

FUJITSU

Advance to Account Based Ticketing with Fujitsu



Today's consumers are used to accessing goods and services with a click, anytime, anywhere, on any device. When it comes to using public transport, they want the same level of convenience, with the ability to board services quickly and easily – with no need to plan or buy tickets in advance.

To meet these needs, forward looking transport authorities and operators are adopting Pay-As-You-Go (PAYG) and Account Based Ticketing (ABT). This replaces pre-paid tickets with secure tokens that passengers already carry with them – such as ITSO smartcards, mobile phones, or contactless bank cards. Using any supported token, passengers can 'tap on' and 'tap off' services with no need to queue, plan journeys, or pay, before they travel.

As well as supporting more convenient, better value travel for passengers, ABT solutions also boost operating efficiency, from cloud-based business rules, to simplify ticketing removing and costly paper tickets. This is critical for public transport operators as they strive to rebuild ridership to pre-pandemic levels.

Finally, ABT solutions help operators fast-track their Mobility-as-a-Service (MaaS) strategies based on multi-modal and multi-operator capabilities and simple integration with third-party mobility apps and services.

At Fujitsu, we make all of these benefits fast and easy to achieve with our flexible, open, cloud-based Account Based Ticketing (ABT) solutions.

Why Fujitsu for ABT?

Fujitsu is a leader in smart ticketing across rail, buses, trams and other transport modes. Building on this heritage, we have created an industry leading ABT platform in terms of scale, interoperability and functionality.

Our solution is integrated with our highly successful STAR rail services, ensuring interoperability with Rail Delivery Group (RDG) data. Prices and fulfilments are handled through the rail industry's central ticketing system, LENNON. We can also use bus open data standards to simplify product rules and service configurations meaning you can get up and running with our service quickly and efficiently.

With full support for anonymous accounts, our solution works as a true best value PAYG back office, calculating the price of tickets and appropriate caps when used with an EMV contactless bank card.

We also offer customers using PAYG the option to link their card to an account, which gives them visibility of their travel history and charges. This is optional, but importantly allows our operators to grow their proposition without needing to reinvest in additional systems in the future.

Our best value calculations go the extra mile and provide operators with increased choice and flexibility. Our rolling caps look back over any specified period, ensuring that travellers always get the best value based on the journeys they make, regardless of when they make the first qualifying journey. Free from the limitations of just daily or weekly fare caps, operators can choose the duration of 'capping' periods to support specific business needs, and the needs of travellers.

The key benefits of ABT

More efficient operations

ABT can utilise a variety of secure payment tokens – such as the customers' existing ITSO card, credit or debit card, reducing the need for costly paper tickets.

Great passenger experiences

Our PAYG ABT solution allows customers to access transport without having to pre-purchase a ticket, increasing convenience and reassurance.

Guaranteed best value fares

The best ABT solutions use 'rolling caps' that look back for a pre-defined number of days or weeks to calculate the best available fare for customers, however frequently they travel.



So why choose Fujitsu ABT?



The industry's most inclusive ABT offer

Fujitsu ABT solutions support all kinds of concessions and entitlements, along with multiple payment tokens and card and cash payment options. This ensures that young people and people without bank accounts or cards can also reap the benefits of ABT ticketing.



Simple, rules-based configuration

Fujitsu ABT solutions allow operators to easily customise their ticketing schemes in terms of fare structures, pricing, payment tokens, and retail incentives and offers.



Rapid, cloud-based deployment

With all the business logic needed for ABT hosted in our cloud-based Actora platform, Fujitsu's ABT solutions make it fast and easy to deploy ABT capabilities, with no need to distribute business logic to ticket machines, turnstiles, and other in-station infrastructure.



Full compliance with rail and bus ticketing standards

Fujitsu ABT solutions are engineered to comply with RDG standards for rail ticket payments and reconciliation, and national bus ticketing standards and databases.



Open APIs for ease of integration

Fujitsu ABT solutions incorporate open APIs for seamless integration with ticketing applications, portals, and platforms, including B2C mobile apps and MaaS apps and services, and multi-operator and multi-modal business planning and ticketing.



Best value fares for customers with 'rolling caps'

Fujitsu ABT solutions feature 'rolling caps' look back over a passenger's recent travel history to apply the best value fare available to them. Our system also offers the option to cap fares over a day, week, month, or even longer, depending on the operators' needs.



Why Fujitsu for Mobility-as-a-Service (MaaS)?

