

# Mobile ticketing

Meeting growing consumer expectations for user-friendly services.



## Major challenges

- Establishing the strategy to deliver exceptional user experience in line with business goals.
- Selecting suitable fare media technologies (NFC, HCE, EMV®, Barcode...) to align with mobile phone acceptance expectations.
- Analyzing the impact on data privacy and cybersecurity management.
- Optimizing the system integration with legacy ticketing systems.
- Managing continuous improvements through quality assurance and deploying new features.

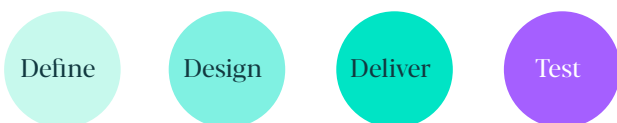
## Who we help?

We support public transport authorities, public transport operators, system integrators, solution vendors, standardization bodies and payment service stakeholders with our end-to-end services.

## Key benefits

- Identify the added value mobile ticketing can bring to customer relationships.
- Select and qualify the most suitable fare media to interact with your existing ticketing infrastructure.
- Protect your customers' privacy data by complying with the latest regulations.
- Coordinate complex deployments with stakeholders to meet your business objectives.
- Secure the mobile ticketing roll-out with a proven testing strategy and field testing.

Fime can help you at any stage of your project lifecycle.



## Market context & trends

In the smartphone economy, many businesses use mobile applications to reach digitally native users. This allows them to provide remote services, creating customer intimacy and loyalty.

The ticketing and payments industry uses complex technologies such as contactless smartcards to deliver outstanding performance. Such technology can be replicated on a smartphone, however harnessing NFC compatibility can be challenging.

Digitizing a legacy ticketing system requires a planned, scalable approach to upgrading functions and fares through a cyber-secured deployment.

Our wealth of expertise in contactless payments, ticketing and telecoms means we can help you implement an outstanding mobile ticketing experience.

## What we offer

### Vendors

- Standards integration
- Test data management
- Fare media interface functional testing (NFC, HCE, Barcode, Bluetooth, EMV...)
- GiantPay integration and field testing for transit
- Integration and end-to-end validation with third party systems

### Public Transit Authorities and Operators (PTAs/PTOs)

- Strategic functional roadmap
- Standards selection
- Fare media selection and qualification (NFC, HCE, Barcode, Bluetooth, EMV...)
- Fare migration strategy
- Cybersecurity assessment



## Why Fime?

We help you balance business considerations with end-customer needs.

- **Focusing on customer experience.**

Our experienced consultants have led multiple demanding projects to completion to ensure maximum end-user satisfaction.

- **A-Z implementation guidance.**

Our consultants guide you through the implementation of new technologies, from choosing the right solutions right through to successful roll-out.

- **Implement any form factor.**

Our extensive technical knowledge helps us implement any contactless technology. Our experts have a deep understanding of secure elements, HCE-based NFC, tokenization, QR and more.

## Contact

To learn more about how Fime can help your business:

[fime.com](https://fime.com)

[sales@fime.com](mailto:sales@fime.com)

F-E-SMMT-AB  
Mobile ticketing.

© Fime 2023