Open the doors of opportunity with contactless ticketing

Smooth journeys. Secure transactions.
Your city is unique. And with that comes a unique set of challenges. But, in some ways, it’s probably like many cities around the world. More people in cities are traveling on public transport and they expect more from the experience. New technologies are all around them but haven’t made it into transport networks in many cases. What’s the answer and who’s going to do something about it?

If you’re a transport authority, you need to improve services for citizens. But you also need to show you’re spending their money wisely. And, if you’re a transport operator, you need to provide a better experience for passengers and increase efficiency. If only there was a way to cut costs and create new opportunities for revenue.

It’s time to transform transport
How do you go about transforming transport? Speak to passengers and they’ll help you identify areas that need to improve. Whether passengers use public transport occasionally or often, they all want a smoother journey.

With contactless technology coming to the fore around the world, queuing and paying at limited locations for your ticket or to top up a pass seems a little outdated. It’s particularly frustrating for people who are used to contactless payments in other areas of their lives.

In a 2011 survey*, 60% of people said they’d like to see contactless payments replace cash in transport*. In some cities, they already have. Commuters in these cities can buy tickets wherever and whenever they want. Their journeys are smoother. Their transactions are secure. But the benefits don’t stop there. Contactless ticketing opens up opportunities for transport authorities, operators and their partners.

*Visa/Incite Contactless Research Poland, Turkey and UK, April 2011
Introducing contactless ticketing

**Play your cards right**
Most people know contactless ticketing in the form of a smart card. Passengers just hold their card within two inches of a reader to pay or securely authenticate a traveller’s ticket or pass. Seoul, in South Korea, was the first city to introduce contactless ticketing cards in 1995. Now, contactless cards are a mainstay of urban living. Taiwan has EasyCard, Hong Kong has Octopus, and London has Oyster – to name but a few. 30 cities with more than 1 million people use our contactless transport cards. They’ve grown in popularity because of their speed and convenience.

**Next up: NFC**
Contactless smart cards are still growing in popularity. They’re also paving the way for near-field communications (NFC), which allows commuters to use their phones store their tickets digitally. To travel, they just tap their mobile devices on a contactless reader at ticket barriers, or when boarding trains or buses. Many cities are already seeing the benefits of using NFC technology for contactless ticketing. And, with the number of NFC handsets increasing, it’s only going to get more popular.

64% of smartphones will have NFC in 2018.
Forecast for world shipments of NFC handsets, in millions. **Source:** HIS
Contactless ticketing has the potential to improve travel for passengers. But the good news doesn’t end there. It presents a solution to many of the challenges facing transport authorities and operators. What’s more, it opens up opportunities for partnerships with mobile network operators, banks and other third parties.

**Transport authorities**
Introduce contactless ticketing and you can:

- Reduce transport costs
- Make your citizens happier
- Become more environmentally friendly
- Improve the image of your city.

**Transport operators**
Contactless ticketing offers you the opportunity to:

- Increase throughput at the gates
- Offer commuters a better service
- Save money
- Reduce fraud and fare evasion
- Modernize and enhance your reputation.
Starting the journey

The rewards from contactless ticketing are significant for all parties. However, if you’re thinking of implementing contactless ticketing, there are challenges you need to bear in mind. Setting up the infrastructure encompasses many stages and many types of organisation. In short, it can get complicated very quickly. That’s where we come in.

The ideal travelling companion
We help make contactless ticketing a reality by:

- Bringing together all the different parties involved
- Taking the complexity out of the process
- Providing guidance to all parties
- Offering a complete portfolio of products and services.

Why Gemalto?
You’ll benefit from tried and tested contactless ticketing technology and our experience of the contactless ticketing world. On top of that, we:

- Are proven in a range of markets for securely digitising transactions
- Have global relationships with handset manufacturers, the finance world and MNOs
- Provide scalable and dedicated solutions
- Live and breathe security – it’s in our DNA.

And we’re not just saying it. We’ve completed contactless ticketing projects for numerous cities around the world. They chose us because of our experience. But, also, because of our complete portfolio of products and services. You can see what a couple of them have to say about us on the next page.

Find out how you can open the doors of opportunity with contactless ticketing.

Contact us at gemalto.com
What our customers say

**Challenge**
Storstockholms Lokaltrafik (SL) is the public transport operator for Stockholm County. 700,000 commuters use its services every day. The operator wanted to cut the cost of issuing and processing card and paper-tickets.

**Solution**
The full-service solution from Gemalto includes:
- Online purchase and web plug-in
- Contactless card production
- Image verification
- Secure personalization and printing
- Delivery to cardholders.

**Results**
- Gave SL a competitive edge for new business
- Improved relationships with customers
- Reduced costs
- Added a new income stream
- Reduced implementation risk

‘Gemalto was able to set up the entire project in less than three months, which was critical in helping us to meet our stringent launch timescale.’

*Lisa Svensson,*
Contract Manager Card Processing, SL.

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