Unleashing Mobile Ticketing SDK's & API's

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Ten years ago…

Should we open transit data?

“Forming a partnership with Google was not in our best interest from a business perspective.” - December 13, 2008

GREATER GREATER WASHINGTON

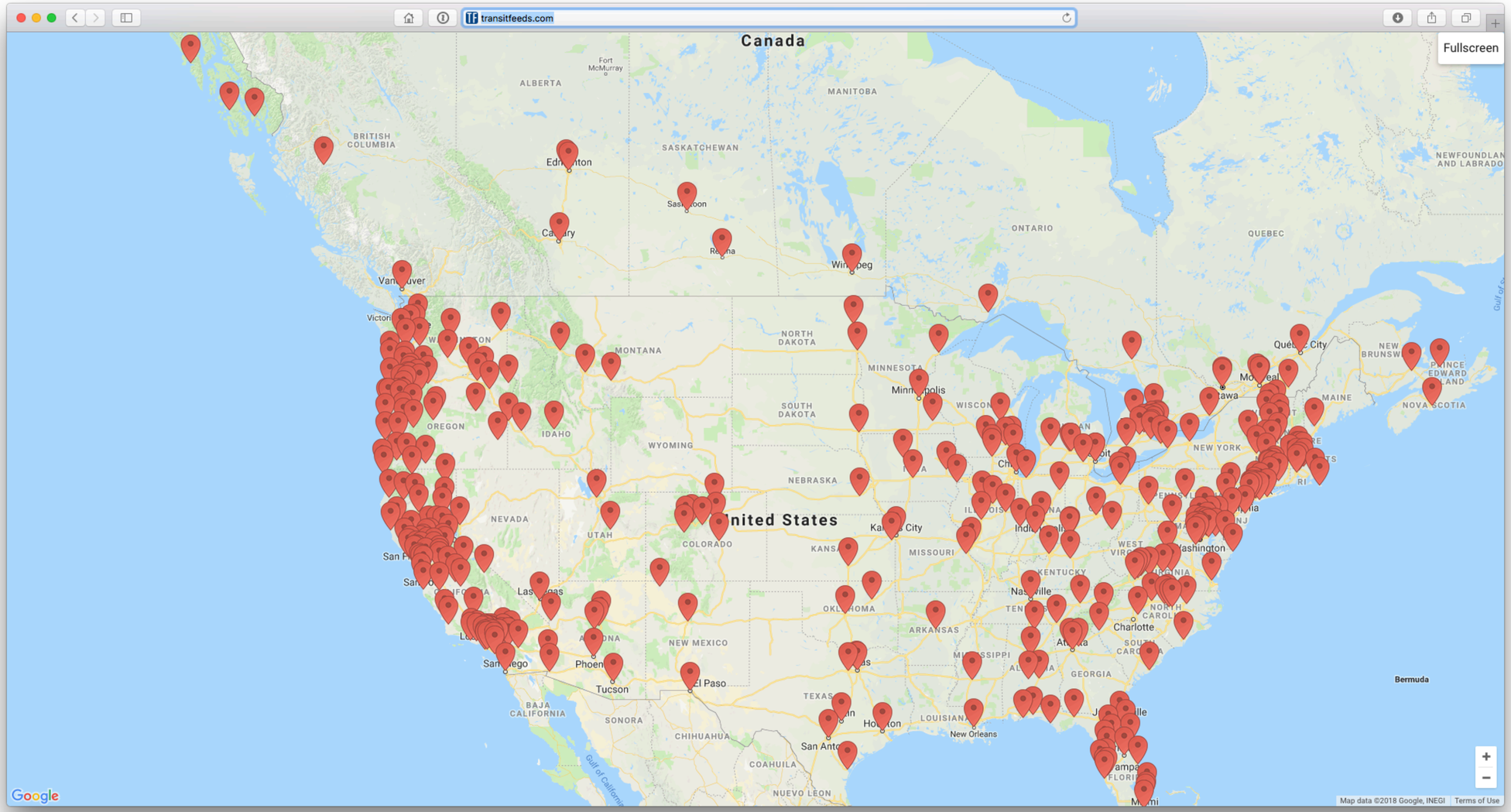
The Washington, DC region is great » and it can be greater.

“The agency would demand thousands of dollars in fees and send a cease-and-desist order to the digital doorsteps of local developers who used system timetables, maps and routes in their application.” - September 27, 2009