Fujitsu ABT solutions support your MaaS strategy by providing the essential multi-modal ticketing to enable customers to plan a journey and then just go without having to pre-purchase tickets. This will enable you to extend your rail, bus, and tram services to include 'first and last mile' transport, including taxis and micromobility services like scooters and bikes.

The service will collect all of the usage data from the different mobility types and calculate best value based on the multi-modal tickets in the catalogue, ensuring best value for customers.

It doesn't have to stop at traditional mobility services, it can also be extended to support congestion charging schemes, park and ride schemes, inner city parking schemes and more – helping to join-up a range of traditional and non-traditional public and private transport services.

How 'rolling caps' provide the ultimate best value fare

Many PAYG and ABT solutions cap fares based on pre-defined periods, such as a day or a week. With Fujitsu's rolling caps, operators can define fare-capping rules based on any ticketing period, from a day or a week, to 28-days or even longer.

This approach means that passengers can always access the best-value fares for their journeys. In all cases, travel data is sent to a back office where the ABT system analyses where the customer has travelled, on which service, and then allocates the best value ticket to charge to the customer's account.

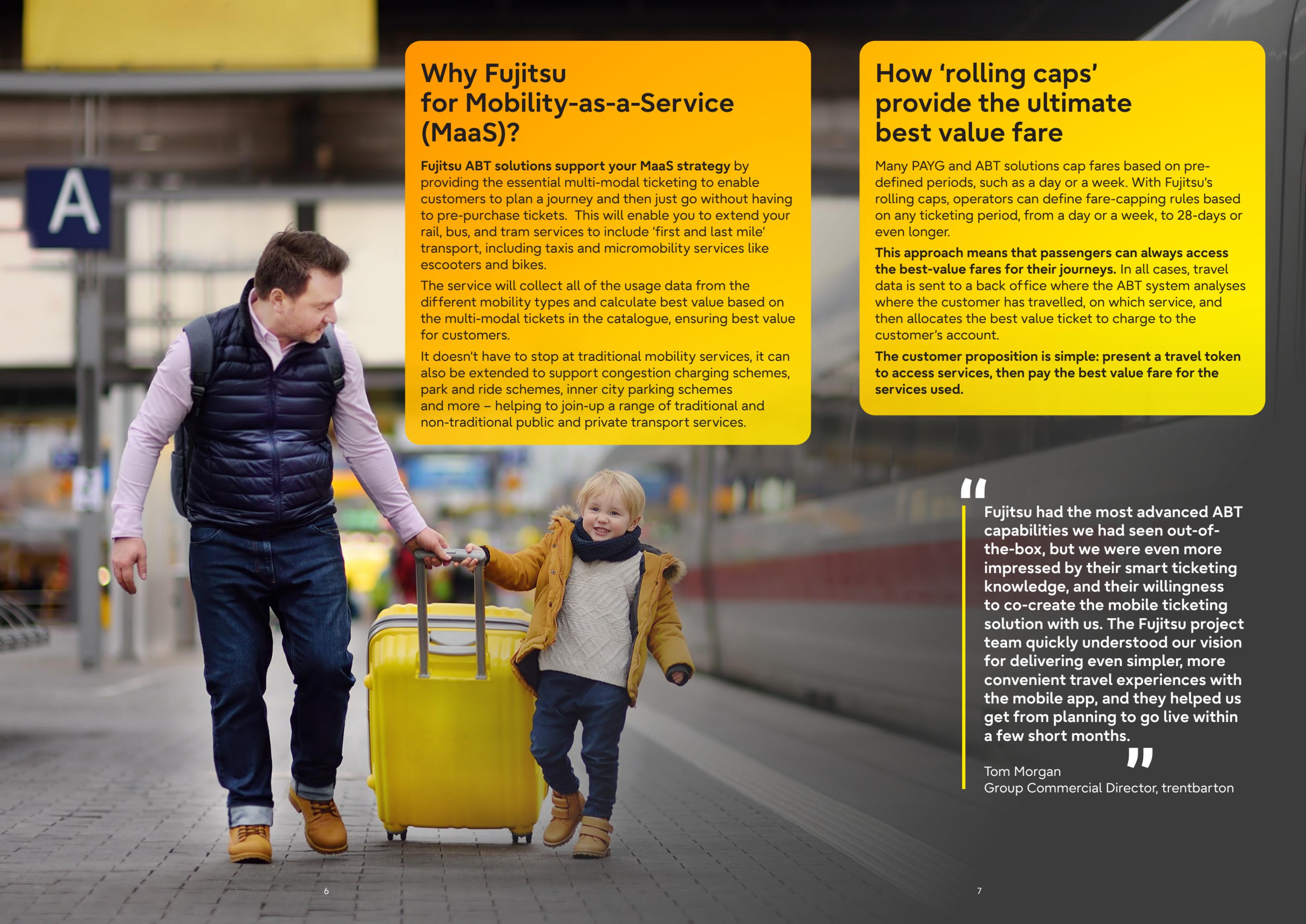
The customer proposition is simple: present a travel token to access services, then pay the best value fare for the services used.

