

O-CITY FOR RAILWAY OPERATORS

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Transport networks rely on attracting passengers to remain competitive. Speed, comfort, and flexibility are key criteria in the eyes of passengers. And with many cities suffering from ageing infrastructure and experiencing the development of ride hailing and shared transport services, rail operators need to strengthen their proposition if they're going to attract new passengers. Increased urbanisation has raised demand for convenient intra-city and inter-city public transport services. Passengers are demanding greater comfort, increased safety, affordable fares (difficult to achieve in the face of increasing competition), access to new technology, and improvements in infrastructure and equipment. Private and public operators alike find it challenging to balance satisfying passenger demand with business competitiveness.

ONE CITY ONE PLATFORM





AUTOMATED FARE COLLECTION SYSTEM

Automating the disbursement of e-tickets helps by creating high-quality, integrated services for passengers. Collecting cash payments and using paper tickets attracts high operating costs, as additional resources are required to accept cash payments and maintain infrastructure. In cashless systems - also known as open systems - fare and passenger account data is stored on servers along with other data, the analysis of which allows operators to improve their tariff policy. In this scenario, the passenger's bank card works as an identifier for making a fare payment or buying an e-ticket.

O-CITY is a multifunctional solution for e-ticketing, booking and reservation system and micropayments, and automated fare collection.

As a member of the Visa Ready and Mastercard transit network programs, O-CITY embraces the highest industry standards to launch cutting-edge automated fare collection services, all powered by best-of-breed open-loop, accountbased ticketing technology.

DID YOU KNOW FACT:

Every fifth transaction in the world,made with a bank card inpublic transport, is processed by O-CITY



ACCOUNT-BASED TICKETING



O-CITY gives transit operators the flexibility to manage their fares and ticket prices, passengers the ability to pay their fares quickly and conveniently, and railway operators a way to effectively manage their networks and analyse journey data. The platform is applicable to all types of transport - trains, buses, subways, bicycles, taxis, etc. Unlike traditional payment models, O-CITY employs account-based ticketing (ABT) which enables service operators to implement multimodal tariffs, creating a unified urban rail environment. With O-CITY, passengers can pay digitally for railway journeys with bank cards, directly through turnstiles installed at stations, or through the terminals of conductors/inspectors.

MODERN FUNCTIONALITY AND SERVICES

With passenger experience and operator operations in mind, we've developed O-CITY to be full of functionality and services suitable for both. While passengers are offered a user-friendly mobile application to check, manage, and book tickets for the journey, operators receive a centralised portal for data management, tariff specification by various parameters, fare segmentation, and seat and e-ticket management.

This creates a holistic digital ticketing experience that makes travel on any route more attractive, safe, and accessible.



ADDED VALUE

The O-CITY platform helps rail service providers to improve passenger experience and support operations across their business, through transforming ticketing into a digital contactless experience, improving fare collection, and reducing ticket fraud.

As a flexible, open technology, the O-CITY automated fare collection system can be easily integrated with existing infrastructure for the monitoring and payment of transport journeys, significantly reducing implementation time and initial investments. As a hardware agnostic solution, O-CITY can be used on existing equipment and turnstiles of any kind.

The platform makes it possible to digitalise the entire railway experience, leveraging self-service digital ticketing and automated inventory, combined with smart data, to deliver an outstanding, personalised, and seamless travel experience.

- Self-service digital ticketing
- Smart data usage
- Rail coach management and fleet scheduling
- Seamless travel experience





FARE CONFIGURATION



Modern railways are based on high-capacity critical mass transit infrastructures that carry significant load in passenger and cargo transportation. Everyday efficient and transparent work is impossible without the implementation of a reliable and modern AFCS system that will combine flexible approach, planning tools, and powerful reporting capabilities.

Operators connected to the O-CITY solution are capable of setting and changing ticketing fare centrally for any segment of consumer they parametrise at any moment in time, providing the flexibility to cater for social segments, as well as quickly react to external events, marketing promotions, and campaigns.