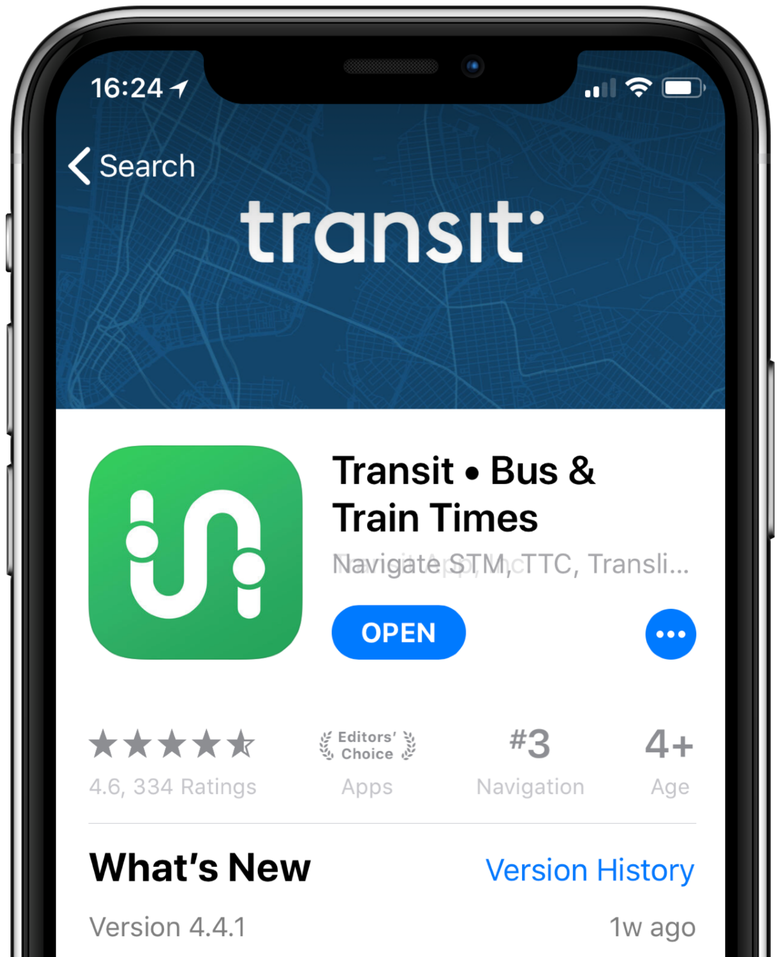
The New York Times

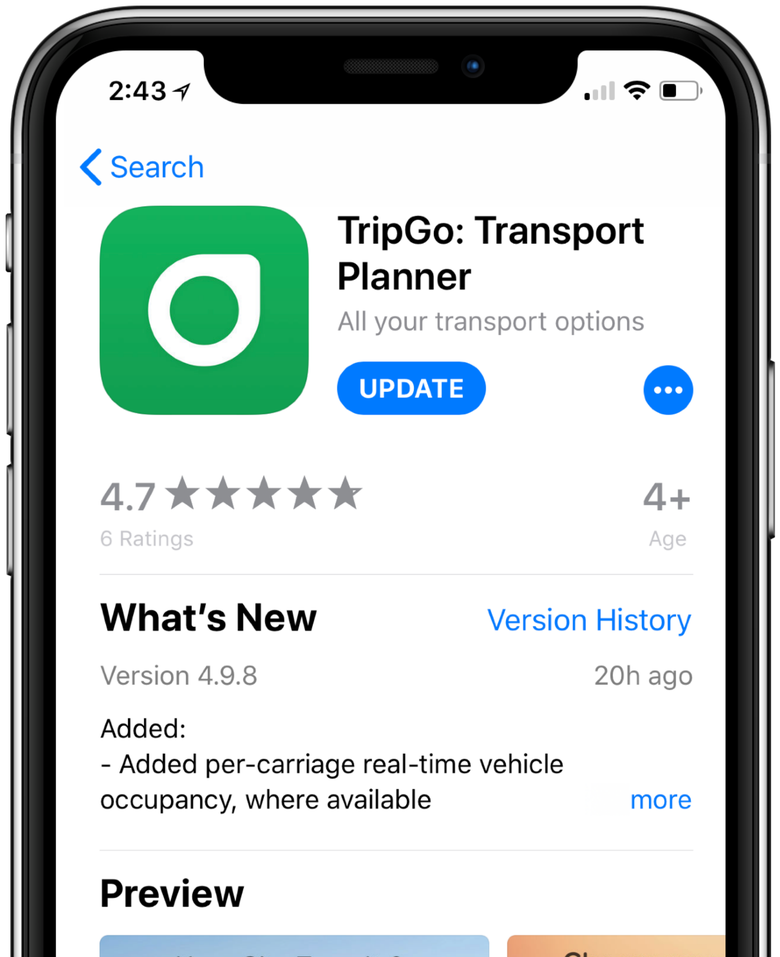
“[We] do not, nor will, provide GTFS Data.” - October 25, 2012

