

# Smart Ticketing Schemes, A Survival Guide

The Evolution of Smart ticketing in Public Transport.  
What's next?

Presented by  
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Independent Smart Mobility Consultant

# About



## MISSION

Reduce the investment and risks inherent to creating and implementing the next generation smart mobility system while simplifying the user experience further.

SFMCON is independent of solution providers and choice of technology

## Søren Sørensen

Msc.E.E. System Construction  
Owner and Founder  
SFMCON ApS, Denmark



8 years in Smart Ticketing Program Management:

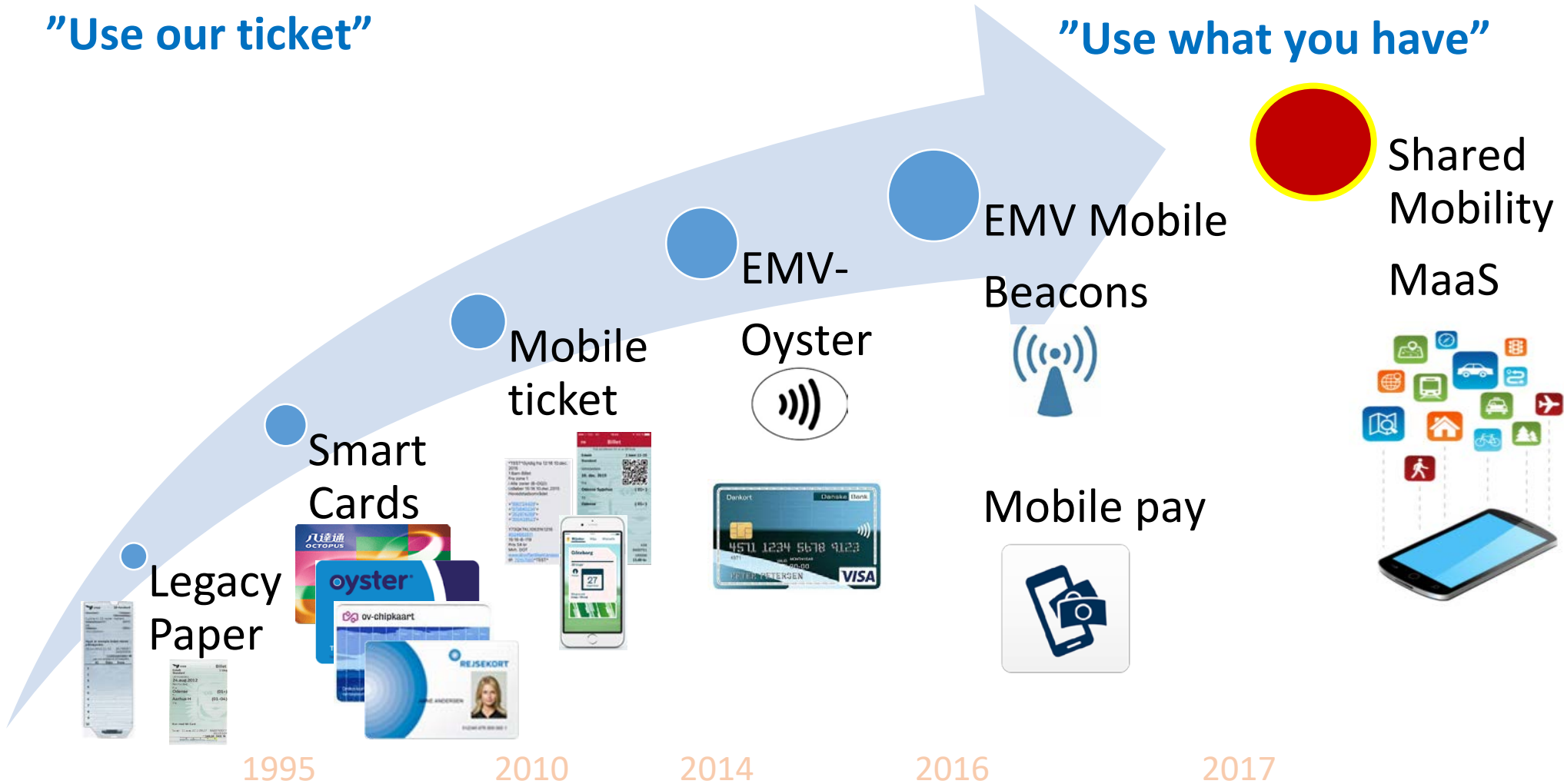
Program Manager DBS Rejsekort and Midttrafik Rejsekort

Managed large IT projects since 84

# Evolution of Ticketing methods

Operator oriented:  
"Use our ticket"

Customer oriented:  
"Use what you have"

