Increasing Revenue, Reducing Cost
Cost benefits to integrated technology solutions.

We’re moving quickly, and the evolution of transit fare payment is too. Open standards are allowing transit agencies to use contactless bankcards for rider access. Providing a great convenience for your riders and a cost and revenue advantage for you as the agency—making the process simple.

While convenience is always a key factor in keeping riders happy, it certainly shouldn’t affect your bottom line. In fact, increased convenience for your customer should be advantageous for you as well—shouldn’t it? We think it should.

As a full-service provider, we can integrate contactless payment solutions across all lines of transportation—from buses and rail to tollways and parking programs. And as an integrator, we can even make the programs work together.

Electronic fare payment increases revenue.
Smartcards and electronic fare payment are the wave of the future—bringing cost benefits across daily operations. The return on investment becomes evident as you examine the process. Take improved service for example:

- Smartcards mean more data for the agency.
- Data means development of new products.
- New products improved service.
- Better service means more riders and increased revenue.

Electronic fare payment reduces cost.
The increase in revenue is too simple—right? But increase in revenue isn’t the only benefit you’ll see from smartcards and electronic payments. They can also reduce your everyday operation costs. What about how they effect transaction speed? That process looks something like this:

- Smartcards mean increased transaction speed.
- The faster you get people onboard, the faster the vehicle gets moving again.
- Less lag-time between vehicles means fewer vehicles needed to run at one time to stay on schedule.
- Fewer vehicles mean less fuel, less drivers and less wear-and-tear on vehicles. An overall reduction in vehicles adds up to reduce costs.

Increasing the Bottom Line
- Improved service
- More riders
- Usable data
- Increased transaction speed
- Improved vehicle operations
- Traffic knowledge
- Increased security
- Decreased fraud
- Simplified devices
- Decreased maintenance costs
Improving Operations
Playing with the numbers looks great on paper, but if it doesn’t improve overall operations, then it’s not really doing the job. Smartcards have a huge impact on operational processes—and not just cutting back vehicles.

There are numerous factors in play when it comes down to smartcard transactions. Everything from the start to the finish is tracked and processed to create a seamless back-end solution. From the start, smartcard validators are composed of less moveable parts—reducing wear-and-tear on the machine and preventing malfunctions and maintenance issues.

Riders are greeted with a systematic validation on entry, which leads to improved security and makes fraudulent ticketing far more difficult.

Data Analytics
Smartcards provide an increase in data not provided by traditional magnetic stripe cards. More data means more room for understanding the general profile of your ridership—how they travel, how often they travel and even their favorite stops. But what good is all of this information if you can’t analyze the data to tell you about your ridership? You have great data from multiple systems and multiple parts, but it doesn’t talk together. It doesn’t interact to tell you the whole story.

We can make it talk. Our solutions not only manage fare policy, they also network the equipment and ticket validation to model traveler behavior and predict demand—making the optimization of transport infrastructures simpler and more reliable. When you combine rider information with improved traffic knowledge, you can develop a more cohesive management plan for your daily operations as well as making adjustments for weekends, holidays and non-traditional work or school days depending on the predominant use of your riders.

This kind of transparency delivers the ability to anticipate your customer flow, make appropriate adjustments to your schedules and cut down on overall operating costs—providing better service and convenience as a transit operator and increasing ridership.

Our Transportation Goal
Our goal is to support the transportation industry by providing creative and innovation solutions that make transportation simple. Our solutions help transportation professionals solve challenges, maximize resources and strengthen organizations, providing time to focus on what matters most—serving their customers through daily operations.

How can we make Electronic Fare Payment work for you and your operation?

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