Now: Hundreds of US cities with open, standardized GTFS data



Many high quality apps, no cost to agencies





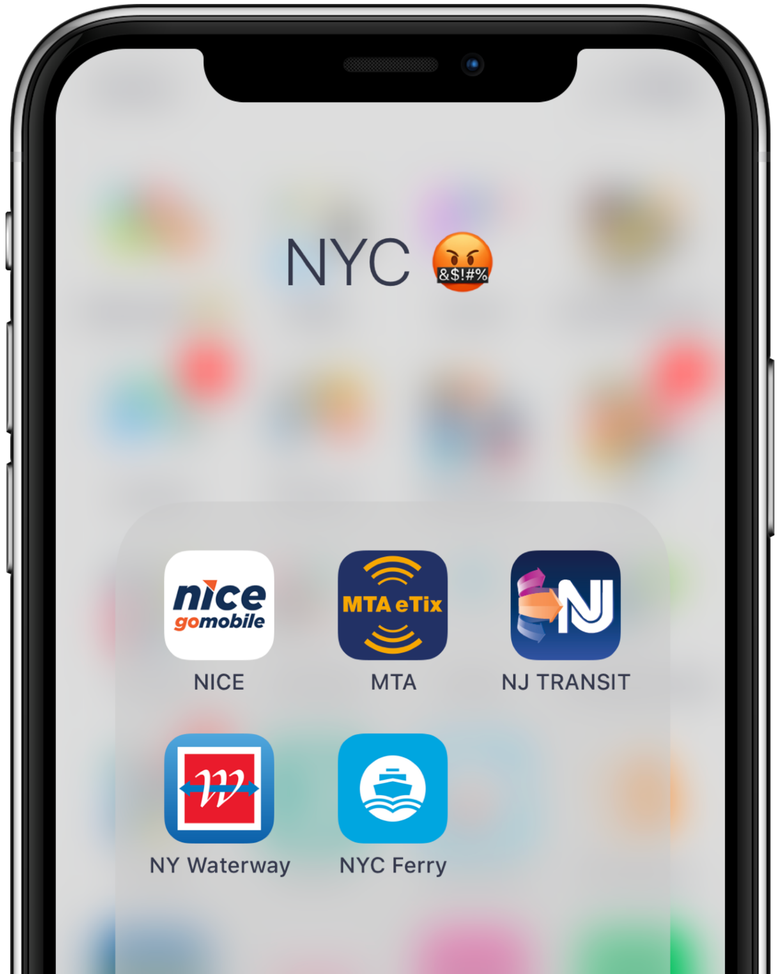
First US mTicketing launch in 2012

What does mobile ticketing look like today?

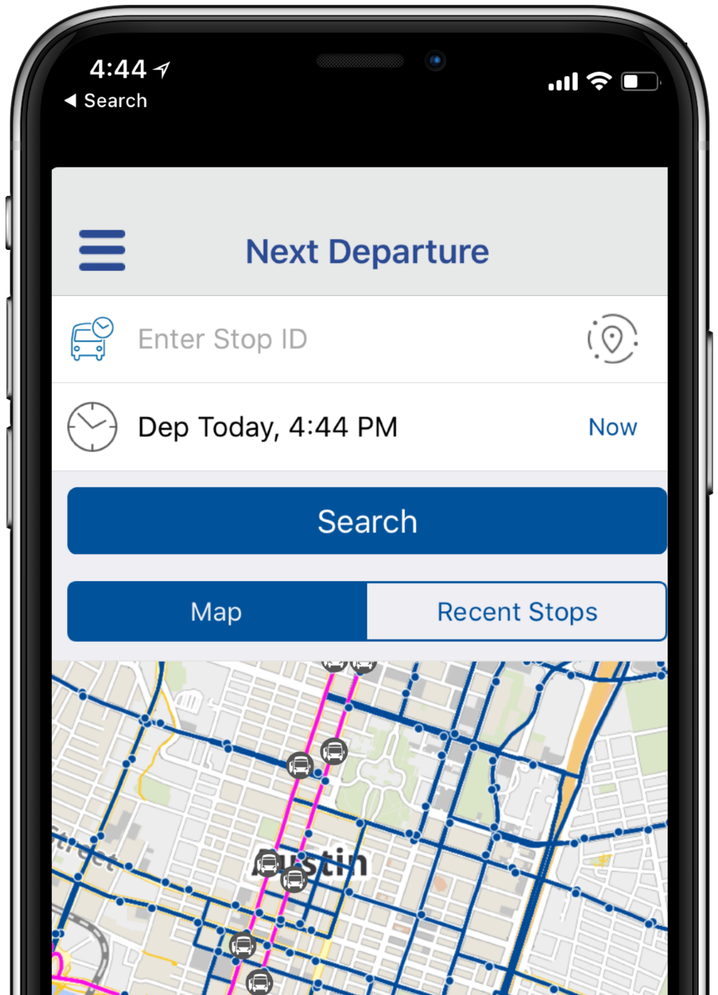
Low cost to deploy, massively increases access