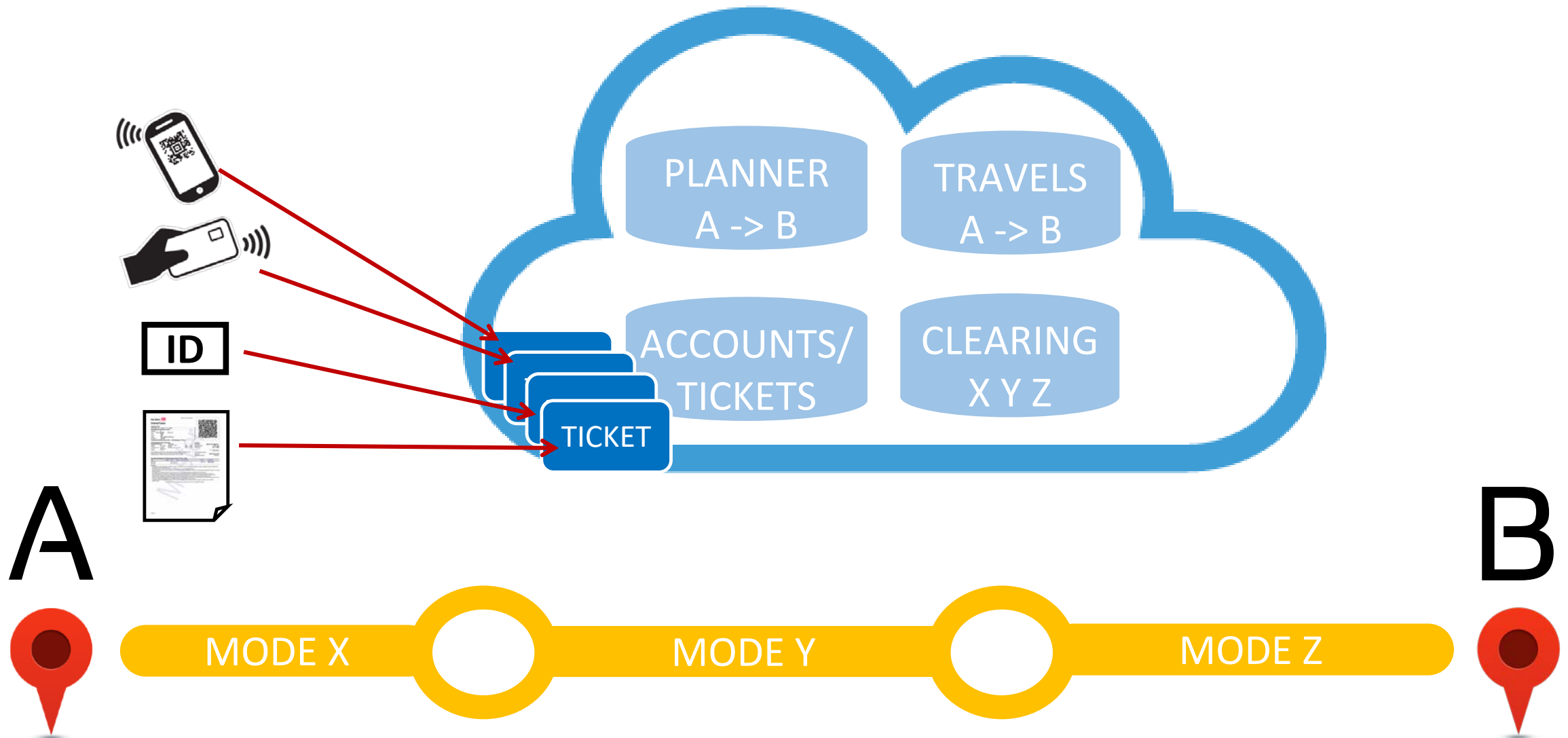


# The 2020's - a decade of disruption

- Solar generated electricity
- Battery storage
- Electric vehicles
- Autonomous vehicles
- True door to door mobility on demand
- The role of a driverless bus?
- A taxi without a driver?
- Public Transit make over?