“

Fujitsu had the most advanced ABT capabilities we had seen out-of-the-box, but we were even more impressed by their smart ticketing knowledge, and their willingness to co-create the mobile ticketing solution with us. The Fujitsu project team quickly understood our vision for delivering even simpler, more convenient travel experiences with the mobile app, and they helped us get from planning to go live within a few short months.

”

Tom Morgan
Group Commercial Director, trentbarton



Fujitsu's ABT solutions

Fujitsu ABT solutions support any number of current and future travel and payment tokens and integrate easily with a range of ticketing platforms and apps.

Based on industry leading flexibility and openness, our solutions are ideal for the key applications such as ITSO smartcards, mobile barcodes and contactless EMV.

ABT for ITSO smartcards

ITSO smart card schemes have been a great success across the UK, from Go-Ahead's, the 'key', to Merseytravel's 'Metrosmart card', TfGM's 'get me there' card and many, many more.

Fujitsu solutions roll out advanced ABT features – such as tap-on, tap-off travel and rolling fare caps. This is achieved using passengers' existing smartcards and with no need to replace validators or other infrastructure.



Top benefits for operators

- **Build on the success of existing smartcard brands**
This gives passengers confidence in new ABT ticketing schemes based on an established brand and card.
- **Extend returns on existing ITSO infrastructure**
Fujitsu ABT solutions give operators the ability to deploy ABT capabilities using their existing ITSO infrastructure.
- **Increase ridership**
Fujitsu ABT solutions ensure that as many occasional travellers as possible use public transport services based on flexible, best-value fares.

ABT for mobile barcodes

Fujitsu ABT with Barcodes app allows passengers to travel however and wherever they want with an intuitive mobile app – with no need to use multi-user touch screens and no need to apply for or buy a smartcard.

This enables immediate fulfilment, makes it faster and easier for people to board travel services, and helps with COVID-19 hygiene and social distancing requirements.

With mobile barcodes, operators can eliminate smartcard production and distribution costs. Mobile apps are also now widely accepted by passengers in multiple age groups, making them an excellent choice for operators looking to increase their ridership, especially among younger demographics.

ABT for contactless EMV

With our ABT for contactless EMV solution, customers can tap-on and tap off trams, buses, and other public transport services using their contactless credit and debit cards. This means they can travel without planning their journey or registering for a smartcard or other token, **making the whole process as easy as possible.**

Customers can use EMV cards without registering, which creates an 'anonymous' account in the system. If they wish, they can also register a card to their account, which allows operators to send them special fare offers or retail promotions.

Top benefits for operators

- **Boost security with 'built-in' protection**
Fujitsu's ABT solution for mobile uses dynamic barcodes that change every 15 seconds, reducing fraudulent sharing of codes.
- **Grant immediate access to new customers**
Customers are allocated a travel token immediately when they register, allowing them to use their mobile devices to travel on your services straight away.
- **Integrate with mobile apps**
Barcode capabilities can be integrated easily into the ticketing scheme using the Fujitsu white labelled app, or by integrating with our APIs to generate the travel token (or ticket) inside an existing customer-facing mobile app.

Top benefits for operators

- **Minimise operating costs**
With Fujitsu ABT for contactless EMV solution, there is no need to issue or manage smart cards.
- **Increase convenience for passengers**
With Fujitsu ABT for contactless EMV solution, there is no need to sign up for cards or register before travel.
- **Attract more infrequent travellers onto public transport services**
Fujitsu ABT for contactless EMV solutions make the ABT process as simple as possible.

Get started with Fujitsu ABT today

With all the business logic required for large, complex ABT ticketing schemes in the cloud, and a proven track record of deploying ABT in the field, Fujitsu can help you take your ticketing to the next level, starting today.

To find out how, please contact our ABT team at ABTinfo@fujitsu.com