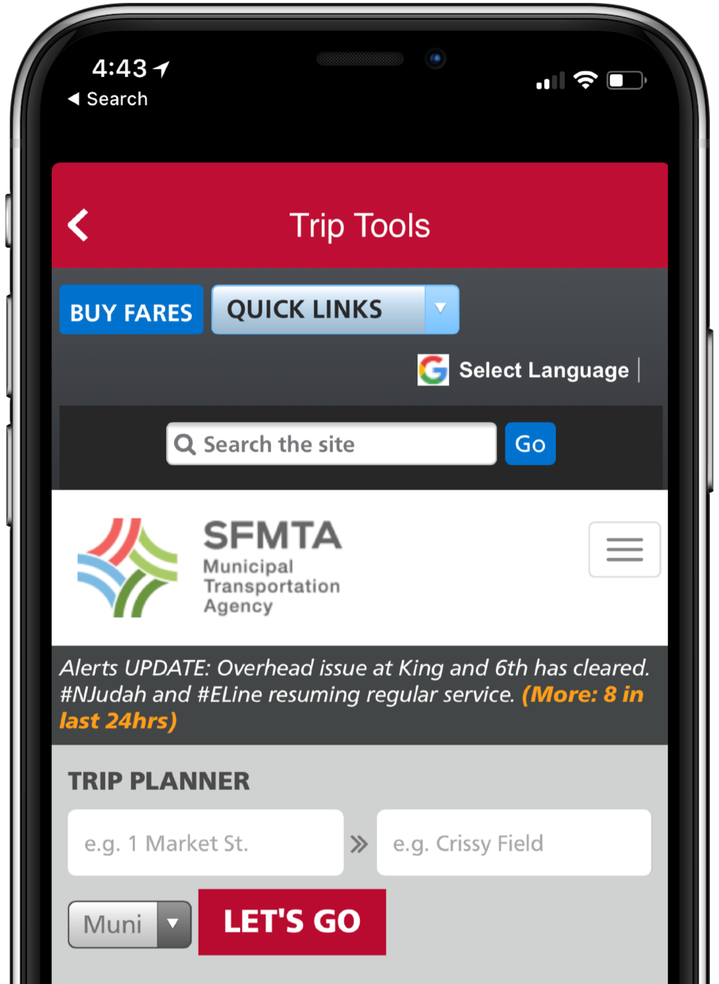
Most agencies launching their own branded ticketing app…

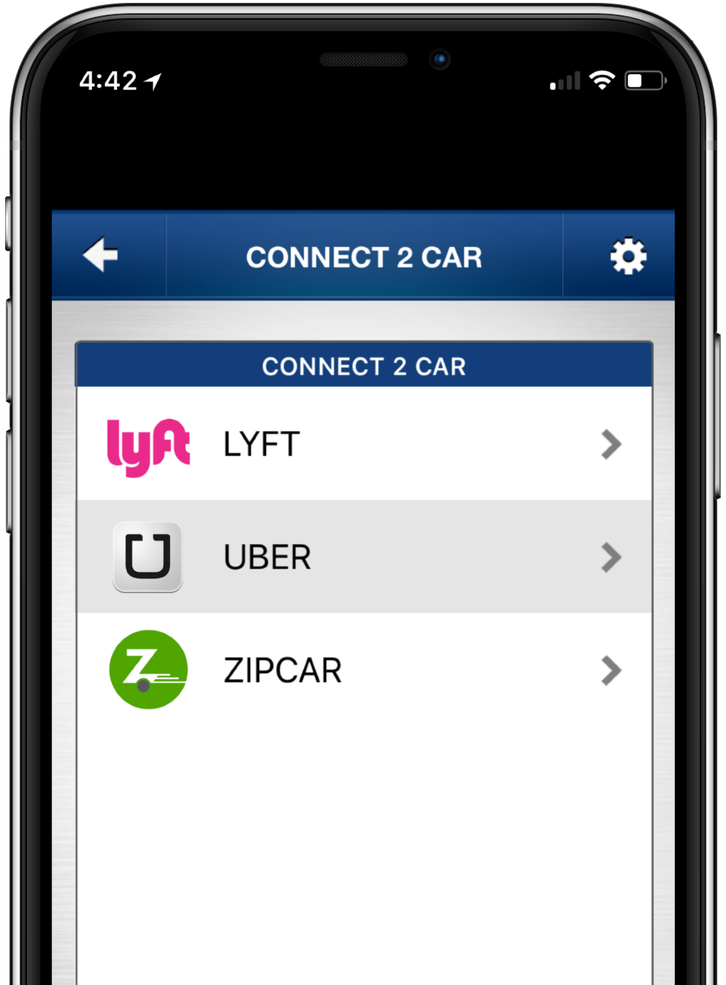
...even in the same metro area.



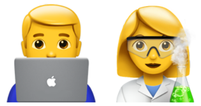
Not great at real-time tracking, trip planning, or first/last mile







Are there lessons we can apply from innovators in the Open Data movement? Or from other transportation services?



“We’ve put SFMTA in front of customers in so many places that we wouldn’t be able to do on our own… and frankly transit agencies in general don’t have the vision.”

- Timothy Moore, BART (Sep 10, 2009)

“The T is not fundamentally a technology company. We feel very strongly that third parties do a better job than we do at developing apps,”

- Josh Robin, MBTA (July 28, 2011).”

The biggest advantage… is transit information appears in a global set of products that are easy to use and visited by millions and millions of people every day…. Riders benefit from being able to find information in a familiar user interface and in the context of other useful information.”

