

Delivering advice on smartcards

We offer our clients market-leading practical advice on smart cards from strategic issues, through funding, specification and procurement, to implementation across both business and technical issues.

The challenge

The introduction of smartcards and the advancement of integrated ticketing across the UK, are transforming passengers' experience of public transport. New technology and improved standards are the key to achieving the goal of integrated information and ticketing in our passenger transport services. However, the transport industry is prone to converting existing systems to smartcard without re-thinking the opportunities and constraints from 'fares and ticketing system' first principles.

How we can help

Our experience is based upon major scheme deployments, combined with our staff's mix of operator, local authority and system supplier backgrounds. We have:

- practical experience in designing and implementing ticketing and smart card systems for bus, train, LRT and ferry services;
- a strong grasp of the interplay between fares policy, fares structures and ticketing systems, including concessionary fares.

Our approach to solving your problems covers:

- business case and funding applications;
- functional specification and procurement processes;
- implementation;
- system evolution and development.



ITSO

We have been the advisor and project manager to ITSO throughout its initial development phase and played a major part in the evolution of the concepts underlying the formal standards. We managed the technical editor process to deliver the written specification for the common data structure and format, applicable to all areas of transport within the UK. MVA currently supports ITSO through advice to clients implementing schemes throughout Britain. We advise the UK Department for Transport (DfT) on smart card standardisation work in Europe and are a member of both ITSO and the DfT-sponsored Transport Card Forum.

National Smartcard ticketing

We provide a hands-on approach to projects at a practical, technical and commercial level and are proud to be involved in the following schemes:

Transport Scotland

We advise the Scottish Executive on the Concessionary Fare and the Transport Application projects for National Free Travel. The aim is to deliver national interoperable smart card ticketing in Scotland and replace or upgrade most of the 7,000 ticket machines owned by bus operators and certain ferry services. We have acted as secretariat for the procurement process and manage key aspects of the delivery to ensure that the ticketing and back office equipment meets the requirements of Transport Scotland and the ITSO specification.

NoWcard

In Cumbria, Lancashire, Blackburn and Blackpool our work for NoWcard helped establish a vision which, through stakeholder consultation, has ensured consensus and partnership.

Our work included a procurement exercise on behalf of partners and operators and the subsequent deployment advice. The scheme has issued cards and implemented a multi-application JCOP30 card in a small ITSO pilot on the route between Blackburn and Bolton.

Wales

In Wales, we advise three of the four regional schemes and the Welsh Assembly Government on ITSO implementation, the first stage of which has been rolling out ITSO capable equipment to local operators. Ongoing development will include smart card roll out and creation of an ITSO back office, which is being procured centrally by Welsh Assembly Government for all regional schemes.

London

In London, working with our partners, we advised on the RouteMap for ITSO / Oyster interoperability. This led to the workbench 'proving' of ITSO products on Oyster cards and the acceptance of ITSO cards on Prestige equipment, including a full-scale bus trial. Separately, we advised on the specification for an interoperable card interface device and on Oyster / ITSO business case inputs.

Yorkshire

In Yorkshire we advised Metro / SYPTE on various aspects of product definition for both concessionary and commercial ITSO smart cards and helped assess submissions during the early stages of the tendering process for the pilot of bus, rail and tram equipment in Sheffield and a scaleable ITSO back office.

