

# Towards A Smarter Future

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# A smart history

- Fragmented approach, lots of talking, number of false starts
- Now beginning to gather momentum



# Telford: Stored Value Ticketing



# Smartcard in Telford



- Arriva keen to understand how to harness new technology
- Trial to understand operational implications & consumer attitudes
- Market research findings: customers need persuading

# The future's here...

- In the next 12 months, 150m passenger journeys using smartcard... on Arriva buses alone



# Smart mobile technology

- Arriva first bus operator to adopt 3rd generation mobile technology
- 2-D bar codes
  - enable on-line pre-purchase of 'm-tickets'
  - automatically verify tickets using on-board scanners
- 'M-ticket' offers bus users a fast, secure, and convenient way to purchase & travel
- Ubiquity of mobile is attractive... but not without its issues



# Smart mobile technology

- Ongoing next generation R&D
- NFC (Near Field Communication):  
Probability that NFC-enabled phones commonplace by 2012 – but who can predict the future?
- Need NFC to work as far as possible with established arrangements re technology & security



# What of future uncertainty?



- What's next?
- Uncertainty = disincentive to invest today?
- But smartcards likely to be around for many years; need to sit alongside other emerging technologies

# A smarter future: what do we need?



- Consensus from all stakeholders re common platform – practical interoperability of concession card and commercial smartcard ticketing schemes
- Foresight on part of ETM suppliers
  - Reading & recording different smartcards
  - Disentangling data ownership issues
  - Adapting NFC technology

## A smarter future: what do we need?

- Commitment to joint investment (operators, PTEs, suppliers) to realise the benefits
- Clear understanding of the commercial arrangements needed to underpin the delivery of the vision



# Benefits are potentially huge

- Sense of modernity
- Reduced fraud
- Simplified fare offer

# Benefits are potentially huge

- Improved boarding speeds
- Greater security for staff
- And the potential to transform the market...

# Benefits are potentially huge

... Improved customer intelligence

- Better network planning
- Targeted marketing

# Towards a Smarter Future: Conclusions

- The future's here
- Forget the uncertainty; look to the benefits
- Consensus & joint investment at heart of successful strategy

Thank you!