- Bibiana McHugh, TriMet (2013)

Parallel story to mobile ticketing

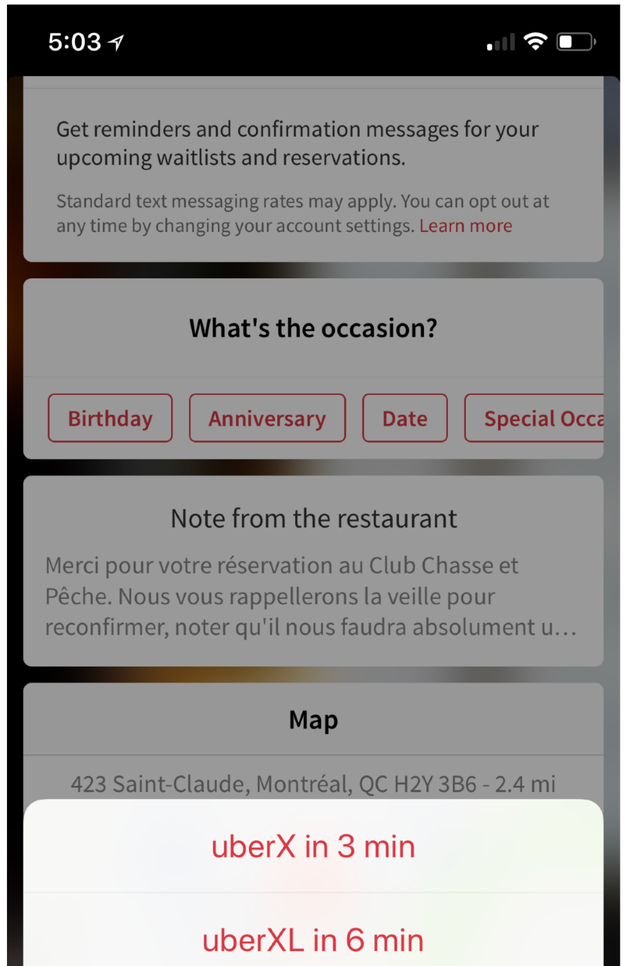
- Integrate into global products visited by millions & millions of people
- Get in front of customers in so many places
- Agencies are not technology companies
- Familiar interface for riders, and be in the context of other useful information

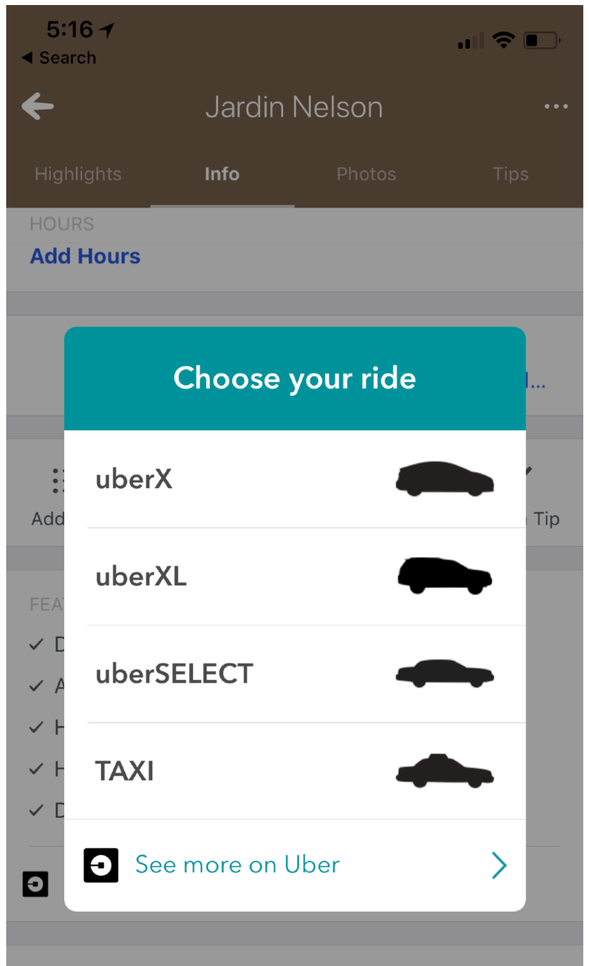
Uber opened its API in 2014, integrates into many popular apps

