



19th April 2010

PRESS RELEASE

Smartran speeds Assertis launch of new rail ticketing website MyTrainTicket.co.uk

Smartran wishes to congratulate Assertis Ltd on becoming a direct retailer of UK rail tickets and being the fastest supplier entry to this complex market. This is a result of their expertise in the implementation of internet site, experience in the rail industry and careful choice of organisations to work with.

Kevin Farquharson, Director of Smartran commented: "We were delighted to be invited to assist and advise Assertis as we were impressed by what they had already achieved in the market, their commitment, their own high standards and the team's enthusiasm. From starting the new system build in May 2009, the pilot service was live in less than 9 months which is faster than any other organisation has achieved in this market. This has come as no surprise to us and sets the precedent for the launch of new services in the future and enhancements from the same team."

Smartran's contribution to the successful and rapid launch has been to provide specialist consultancy and project management services. Smartran has been able to call on extensive knowledge and experience in rail ticketing systems, the accreditation of these systems, rail ticket products and integration with the wider rail industry environment. Smartran has built up this experience over recent years through work for train operators, ATOC and ticketing system providers. Smartran's consultants have previously worked on the review and accreditation of self-service, internet based and ticket office retail systems and have thorough knowledge of rail information systems, ticket types, settlement mechanisms and regulatory frameworks.

Smartran assisted in many key areas, including the design approach, work prioritisation, technical resource planning, focussing work on key external interfaces, ensuring coverage of business processes, determining ticket types to be supported, avoiding costly re-design problems, preparing for formal system accreditation and prioritising early testing of complex areas of the system. This assistance has given the Assertis team the confidence to concentrate on the build and testing of the systems and processes being used in MyTrainTicket.co.uk.

It is clear from the rapid launch that Assertis has implemented a well designed system which has progressed rapidly from internal testing through accreditation to public trials and today's launch. We look forward to working with the Assertis team on the next stage of their journey.

For further information see www.smartran.co.uk.

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Notes to Editor:

Smartran

Smartran Limited provides solutions, independent consultancy and project management services. Smartran specialises in the delivery of exciting, innovative and effective solutions for multi-application smart card schemes, transport ticketing and related retailing, cash collection, payment, e-commerce and settlement requirements.

Smartran's transport clients include ATOC, DfT (formerly SRA), First Group, Novacraft, RSP, Translink and Assertis. Smartran has also assisted a wide range of organisations in local government including projects for Lewisham Council, Chester City Council, Waltham Forest Council, Hillingdon Council, Barking & Dagenham, London Connects, ODPM and Bracknell Forest Council.

Kevin Farquharson is Managing Director of Smartran and an active member of the Transport Card Forum and ITSO Suppliers Group.

For further information, you can contact Kevin Farquharson on:

Tel: 01483 772241
Email: kevin@smartran.co.uk
Web: www.smartran.co.uk
3000 Cathedral Hill
Guildford, GU2 7YB

About MyTrainTicket.co.uk

- MyTrainTicket.co.uk is an impartial retailer of [train tickets for all UK train companies](#) to all National Rail destinations, and is accredited by the Association of Train Operating Companies on behalf of the train operators.
- Uniquely, MyTrainTicket.co.uk groups tickets into 'Advance', 'Off Peak' and 'Anytime' – helping passengers easily choose between the cheapest (but less flexible) tickets and more expensive but more flexible tickets
- Passengers can make reservations where these are available and request seat preferences, including quiet coach, window / aisle seats, and wifi / power points where these are available
- MyTrainTicket.co.uk also sells London Travelcards and Plusbus tickets. Plusbus tickets are available for over 270 towns and cities across England, Wales and Scotland and can be added to a train ticket to allow unlimited local bus and tram travel when passengers arrive at their destination.
- Tickets can be collected free of charge from any one of over 1,000 stations two hours after purchase, or can be delivered by 1st Class Post or Royal Mail Special Delivery Next Day.
- Free help and support by telephone and email is available to customers from 07.00 to 22.00 364 days a year from our UK-based call centre.

About Assertis

- MyTrainTicket.co.uk is a trading name of Assertis (www.assertis.co.uk), an award-winning web agency combining expertise in website design, online marketing and online and mobile train ticketing. Rail clients past and present include Chiltern Railways, Wrexham & Shropshire, ATOC and the Railway Forum.
- Assertis has been retailing train tickets online since April 2008 for Wrexham & Shropshire and Chiltern Railways, and has issued over 250,000 mobile and self print tickets for the two operators. Mobile and self print tickets have been a hit with passengers and train operators alike. They incorporate barcodes and can be scanned using barcode readers on trains or by specially adapted gates at stations.
- Assertis is a private company and has significant financial backing from a group of private investors with broad experience in the rail industry, IT, marketing and business development, including First Class Partnerships, the UK's leading rail consultancy.

Media contacts:

For further information on Assertis/Mytrainticket.co.uk or interview requests, please contact:

Razor Public Relations		
Andy Achimu	andy.achimu@razor-pr.com	+44 (0) 207 457 2049
Richard Coleman	richard.coleman@razor-pr.com	+44 (0) 207 866 7891