

## Smart Ticketing Alliance

### Smart Ticketing

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Smart Ticketing is essential in creating seamless mobility across all modes of transport. It provides the permission to undertake a journey. When multi-modal, cross-border travel information, payment and ticketing come together, the circle can be closed, e.g.: when there are service disruptions, a journey can be redefined in real-time and the customer would receive a new itinerary and new permissions to travel using available alternatives.

It is also important to see that ticketing is more than simply payment. It needs to be fully integrated with Journey Planning, Booking, Payment and Real Time information. It may also include other information about reservations, validity and routing, and access to other services.

### Smart Ticketing Alliance

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The STA is established to support the development of interoperable Smart Ticketing. The Founder Members are the smart ticketing organisations in Germany (VdV ETS), UK (ITSO), France (AFIMB) and the Calypso Networks Association, together with UITP (International Association of Public Transport).

The STA builds consensus on defining the Business Processes that support Open and Published Specifications for the interfaces between information, payment and ticketing.

The STA is an international non-profit distributing association under Belgian law (AISBL).

To join and support the Smart Ticketing Alliance, please fill in and return the last page of this invitation.

Further information about the STA including the Statutes, Regulations and work plan can be found at: **[www.smart-ticketing.org](http://www.smart-ticketing.org)**.

## Vision for the STA

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*The Customer can seamlessly travel electronically on their chosen journey linking with their preferred payment mechanism and accessing timely information.*

*For the PT Operator there is an open and integrated platform available for planning, retailing, distribution, ticketing covering all mobility services.*

*For the STA there will be a single representation for the business requirements of smart ticketing providing technical solutions to all stakeholder needs.*

## Goals of the STA

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*The STA will manage the transition from existing standalone ticketing schemes to one where:*

- *The customer seamlessly undertakes and receives information on their journey.*
- *The customer selects their preferred device*
- *The STA gives all stakeholders a common open interface between information and ticketing in the broader ecosystem*
- *The STA defines the links between information and ticketing*
- *The STA provide a single representation for the business processes of smart ticketing*

## Core Values of the Smart Ticketing Alliance

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- *The customer participates in the choice of technology to plan, pay and undertake their journey*
- *The PT Operator can access new technologies and opportunities to serve the customer*
- *Open Standards will be used to implement Business Plans in an integrated and interoperable manner*
- *All Stakeholders can be assured of their Data Privacy and Security*

## Strategic Objectives of the STA

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- *To set the BUSINESS RULES for standardisation of Smart Ticketing and integration with journey planning, payment, distribution and real-time information. Oversee the setting up of TECHNICAL SOLUTIONS*
- *CERTIFY components and devices for use across schemes and modes*
- *AUDIT compliance against Business Rules*
- *Provide a SINGLE POINT OF CONTACT and REPRESENTATION for PT to external bodies on Smart Ticketing Business Rules*

# Invitation to join



## STA Membership Application 2018

I have taken due notice of the Smart Ticketing Alliance Statutes, Regulations and Membership conditions listed on the STA web site and wish to apply for the following category of STA membership for the year 2018. Please tick the appropriate category:

- Full Member Cat. 1 (regional, national or international public transport smart ticketing organisations)
- Full Member Cat. 2 (smaller public transport smart ticketing organisations)
- Associate Member (other organisations). Cat 1 (yearly turnover above 1 mill €)
- Associate Member (other organisations). Cat 2 (yearly turnover below 1 mill €)

Name of Organisation or company:

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Representative:

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Alternative Representative:

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Contact details:

Address:

Tel:

e-mail:

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Name, Signature and date

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