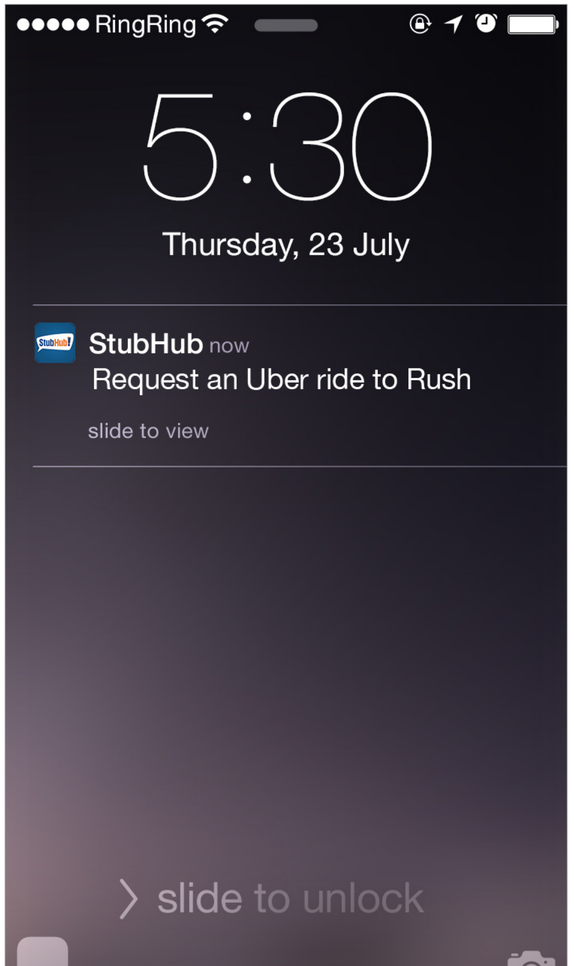
OpenTable®

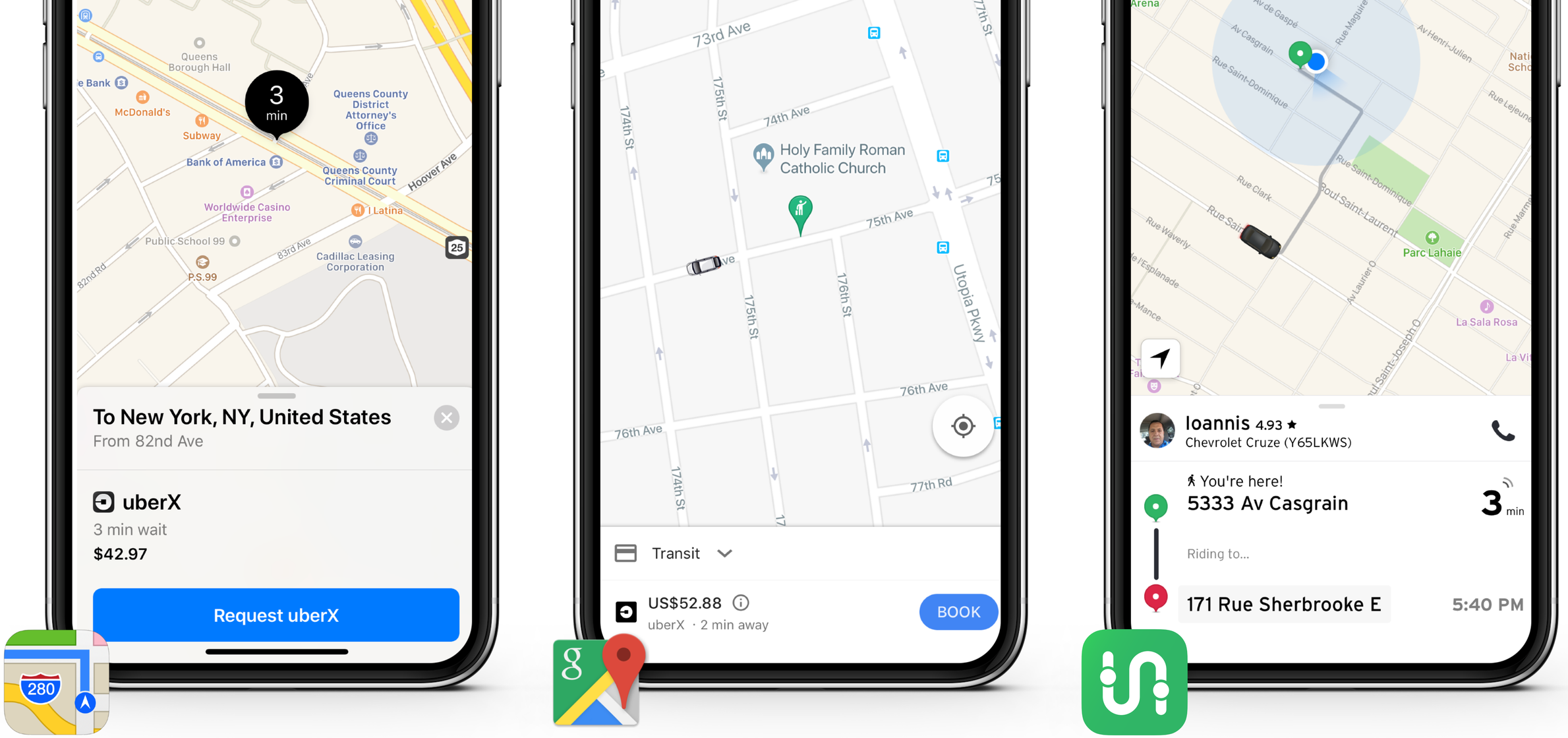
FOURSQUARE

StubHub™

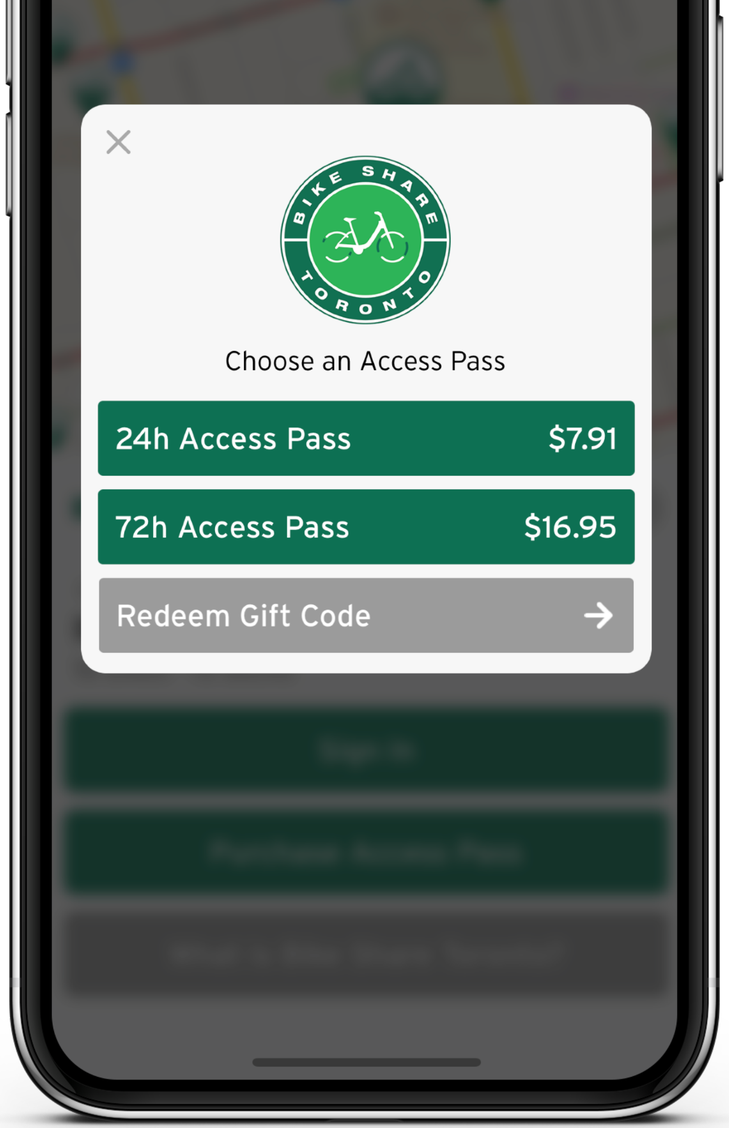


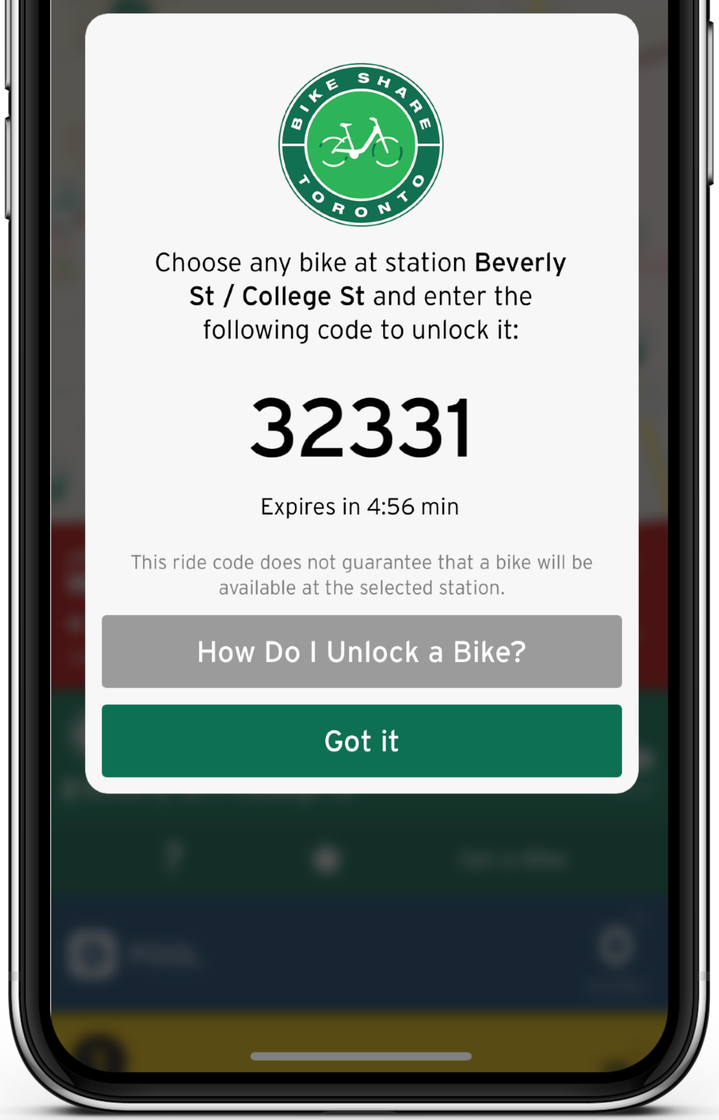






Plan, book and pay for Uber trips inside the most popular journey planning apps





20%

of day pass sales through ***Transit***

40%

of all trips unlocked through ***Transit***

Buy passes & unlock bikes for 10 bikeshare systems using *Transit.*

masabi.com

masabi

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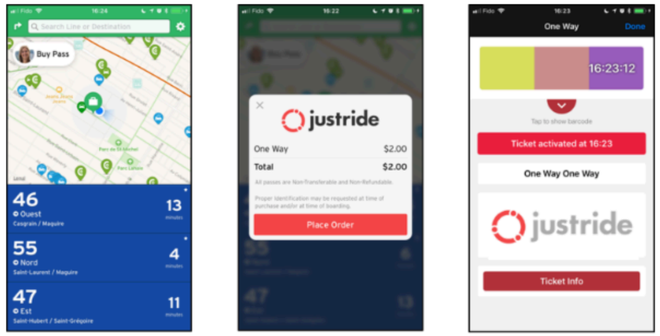
Transit App Integrates Masabi's Justride SDK to Offer Integrated Ticketing to Agencies in North America

