

Love It or List It: Decision Criteria

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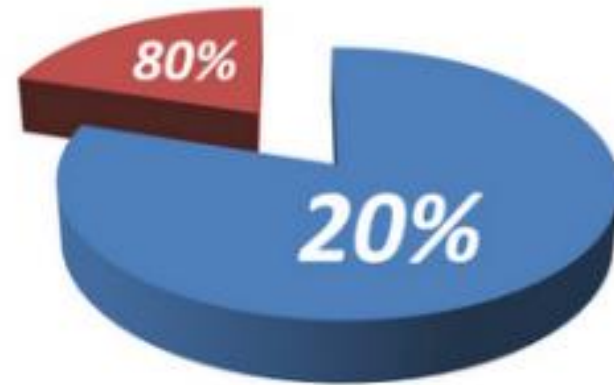
Boston, MA

2017 Fare Collection/Revenue Management
& TransTech Conferences



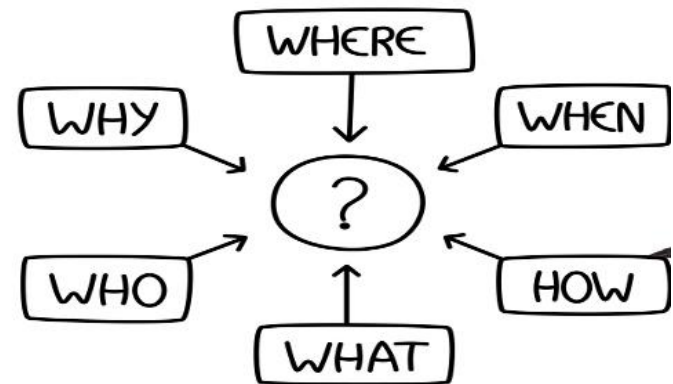
Financial

- Return on investment:
 - Cost/benefit analysis; 80/20 analysis
- Cost
 - Life cycle
 - Opportunity
 - Compliance
- Funding
- Procurement



Strategy

- Reduced cash payment
- Customer-centric vs Operations-centric policies
- Leapfrog vs incremental deployment
- Data-driven decision making
- Short-term vs long-term benefits



Ridership

- “Quick Win” deployments
- Customer experience
 - Fare media purchase/reload
 - Payment
 - One wallet approach
- Seamless ride
 - Intermodal transfers



“Someone calling themselves a customer says they want something called service.”

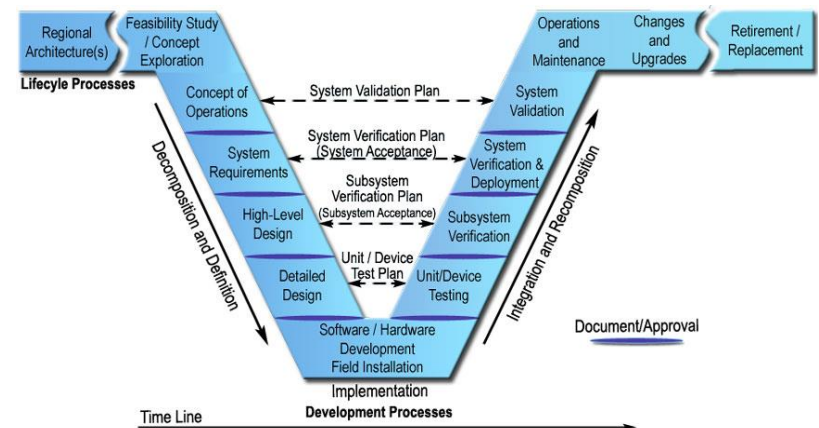
Operations and Maintenance

- Reliability, maintainability, availability
- Outsourcing vs in-house
- Life cycle cost trend
- Staffing and training



Implementation

- Time to implement
 - Pilot
 - System-wide rollout
- Change management
- Adapt and Adopt
 - Agency
 - Customer



Interoperability

- System interoperability
 - Legacy interfaces
 - Open APIs/solutions
- Integration
 - Multimodal
 - Regional