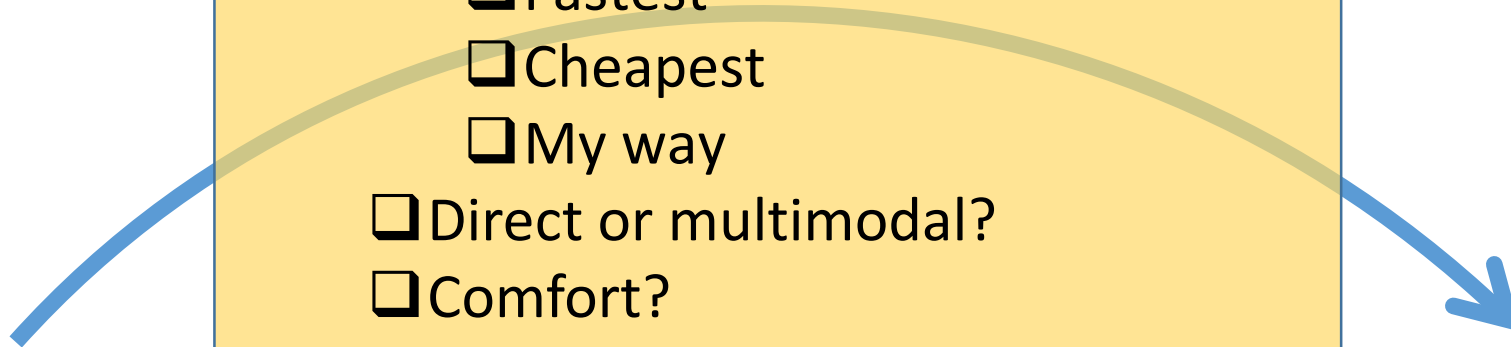
# Today: Ticket in the Cloud



# How to Survive Your Smart Ticketing Project

**SUCCEED** PUBLIC TRANSPORT OPERATOR  
PUBLIC TRANSPORT AUTHORITY **MAJOR DELAYS** **REVISSED PLANS** **QUALITY**  
**DISPUTES** **SMART TICKETING PROJECT** **PRESSURE**  
FUNCTIONALITY **SYSTEM**  
**BUMPY RIDE** **RISKS** PRODUCTS **COST** **IMPLEMENTATION**  
**CHANGE REQUESTS** MAJOR PROJECT **NEXT GENERATION**  
SCHEDULE

# User View



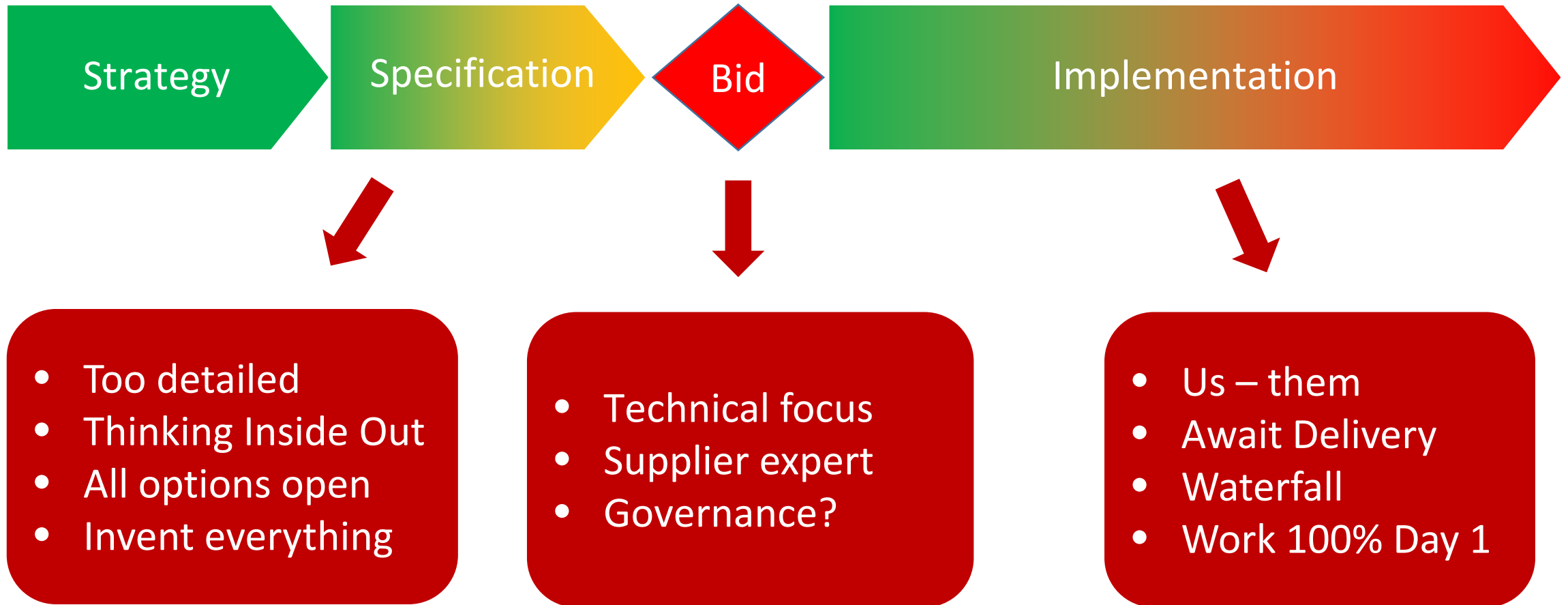
**Checklist for travel A to B**

- Plan departure/arrival?
- Travel time?
  - Best
  - Fastest
  - Cheapest
  - My way
- Direct or multimodal?
- Comfort?
- Cost comparison?
- One click to buy?

Convenience and the best deal



# PITFALLS





# The Tip of the Iceberg



# The project survival game

The Buyer sets the scene

Seamless Customer Experience.  
Optimize your Customers processes first

Be Agile

Transparency

Risk management from day 1

No wins from delays and cost overrun

Clear on Governance

Cut the blame game - Realign - Reboot

Celebrate!

# Thank you

**From A to B**

**From card to cloud**

**From high to low risk**

**From painful to painless**

## Continue the discussion?

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