

“Replace it” Technology is Obsolete

Willy Dommen

Accenture

Regional Transportation Lead

San Francisco, CA

2017 Fare Collection/Revenue Management
& TransTech Conferences



Agenda

- Redefining the Future Vision
- External Trends Driving Decision
- Internal Must Haves Driving Decision
- Why “Replace it”

Redefining Future Vision

Myth

- Increase Ridership
 - Travel times
 - Pain factor
 - Fare Price

Reality

- Lower fare collection cost
 - Cash processing
 - Maintenance
 - Media
 - Distribution

External Decision Drivers

SOCIAL

- New customer behaviours, social interaction, buying, info-consumption
- Changing age distribution.
- Platform communities.
- Move to back to urban centers.
- Delayed car ownership

POLITICAL

- Rethinking of legislation for emerging technology.
- Potential for integration with other location based services.
- Willingness to consider alternative business arrangements

ECONOMIC

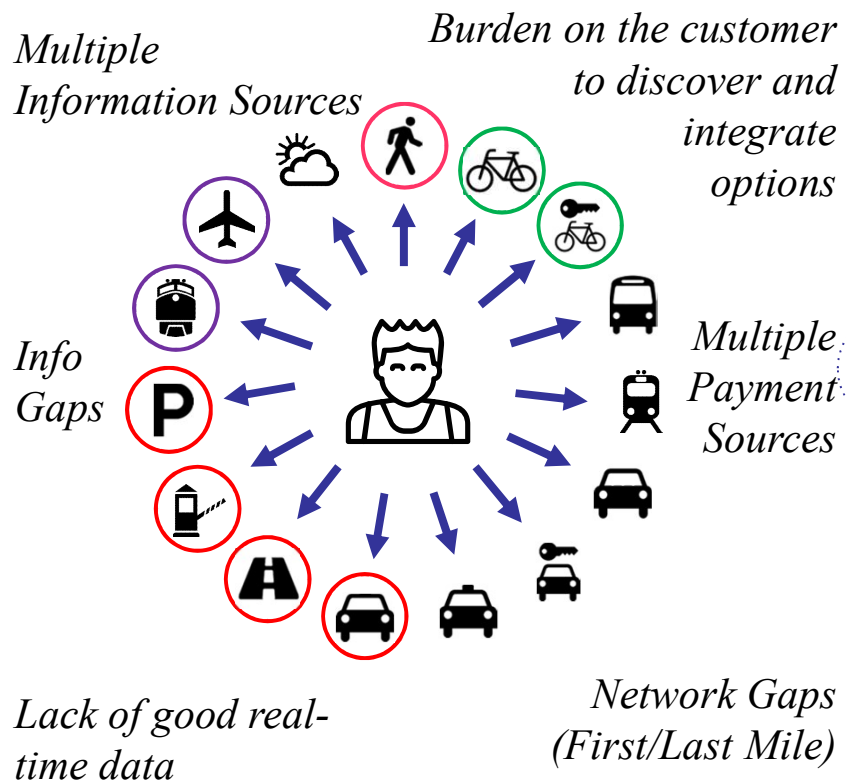
- Increasing cost of real estate.
- Shared economy, monetizing excess capacity or unused resources
- On demand services
- More toll roads, express lanes