Getting from a to b just got easier with best-of-breed mobile ticketing and journey planning in a single app



October 10th, 2017 – APTA Expo 2017: Masabi, the global leader in transit mobile

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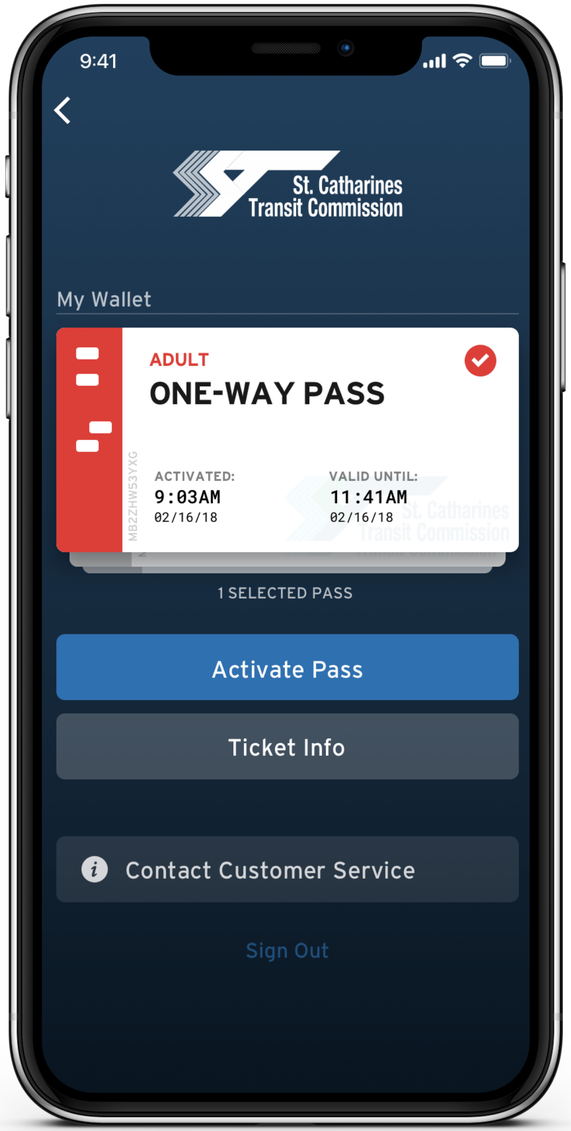

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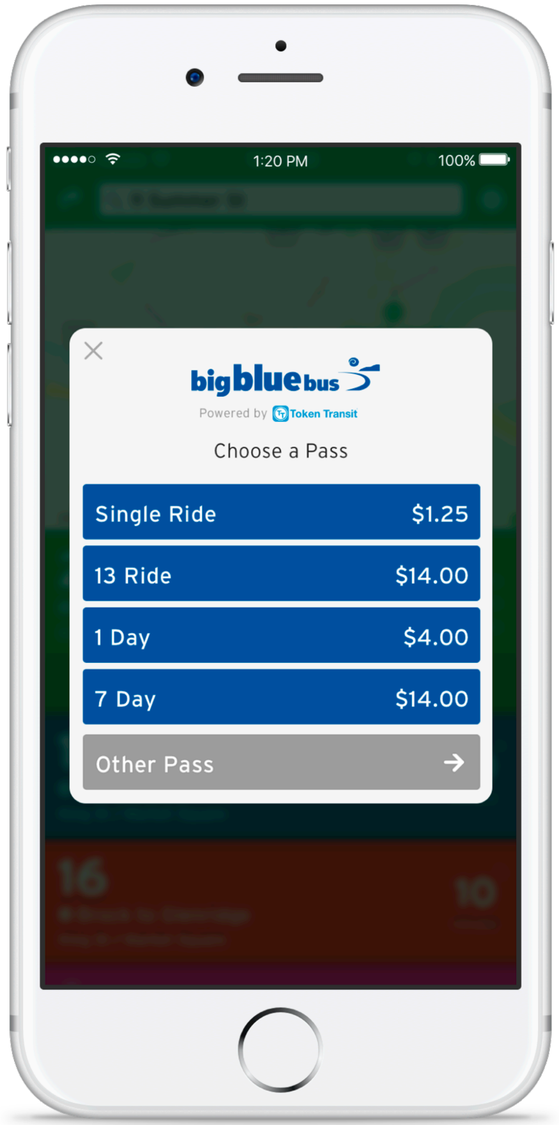

*Pending Contract

Open APIs/SDKs are the foundation of MaaS

FREE THE APIs

Thank you!

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