



Delivering Integrated *SMART* Ticketing in a Commercial Environment

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Managing Director – Stagecoach UK Bus

Create the platform

- 100% of fleet equipped
- Commercial SMART products on every bus for every journey
- Online sales
- Delivered to bus
- Xtra
- Multi Operator
- £10m investment



Build the Partnership



STAGECOACH GROUP
greener smarter travel

The medium isn't the product !

Systemonetravel



megarider
longer-term
bus tickets

solo

network
one
travel tickets

£13.50
FirstWeek >

 **PLUSBUS**

STAGECOACH GROUP
greener smarter travel

Benefits of Partnership

- Builds on existing operator and LA investments
- Builds on ITSO
- Optimises retailing offer
- Retains incentive to innovate
- Delivers best price to consumers
- Delivers best value to taxpayers



Create the Vision

- Multi Operator SMART
- All 9 City Regions
- Competitively Priced
- No cost to local authorities
- Including all operators
- By December 2015
- Can add trams, ferries, trains
- Developing 'capping'



Can we deliver ?



ONLY
TIME
WILL
TELL