



# Account-Based Ticketing

Account-based travel authorizations for lean processes and simple ticketing in public transport



- Cost effective for transport companies, convenient for customers
- Travel authorizations stored directly in the customer's account in the back-end system
- Ticketing made as easy: contactless payment via smartphone, debit or credit card
- Can be used with or without customer registration, thanks to an integrated payment function and on-the-fly account generation
- Automatic price calculation, debiting and invoicing in the back-end system
- Increase sales with occasional customers and issue low-cost chip cards to subscription customers who value flexibility
- Forward-looking and scalable as required thanks to modular design
- No knowledge of fares required, easy access to public transport for all customers

## Simplified Ticketing – Flexible Journeys

Account-based ticketing (ABT) simplifies payment by allowing customers to simply check in and out again at their destination. Thanks to best-pricing (fare capping), transit agencies automatically calculate the cheapest fare for their customers. Whether it's a one-way trip, a day trip or regular journeys to work, ABT ensures satisfied customers because they don't have to worry about fare zones or getting the best ticket for their travel needs. And since customers can board and get off on demand, the hurdle for adoption is lowered, especially for occasional trips. This means that public transport becomes attractive to new target groups,

thus generating additional revenue for transit agencies. At the same time, the cost of season tickets is reduced. Subscription customers can be issued simple ID cards, doing away with the need for expensive chip cards. The back-end system documents all journeys in the customer's account and invoices them. The bookings and price calculations are transparent for both the customer and the transit agency at all times. If the ID is lost, the travel authorization does not expire, but continues to apply, because the travel authorization is linked to the account rather than being stored on portable ID media.

# Lean Processes with Account-Based Ticketing

Automatic pricing, billing and evaluation simplify sales processes, reduce customer service costs and provide information on usage behavior, making it easier to plan the transport offering.

## EMV, ID and Account-Based Ticketing

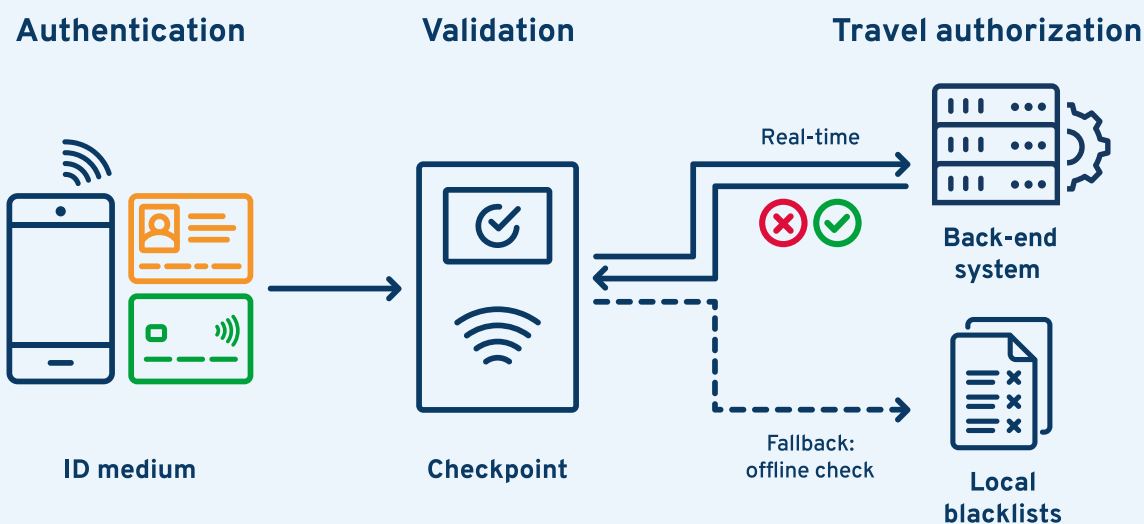
With account-based ticketing, the customer's travel authorization is not printed on paper or stored on a card. Instead, it is linked to a customer account in the back-end system. As a rule, customers use an ID that they hold up to a reader, and the payment method is stored in the account.

A simpler variant is EMV-based ticketing, which is a contactless payment option. Using the open-loop method, customers can pay conveniently with their wallet app on their smartphone or via credit/debit card without the need for registering an account with the transit agency. The identification medium can also be used as a means of payment for ID-based ticketing: either based on the open-loop method or via closed loop with a card issued by the transit agency. ID-based ticketing and EMV ticketing thus optimally complement ABT by offering convenient payment and authentication options.

## From Software to Hardware – Everything from a Single Source

Account-based ticketing relies on highly integrated hardware and software for issuing and validating travel authorizations in real time. Validators in the vehicles read the customer's ID and communicate with the account in the back-end system to issue tickets and bill journeys automatically.

With the customized solution from INIT and HanseCom, a wholly owned subsidiary of the INIT Group, transit agencies can unlock their comprehensive know-how and project experience with account-based ticketing systems. The INIT validators and the sales back-end system from HanseCom have proven themselves in numerous projects across the globe. Benefit from perfectly coordinated processes, satisfied customers and boosted sales.



**Quick and easy: How the travel authorization is verified**