OPERATIONAL MANAGEMENT ENHANCES

- Fleet scheduling
- Coach seat maps design
- Fare management tools
- Route planning tools
- Concession rules
- Quotas management
- Ticket agents management

SEGMENTS

- Ordinary commuters
- The elderly population or veterans
- Children
- · Social segments
- Students

FARE CONFIGURATION OPTIONS

- Entry and exit billing
- One-time billing with an inspector
- One-time billing when buying a ticket
- Set fare by month or other period
 of time
- Set fare by number of journeys
- Fare based on the user's social segment, including subsidised tariffs
- Zonal fares
- Subscription plans
- By distance
- By train type or coach class
- By date and time, season, sales channel
- By passenger profile or event using other parameters
- Or by setting dynamic fare calculation

Having to rely on cash payments, plus ticketing data that isn't centralised, can lead to an increase in fraudulent activities, revenue losses, damage to customer loyalty, and business inefficiencies. They also increase operation costs for rail service providers.

O-CITY offers centralised fare management that unifies all data from any kind of transport mode or infrastructure on a secure server in cloud or on-premise, depending on what the customer chooses. By using modern APIs and messaging protocols the system is able to receive and read large volumes of information from various payment sources, compiling them together for the operators. Moreover, the platform is hardware agnostic, which means it can be installed on top of existing municipal or private rail validators or turnstile terminals, unifying every POS device into one smart network.

DID YOU KNOW FACT:

More than 65 thousand validators in public transport - railways, metro, buses, trams - send transactions to O-CITY.



TICKETING PROCESSING COST REDUCTION

FACT

Going paperless reduces the costs of cash processing and paper ticket machines maintenance for the rail operators, improving the continuity of services and driving revenues up.

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EXTENDING DISTRIBUTION CHANNELS

The O-CITY solution for automating the process of accounting, selling, and controlling travel boarding documents and collecting fares operates on any kind of rail such as suburban, long-distance, or light-rail. O-CITY's interoperability feature allows it to integrate the platform through open APIs with other transport services, merchants, or partners for an even better cross-sell of products and increase of revenue flows.



ONLINE BOOKING RESERVATION PLATFORM

With an online booking reservation platform from O-CITY, rail commuters can navigate a user-friendly interface to find their preferred route for any journey. They can also instantly purchase tickets online that are available in the form of a QR-code.

- Search for rail through route number
- Set search date intervals
- Various filtering options
- Multi-language interface

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MOBILE APPLICATION FOR PASSENGERS

O-CITY drives journey transparency and offers a mobile application to commuters. A modern whitelabel mobile application can be downloaded through Google Play or the App Store and easily used by passengers on all O-CITY connected routes. The functionality includes:

- Purchase tickets through the app
- Choose seat on the train
- Upgrade seats and tickets to a more • comfortable class
- Check ticket availability and rail timetables
- View information on the journey •
- Link payment card to the application to use • it to pay
- Manage data inside the application •
- Customise the app to own preferences •



SUBSIDIES AND QUOTAS MANAGEMENT

Managing segments and ticket quotas and creating special arrangements for social segments and VIPs are quick and easy with O-CITY. The platform provides rail operators with an accessible interface for managing quotas and setting up limits of seats per rail or specific wagon. Comfort and functionality in business process management;



OPERATOR WEB PORTAL



O-CITY provides a convenient web portal for operators, giving them a full view of business operations. The solution allows real-time insights and reports based on the captured passengers data, rail coaches usage, historical journey analysis, and more. The solution provides competitive data processing and analytics advantages to rail operators, by connecting all devices into an open unified manageable network, which does not end on validators or turnstiles. The user of the platform can integrate with smart city tools, such as various data capturing sensors, third-party applications, and other partners to create an even more data-rich profile of its commuters. The web portal for rail operators provides the following functionality.

- Add and gather information on routes
- Analyse passenger information
- Configure pricing policy
- Configure seat sales policies by quotas management
- Manage the business models with the agents by configuring the agent fees
- Build scheduling for separate rail fleets
- Manage and customise coaches
- Support of multiple languages
- Customise and segment seats
- Create commuter data reports
- Export reports in various formats

ENHANCED VALIDATION

O-CITY extends the number of journey validation methods, adding digital, contactless means to it. Commuters no longer need to wait in line to board the rail with a paper ticket, but instead can validate it on an automated turnstile or through scanning a ticket QR-code. The inspectors may use a dedicated mobile app or portable device to perform ticket validation on the train, which improves passenger experience, reduces time in transit and boarding time, and eliminates free-rider problems.