TECHNOLOGY

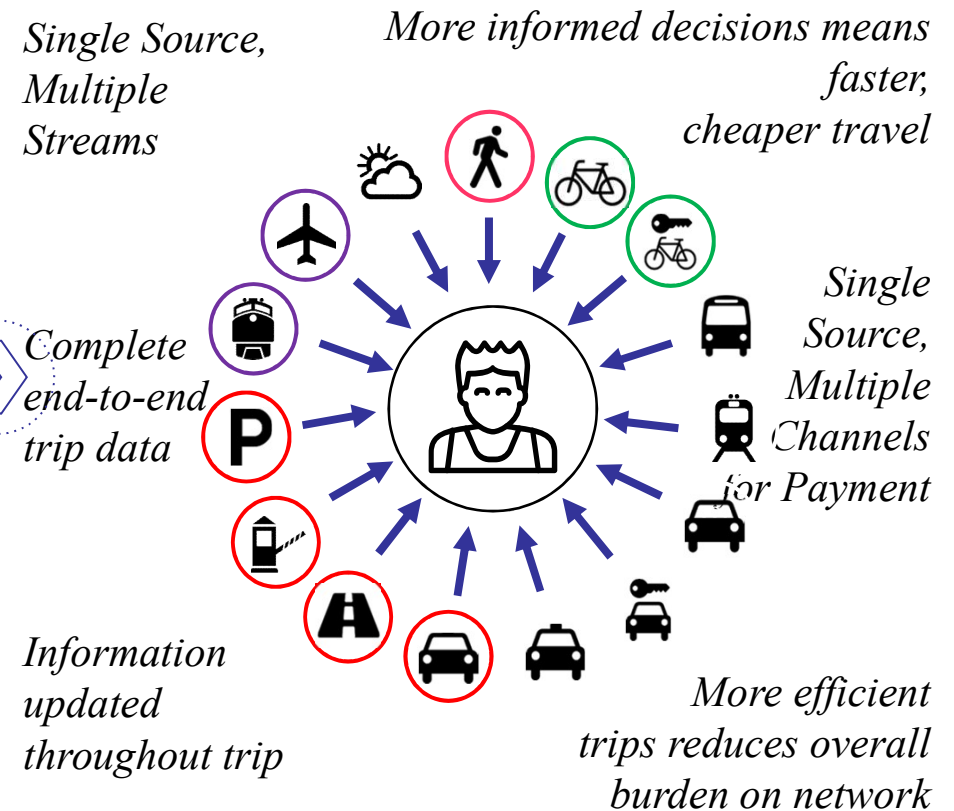
- Connected (Digital) customer
- Connected devices, IOT (connected cars)
- Self driving cars
- Uber, Lyft, Chariot

Transit is Part of a Bigger Ecosystem

Operator-Centric Model

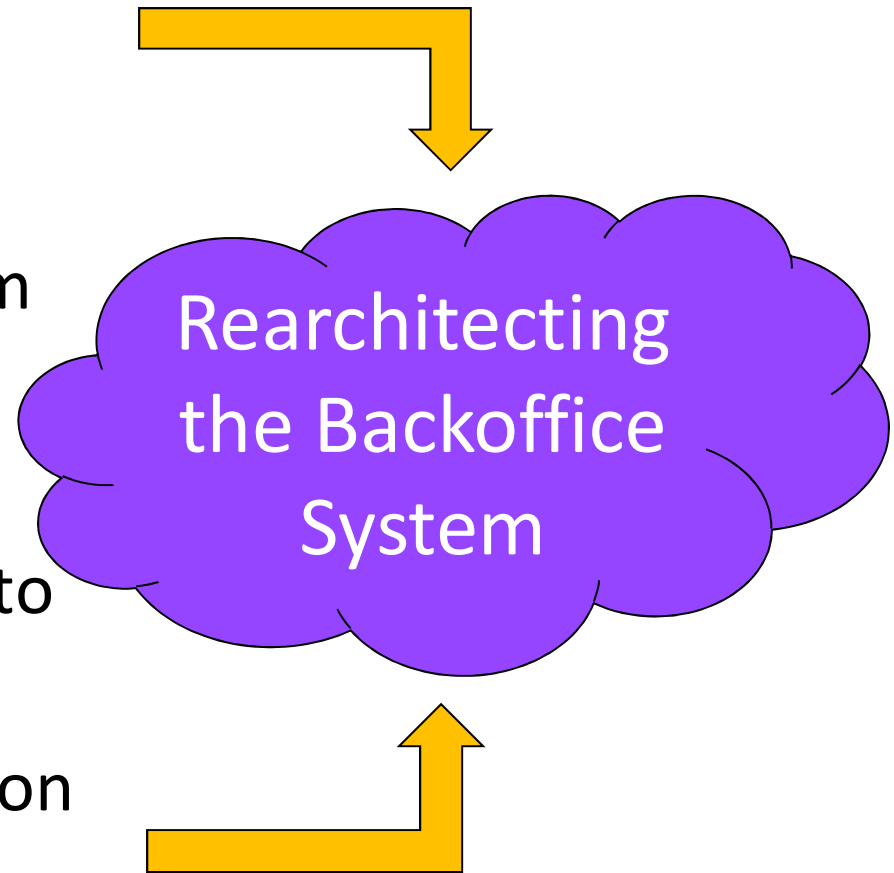


Customer-Centric Model



Internal Decision Drivers “must haves”

- Eliminate paper mag stripe tickets
- Open-Account based system
- Implement open payment options
- No requirement to “write” to card
- Real-time communications on bus



Why “Replace it” Investment in Future

- Continue investing in existing system
 - Obsolete technology
 - Proprietary “lock-in”
- Set yourself up to evolve as technology evolves
 - Better serve customers
 - Enter into new business arrangements

**How much money do you have and how
you chose to invest it?**



2002 versus 2017

