

The background is a photograph of a city street scene. On the left, there is a modern glass bus stop shelter. A sidewalk runs alongside the road. In the distance, a bus is captured in motion, creating a horizontal blur effect. The sky is a clear, bright blue. The overall image has a clean, professional feel, suitable for a corporate or public service advertisement.

# O.CITY

by bpc

## FOR INTERCITY BUS SERVICES

## O-CITY FOR INTERCITY BUS SERVICES

While transportation modes continue to evolve within cities, a big gap remains when it comes to connecting cities. Service operators are looking for options to make intercity transportation services more convenient while keeping business sustainability in mind as they need to compete against rail providers and airlines as well as personal vehicles. Intercity bus service providers are also challenged

by the shift in consumer behaviour towards faster, more accessible, digital and reliable services.

The success of intercity services relies heavily on cost, travel time and safety. Service operators are always looking for ways to improve and that is where the right technological platform can help.

## ONE CITY ONE PLATFORM



# ABOUT O-CITY

Transforming traditional paper-based tickets to electronic ones and digitising payments raises the level of quality in the mind of the commuter, who increasingly demands accessible and modern ways to travel and pay. Printing tickets and collecting cash generates considerable costs from cash handling and infrastructure maintenance - with open-loop technology the need for cash and physical interaction is removed. Passengers can pay with various fare media from bank card to QR code, while operators have full control over their tariff policy and fare collection as well as having access to big data for analysis.



O-CITY is an account-based automated fare collection platform that helps intercity operators (bus service, coach service, long distance, express, over-the-road, long-haul or highway transportation providers) to digitise their payments, making services more accessible and attractive. The flexibility of the system allows for the set-up of tariff policies personalised for different passenger categories and needs.

While keeping consumers in focus, the platform is built with a driver-centric approach, providing full functionality including:

- Centralised control over fleet or sole vehicle from the application
- Passenger management
- Fare and tariff management
- Information management on fleet and passengers
- Fleet route building
- Shipment monitoring and management

O-CITY provides a frictionless payment experience by allowing commuters to use different payment options, giving them the ability to track and monitor their expenditure through a mobile application, and making public services more accessible and safer to use.





# INTERCITY EXPERIENCE

As a hardware agnostic technology, O-CITY can be easily integrated with existing infrastructure for fare collection and data monitoring, which allows service providers to start operating within 24 hours. Intercity bus users can use various forms of payment and as a partner of the Visa Ready for transit and Mastercard Transit programmes the platform leverages EMV, which makes all digital transactions highly secure.

<b>On-premise</b> <b>You host it and run it</b>	<b>SaaS cloud deployment</b> <b>We host it, you run it</b>
O-CITY is installed on your chosen environment and you have full control over your transport network	O-CITY is available in the cloud offering a monthly pay per use model for more flexibility as you grow



TRAM

BUSES

FERRY

TRAIN

METRO

# INTERCITY EXPERIENCE

## ONLINE-OFFLINE WORK

O-CITY is designed to work in areas with low or no internet coverage to provide a seamless, convenient experience for travellers. It can be used for both online and offline validation.

## CENTRALISED FARE COLLECTION

Data on fare collection and purchased tickets is stored centrally on the secure O-CITY server. With centralisation of data and operations, all processes are completed more rapidly, while the mitigation of additional infrastructure and cash processing reduces the cost of operations.

## FLEET MANAGEMENT

Data can be accessed by the operator at any time through mobile and desktop applications. In addition, O-CITY allows service operators to build complex fleet routes and centrally dispatch this data to its drivers, monitors fleet movement along the routes, and provides detailed information about the driver and vehicle to its passengers, making journeys transparent and safe.

