

## Transport Ticketing Credentials

Smartran has extensive experience working with the Train Operating Companies (TOCs), the Association of Train Operating Companies (ATOC), Department for Transport (DfT) and the Rail Settlement Plan (RSP) in the area of rail retailing and settlement. Smartran has experience of RSP standards development, ticketing systems and accreditation design reviews for RSP. Our consultants have provided significant input into the standards for Ticket Issuing Systems (TIS), accreditation processes and retail procedures as well as the tools used to support the accreditation process.

Smartran has undertaken onsite compliance reviews and TIS accreditation design reviews for new and modified Ticket Issuing Systems and project management and consultancy assignments for ATOC and RSP. Smartran managed testing and the transition to the new Ticket on Departure (ToD) service. We have advised many of the existing TIS suppliers and reviewed the design for the majority of self-service, booking office, call centre and web-based TIS.

Smartran prepared ITT documentation for First Group's and ATOC's ITSO smartcard back office procurement, undertook the evaluation of tender responses, participated in supplier selection panels, solution design and advised on alternative implementation options. In addition Smartran has experience with government and transport operators on the application of smart cards in transport and access to local services.

### Services which we can offer include:

- Programme, project and contract management
- Business Case & Feasibility studies
- ITSO scheme design
- Assisting in the earliest stage of strategy definition
- Strategic planning and system architecture (business, technology and processes)
- Input to design specifications, ensuring full requirements coverage
- Business processes definition for rail ticket issuing systems
- Process re-engineering
- General consultation on business and system requirements of rail ticketing functions (including RSP back office systems, eg RJIS, Lennon)
- Acceptance testing and audit of technology suppliers on behalf of the client
- Quality assurance reviews/audits of project deliverables and processes (including periodic reviews of development phase outputs)
- Formal TIS Accreditation preparation assistance
- System support & enhancement
- Post project review



## Our Proposition & Credentials

Experience

Expertise

Innovation





## Company Overview

Smartran is an exciting, innovative, independent consultancy specialising in e-government, multi-application smart card schemes and related retailing, cash collection, payment, customer relationship management (CRM), public transport ticketing, e-commerce and settlement requirements.

Our highly qualified and experienced team brings extensive experience in the design and implementation of Transport Ticketing and e-government solutions from business case specification through to effective operational service.

Our leading role with the National Smart Card Project, our experience in transportation and our expertise in identity management, makes us uniquely placed to help local authorities utilise leading edge technology to deliver priority outcomes and realise Customer Service improvements.



## Our recent client experience includes:

**Lewisham** Resident card - initial launch for Looked after Children and school pupils (BSF programme).

Projects include the London Card Feasibility Study Report. Cost and business case report for smart cards in library and leisure. Business case for school cashless catering.



Partner for Waltham Forest delivering replacement cash collection application on their OneCard for housing, council tax and other services – on time and on budget. Phase 2 is for the BSF schools programme.



ATOC - Ticket on Departure (ToD) and TIS Accreditation



London Borough of Hillingdon Resident card – parking, loyalty and libraries



Supporting bids for rail franchises including introduction of ITSO based smart ticketing & settlement



HWT – Consulting assistance on introduction of ToD



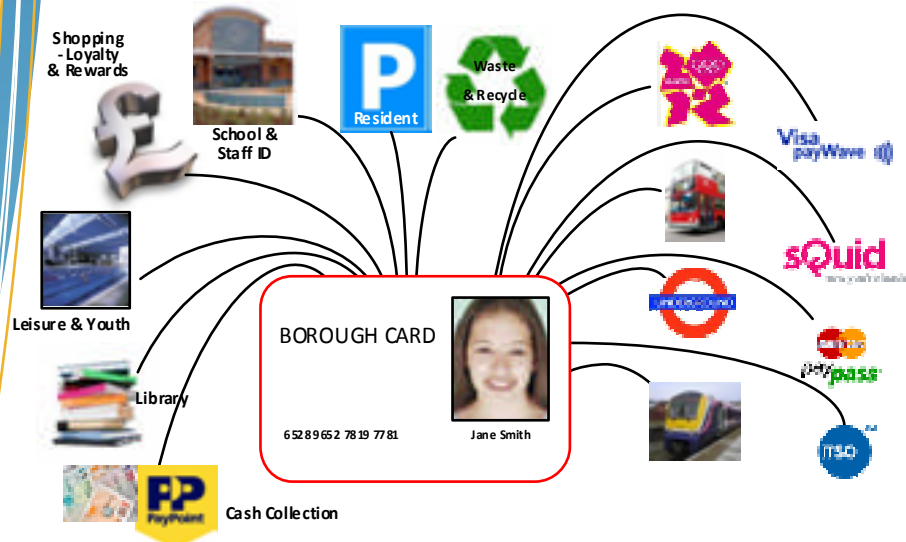
Strategic Report for the DfT on a national back office financial clearing infrastructure



## Technology at work for you

### Cost Effective Solutions

Technology has advanced dramatically over the last few years and Smartran can help Transport Operators, Local Authorities and Central Government bodies take advantage of the following developments, which have made CRM and smart card deployments easier and much more cost effective across a range of applications:



### Potential Borough Scheme

- Lower cost smartcards and print/person process
- CRM, Smart Connect and commercial card management software
- Accredited ITSO transport ticketing and back office systems
- Integrated payment applications (EMV, sQuidcard, e-purse)
- Low cost contactless readers using NFC technology
- Integration with existing CRM, ERP and Accounting Systems
- Ability to improve customer service and accessibility

