Adelaide, Australia

Adelaide wanted to adopt contactless ticketing. Passengers wholeheartedly adopted our solution. For the 1.3 million people living in the Adelaide urban area we designed and deployed a mixed ticketing system offering a range of advanced functions – real-time passenger information and fleet management – without the slightest interruption in service.

The challenge
DPTI was looking for a comprehensive, competitive solution that would guarantee a rapid switch to contactless tickets while still offering magnetic tickets for occasional users. It wanted to ensure a smooth transition for both passengers and its own agents: the new system was to be deployed progressively without interrupting service. The transition was to offer the opportunity for new services, such as online reloading and the possibility of buying and reloading tickets on board suburban trains serving a large number of small stations with insufficient traffic to justify installing ground terminals. Lastly, the central system was to offer the possibility of adding other functions such as real-time passenger information and fleet management.

The Solution
We designed a customised solution based on the ATLAS® modular central system and specifically developed the MTVM on-board vending machine for purchasing and reloading tickets on trams and trains. A locally based Xerox team supervised deployment over an 18-month period, without any interruption in service for users. Dual-system validators compatible with the format of the older magnetic tickets were installed in place of the existing equipment. Once the entire network had been equipped, new, more reliable magnetic tickets and contactless cards were introduced following a test carried out in a part of the city using a sample of 500 “pioneer” passengers. Thanks to this progressive introduction and a major communication campaign by DPTI, the new system was wholeheartedly adopted by the Department’s employees and customers.

The Result
The project was a complete success. The rate of contactless ticket use quickly rose to 85% of validations in the space of a few months. Users are free to buy tickets or add credit in a variety of ways: on board trains, at sales outlets, with retailers and online thanks to the ATLAS® Home Ticketing system.

DPTI took advantage of the modular design of ATLAS® to improve service quality. The ATLAS® Fleet & Info module uses GPS data emitted every 20 seconds by each vehicle to update passenger information on a continuous basis. This information can be disseminated via station display panels, mobile applications or over the net. The Fleet management module offers a range of statistical and cartographic functions, allowing DPTI and its operators to analyse all their operating data in detail. All of which means the best decisions can be taken to manage the network and improve service quality on a daily basis.
In a nutshell
Thanks to Xerox and the ATLAS® system, the Adelaide transport authority was able to upgrade its ticketing system transparently to the latest-generation mixed solution, which was quickly adopted by passengers.

Sector: local authorities
Solution: ticketing
Clients: Government of South Australia, Department of Planning, Transport and Infrastructure

Challenge: Ensuring a successful transition to contactless ticketing for the bus, tram and train networks in the Adelaide urban area without interrupting service and inconveniencing users

Result: Latest-generation mixed ticketing, combining innovative equipment, real-time passenger information and advanced operation-aid functions

Key Figures
Network
- 1020 buses operating 1200 km of lines
- 120 km of suburban trains, 85 stations
- 1 tram line

Le project
- 85% contactless users within a few months
- No interruption in service
- No additional work required on site

International Transportation and Government at Xerox
Our transportation solutions improve the quality of life in your communities, create reliable processes for operators and agencies and give decision-makers peace of mind. Our innovative solutions include Tolling, Fare Collection, Fleet Management, Real-Time Passenger Information, On and Off-street Parking, Photo Enforcement, Data Analytics and Electronic Payment. For over 40 years, we have worked hand-in-hand with transportation clients in over 35 countries delivering reliable solutions, consistently achieving results and performing beyond expectations. We’re one of the largest providers of innovative mobility solutions worldwide.

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We installed the ATLAS® modular central system and deployed mixed equipment for Adelaide’s bus, train and tramway networks