



# THE JOURNEY FROM SMART TICKETING TO ACCOUNT BASED TICKETING

Giving passengers more value  
from their ITSO smart card

**ACT**<sup>®</sup>  
a Fujitsu company

*TECHNOLOGY -  
FOR PEOPLE, BY PEOPLE.*

# HOW CAN TRANSPORT AUTHORITIES AND OPERATORS IMPROVE PASSENGER CONVENIENCE, MAXIMISE RIDERSHIP AND LEVERAGE EXISTING SMART TICKETING INVESTMENTS?

ITSO smart card schemes have been a great success across the UK, from Go-Ahead's, the key, to Merseytravel's Walrus card, TfGM's get me there card and many, many more. Regular travellers now have access to a far more joined-up travel experience.

Less regular travellers, who don't travel enough to make buying a period pass cost-effective, are faced with the option of choosing an alternative means of travel or buying paper tickets.

## Give your passengers more value from their smart cards by offering Account Based Ticketing (ABT)

### EXAMPLES OF HOW PASSENGERS USE THEIR ITSO CARDS



I want something that's better value

I want something more convenient

**Ad hoc commuter:** Paul travels sporadically, sometimes daily, but regularly works from home.



I want something for occasional use

**Regular commuter:** Jane travels into the city every day. Her smart card is a cost effective way to join up all the services she uses.



**Occasional traveller:** Karen hasn't used her card at all as she doesn't travel enough for it to be cost effective.

SCENARIO

CHALLENGE

He only loads his card if he has a period of regular travel into the city.

She just needs to remember to top it up, which can be a hassle!

She generally drives to town or buys a paper ticket which can be inconvenient.

### SOLUTION? → ABT FOR ITSO

- Use the same card across multiple operators and modes of transport.
- Charged the best value fare after travel.
- Singles and returns, or daily and weekly capping applied.

## ABT FOR ITSO OFFERS CONVENIENCE AND FLEXIBILITY FOR ALL PASSENGERS

The ABT model of ticketing appeals to regular and occasional travellers, offering the convenience and flexibility needed to encourage passengers to use a smart card.

Deployed on the Actora platform, ABT for ITSO allows transport operators and authorities to bring an ABT solution to market quickly, using their existing, proven infrastructure and ITSO smart cards.

With no need to top up their card before travelling, passengers just tap on and tap off transport services using their existing ITSO smart card, confident in the knowledge they will be charged the best value fare for their journeys.

### Why select ABT for ITSO?

- **Build on your brand** - Give your passengers increased convenience and flexibility from a card that is already familiar to use.
- **Leverage your existing infrastructure** – Start your journey to ABT now, using your existing ITSO infrastructure.
- **Increase usage** – Give occasional travellers a reason to use their ITSO card.



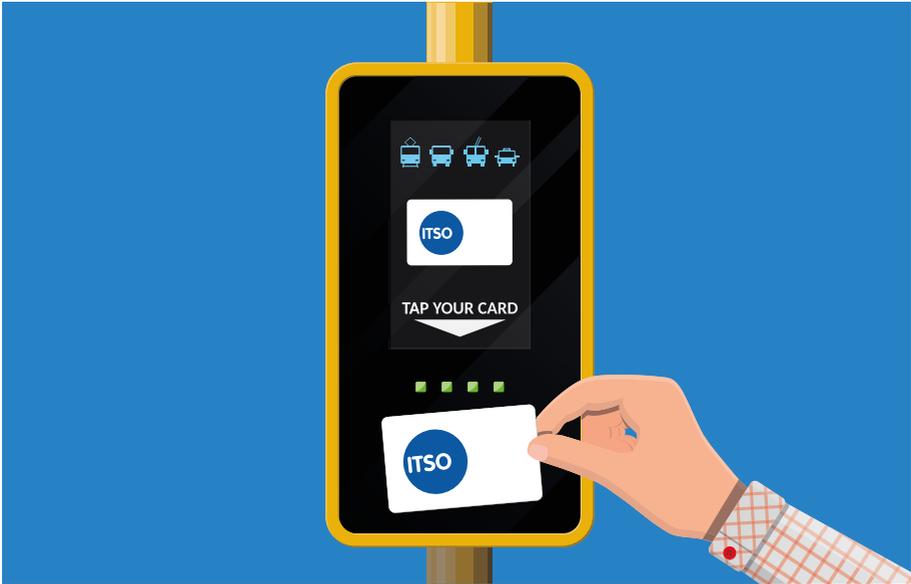
## THE JOURNEY FROM SMART CARDS TO ABT - THE SMART WAY

**Implementing ABT on your existing ITSO infrastructure is straightforward with Actora ABT.**

1. Define the ABT usage token.
2. Update the POST configuration to recognise the new ABT usage token.
3. Create product, fare and apportionment rules in Actora.
4. Establish your card payment processing terms.
5. Launch your scheme and get customers signed up!



**ABT for ITSO helps maximise ridership through improved customer convenience, flexibility and confidence.**



## BENEFITS OF ABT FOR ITSO

- Provides passengers with a smoother, easier and more convenient experience, breaking down barriers to usage to drive increased ridership.
- Enables earlier implementation of ABT, demonstrating a progressive approach to improving the passenger experience.
- Validates the demand for ABT using a low risk, low cost ITSO approach, before deploying other tokens.
- Gives less-regular travellers a reason to start using their ITSO cards, safe in the knowledge they will be charged the best value fare for their journeys.
- Speeds up boarding through reduced paper ticket use and cash handling.

For more information or to arrange a demonstration,  
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