TURNSTILE.

The passenger taps their card on the turnstile for access and disembarkation at their destination. The O-CITY system registers the passenger's departure station and terminal station, automatically applying the tariff set by the railway service provider for the given journey or set of journeys over a specific time period. The possibility of using journey tariffs makes the service more transparent for the commuter and easily manageable for the service provider.



PORTABLE VALIDATOR.

Commuters can pay for their journey by using a portable validator, which is held by the inspector or conductor to validate the ticket and journey. When the commuter taps their card on the terminal, a request is made to the O-CITY system. The inspector/conductor controls the payment process and receives confirmation of its completion by entering information about the departure station and the destination station, setting the fare for the journey.



MOBILE APPLICATION.

Passengers can pay for their journey using the O-CITY mobile application, which can be linked to their bank card. The user can purchase an electronic travel ticket through a mobile application and then use the cheque or bar code to validate it with the terminal or inspector. Passengers can also buy an e-ticket that is registered in a mobile application through a web portal or a self-service kiosk.

TICKET VENDING MACHINE.

O-CITY provides the functionality of ticket sales using ticket vending machines or the integration with the existing available terminal agent networks. This allows commuters to perform a search for convenient rail routes and tariffs at a station but before boarding the train.

ENHANCED VALIDATION

For years railways have connected nations with cities, businesses, and people. Railways have changed over the years. So have commuters, who have new expectations, they want a high-tech, high-touch experience using contactless, instant, and innovative services, breaking away from cash, paper tickets, and queues.

The O-CITY solution combines all the necessary functionality for controlling and paying for journeys, allowing operators to expand the number of payment methods available for the end user as well as make their services more available, extending the number of points the payment can be made through.



QR CODE OR E-WALLET.

Users of the system can pay for a journey with an electronic wallet, which is replenished through a web portal or via a mobile application. To accept payment, the system generates a unique QR code for the user, which is either scanned at the turnstile validator or at the portable validator of the train inspector/conductor.

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BANK CARD.

The solution extends accepted payment methods for commuters, allowing payments to be made with a plastic card, such as Visa, Mastercard, CUP, JCB, AMEX, or local schemes. Plastic cards are accepted with a single tap on the validator.

WEARABLE (NFC, BLE).

Wearables have become a great part of our life and their influence continues to grow. O-CITY integrates wearables into commuters daily journeys by allowing them to pay with smartwatch, RFID compatible, NFC, or BLE devices. Passengers can make payments by tapping the device, key fob, or anything else onto the terminal. The ability to accept NFC and RFID device payments significantly increases commuter satisfaction.



TRANSPORT CARD.

O-CITY is an open-loop system with a hybrid technology. The platform can be configured to accept not only open loop cards (such as bank-type payments) but also letting transit operators issue closed-loop transport cards. This means that payments can also be made using a card issued by the transport provider themselves.

CASH.

With O-CITY, commuters still have an option to purchase e-tickets with cash in self-service kiosks, through agent networks, or at operator terminals and cashiers.

PLATFORM FUNCTIONALITY



The O-CITY solution allows rail operators to combine modern methods of payment, supporting all the infrastructure required to provide the passenger with convenient services and the rail system operator with control and management of all processes related to payment.

- Portal for centralised platform management
- Transaction processing
- Management of cards and accounts
- Rates management
- Notification generator
- Settlement and clearing
- Loyalty management
- Distribution and accounting of government subsidies for socially vulnerable categories of passengers
- Pivot tables and reports
- Customer support
- List management
- Fleet scheduling
- Coach seat maps design
- Fare/tariff management tools
- Route/stops planning tools
- Concession rules
- Quota management
- Ticket Agents management
- Fraud prevention
- Easy scalability of the service
- Mobile application for consumers
- Various payment methods
- Hardware agnostic
- Open-loop technology

You can learn more about the platform, its functionality, and benefits from the O-CITY brochure for transport operators.







Scan the QR code and visit our website for further information on **www.o-city.com**