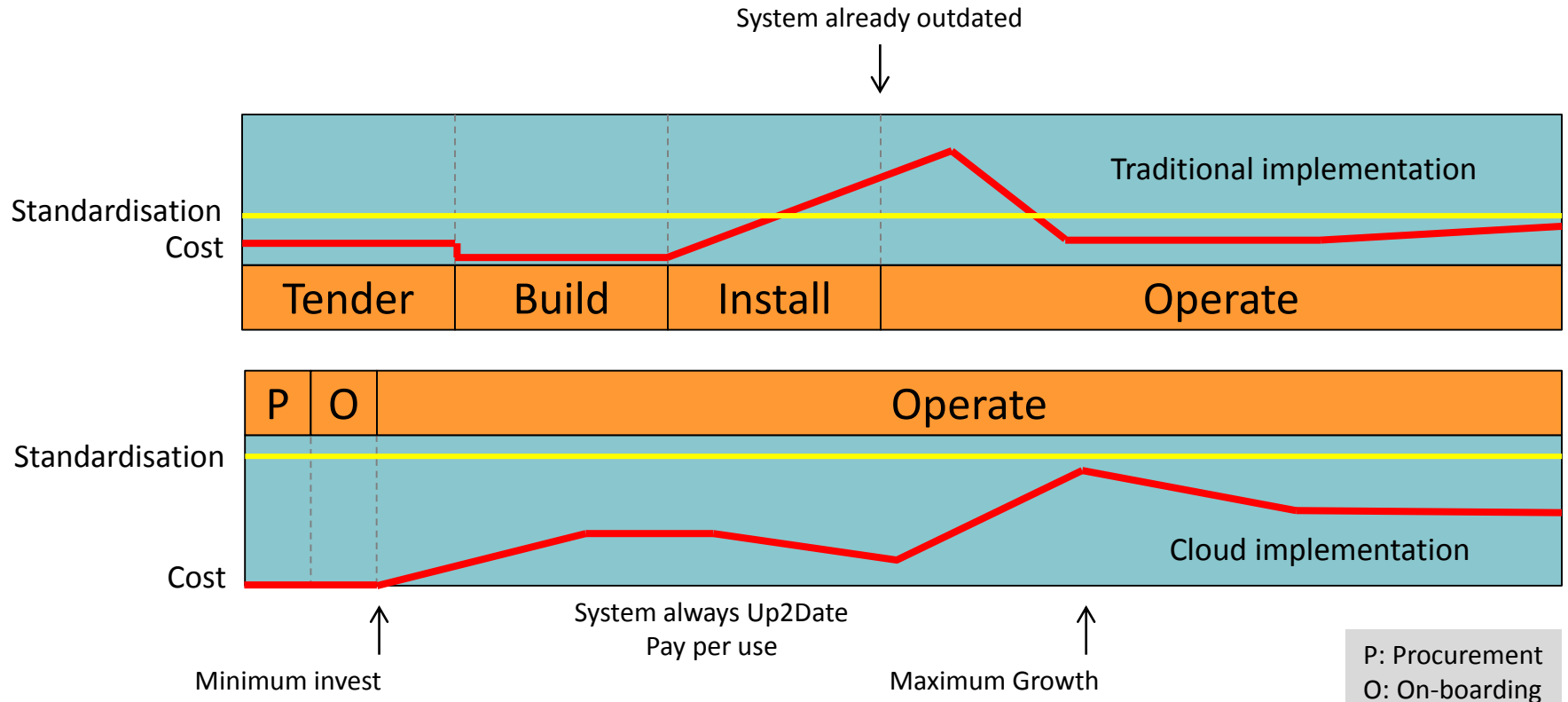
Typical scenarios

Traditional: big agency, capital rich, high passenger load, very specific requirements

TaaS: any agency that would like to shift CAPEX to OPEX but still have their dedicated system

Cloud Ticketing: smaller agency, lower passenger load, standardized ticketing requirements enable economy of scale via the Cloud platform

Questions

1. What advantages does TaaS offer?
2. Is TaaS faster to implement?
3. Is TaaS cheaper?
4. Is TaaS a synonym to Managed Service?
5. Is TaaS a synonym for Cloud ticketing?
6. Can Cloud ticketing work in todays world?