Plan, Book, and Pay in a Smart City
Bytemark: Delivering Integrated Mobility Solutions

- Mobile Ticketing
- Payment Systems
- Electronic Validation
- Virtual Fare Media
- Trip Planning
- Traveler Relationship
- Demand Response
Our Vision
The Transit Network – more than just last and first mile
One traveller – different preferences

Family

Vacation

Business
The Transit Network – Our holistic view

- Public Transport
- New/Shared Mobility
Integration of as many Transport Options as possible

Public Transport

Individual Transport

New Mobility
The Algorithm considers the complete network
What are criteria?

Environment

Travel Time

Stability

Price

Comfort
The Algorithm for Different Routing Options

- **Complete Network**
- **Holistic view**
- **More Alternatives**
- **Guaranteed best result**
What are the mobility needs of a Smart City?

**Plan**
- Different mobility providers offer their own app, or no app
- Travelers wish to balance cost and convenience when planning their end-to-end journey

**Book**
- Each mobility provider requires a separate user account
- Coordinating multi-modal travel is not seamless

**Pay**
- Single payment
- Settlement with mobility providers
- Supporting the Un-banked
- Supporting Transit benefits
Common Payment System: Launching 1Q 2020

The Smart Columbus solution will provide users with the unprecedented ability to pay for multiple services in from one account.

For Users
- Book a multi-modal journey with a single payment
- Maintain a single user account across all services

For Merchants
- Provide payments system
- Fraud detection and prevention
- Calculate and route payments via settlement driver
Common Payment System

Central user account and payment platform for Smart City Operating System

- Book a multi-modal journey with a single payment
- Maintain a single user account across all services
- Payment system for all mobility operators
Thank you.

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