## VARIOUS TICKETING OPTIONS

O-CITY improves the accessibility and convenience of ticket purchasing, which can be done via:

- Ticket vending machine
- Online ticket marketplace
- O-CITY mobile app
- Contactless tap through validator/driver console
- Agent network

## SHIPMENT MANAGEMENT

Intercity shipment is an important component of intercity public transport services. O-CITY caters for this business as well, providing a convenient tool to register and track small cargo shipments. With the help of mobile applications developed for service providers, drivers are able to manage shipments by:

- Registering the shipment in the system
- Tracking its route to destination
- Providing information on the shipment
- Setting fares for the shipment

## OPEN API

O-CITY is built as an open platform, allowing the integration of any third party service to the system and the addition of any number of fleet, transport operator or payment providers. With its optionality to be deployed in the cloud, the solution facilitates a 'build and operate' approach, which means anyone can utilise the provided set of APIs within a short time and without the need for heavy coding or configuration of the platform.



# PASSENGER PERSPECTIVE

The seamless passenger experience is coupled with organisation and control of data, traffic and tariffs from the operator side. Modern and scalable technology manages fares and tickets, as well as monitoring passenger and fleet movement.

## VARIOUS PAYMENT METHODS

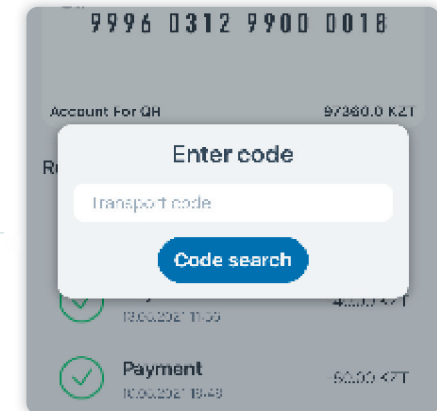
The O-CITY solution combines all the necessary functionality for controlling and paying for journeys, which allows operators to enlarge the number of payment methods available for the end user as well as make their services more available, extending the number of points payment can be made through. Allow your commuters to pay with:

- Bank card
- Digital pass
- E-wallet
- QR code
- Wearable
- Biometric
- Bluetooth
- USSD
- Closed loop transport cards

## SEAT MANAGEMENT

O-CITY supports seat management (inventory) features through its application, which improves service accessibility as well as providing additional travel options

- Distribute and set pricing on seats according to business needs and comfort level
- Provide a seat plan to passengers via sales channels
- Allow passengers to book seats online
- Manage the booking centrally

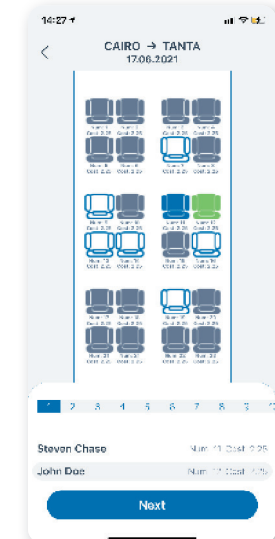
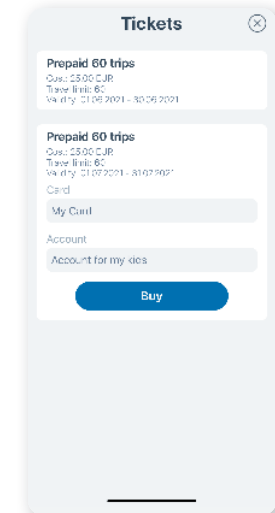
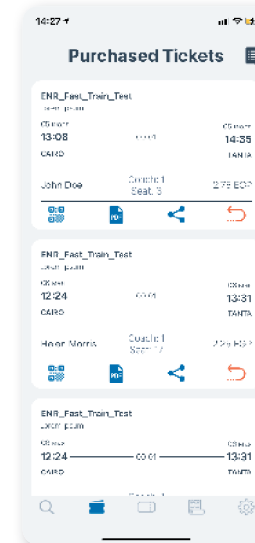


# PASSENGER PERSPECTIVE

## FARE CONFIGURATION

Tariff segmentation is an essential element of a competitive intercity bus business where every passenger counts. O-CITY supports inclusiveness of services and hence provides an option for tariff configuration, which helps customisation of fares for each passenger segment. Services include:

- One-way/return tickets
- Seasonal tickets
- Ticket packages
- Zonal fares
- Passenger category fares
- Day and night fares
- Rush hour fares
- Subscription tariffs
- One-time payments
- Intercity fares



# PASSENGER PERSPECTIVE

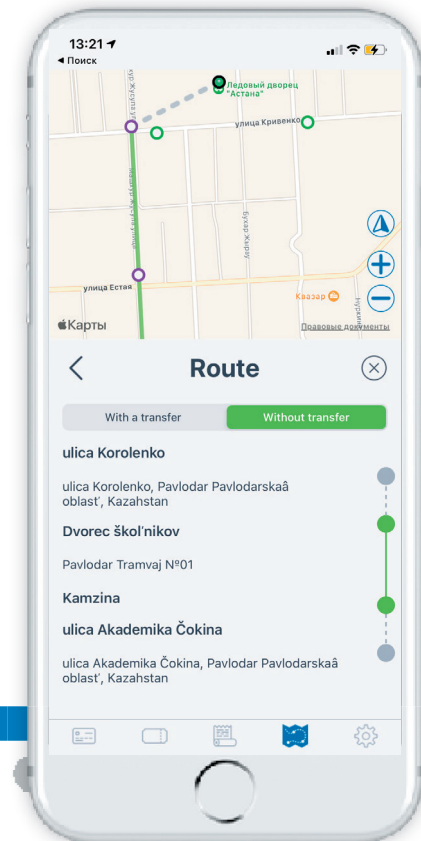
## MOBILE APPLICATION

O-CITY configured a mobile application and web portal for passengers, which acts as a convenient tool to interact with the service, book seats and have full transparency over the journey. The mobile application is available for both Android and iOS systems and is fully supported to ensure the end user enjoys the best customer experience. The application improves mobility and service quality for passengers and service providers respectively by simplifying booking, payment and information tracking processes.

The mobile application provides users with vast functionality. While passengers use the application as a portal to choose dates for their journey, the system will automatically suggest the best option based on the following criteria:

- Comfort level
- Direct seat choice
- One or two-way destination
- Direct or transfer journey
- Purchase of one way or two-way tickets
- Purchase of tickets for self or group
- Purchase of space for cargo shipment

The application is easy to enroll in, which improves the user experience while increasing the attractiveness of using intercity services to tech savvy passengers. Apart from booking seats online, the end user can link any number of cards to the application, making payment more convenient and secure. Bank or transport card can be used for payment through the mobile application via a simple tap on the validator, QR code scan or bluetooth technology.





# FUNCTIONALITY

Leveraging the expertise of our parent company BPC, an award winning payment provider with more than 25 years of experience, O-CITY experts possess considerable knowledge when it comes to payments automation. The O-CITY platform allows intercity operators to support many different ways of paying for transport and provides the necessary infrastructure to deliver an accessible and comfortable journey to passengers while giving the transport operator control and management of their service.

## FOR INTERCITY SERVICE PROVIDER:

- Centralised platform management
- Automated fare collection
- Segmentation management
- Fare and tariff management
- Data management
- Fleet management
- Shipment monitoring and management
- Transaction processing
- Management of cards and accounts
- Fare rates management
- Payments management
- Multi-currency payments
- Application for service provider
- Application for drivers
- Reporting and analytics
- Intermodality
- Open API
- Lists management
- Fraud prevention
- Easy scalability of the service
- Deployment in cloud or on-premise
- Ease of integration

## FOR PASSENGER:

- Easy enrollment
- Transparency of operations
- 360 degree view of activities in app
- Track balance on cards
- Seat management and booking
- Mobile application
- View historical journeys
- View historical payments
- E-ticket marketplace
- Intercity timetable information
- Payment with QR codes, bank cards, transport cards
- Purchase one way or two-way tickets
- Purchase tickets for self or group
- Purchase space for cargo shipment

**ONE CITY  
ONE PLATFORM**



Scan the QR code and visit our website  
for further information on [www.o-city.com](http://www.o-city.com)

