

DATAMATICS

**AUTOMATED
FARE COLLECTION
SOLUTIONS**

AFC SYSTEM FOR SHRI MATA VAISHNO DEVI SHRINE

Digital solutions for contactless ticketing

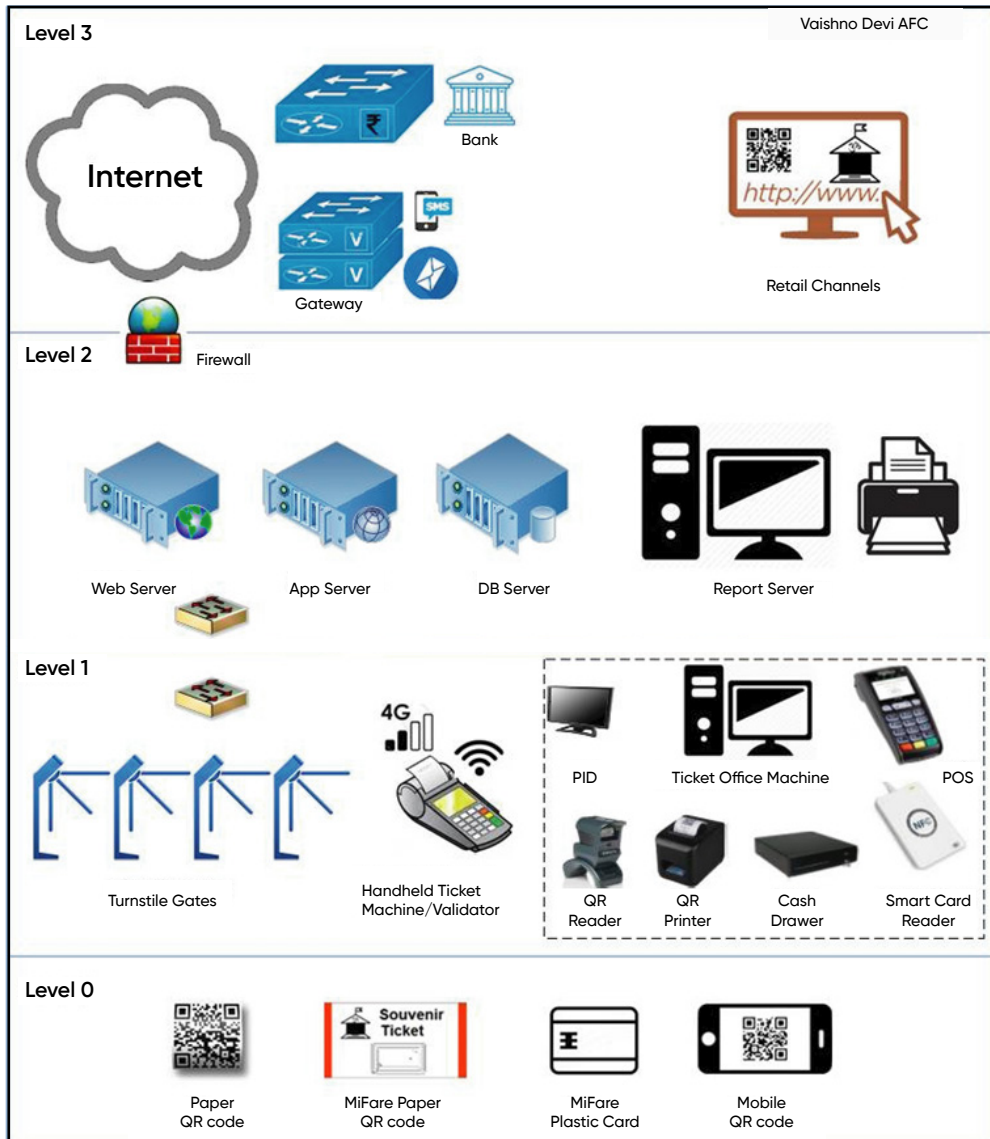




Shri Mata Vaishno Devi Shrine Board (SMVDSB) at Katra, Jammu & Kashmir, the trustees of the Shri Mata Vaishno Devi temple, wanted a state-of-the-art Automated Fare Collection System (AFCS) to be installed for the ropeway between Shri Mata Vaishno Devi Bhawan (Near Manokamna Bhawan), Bhairon Temple, and Niharika Bhawan. At peak seasons, the ropeway expects a footfall of 800 devotees per hour. SMVDSB wanted a robust AFCS along with turnstile gates to manage the ticketing of this traffic.

DATAMATICS IMPLEMENTS TRUFARE, AFC SYSTEM FOR SMVDSB

With an extensive experience of working with leading AFC system integrators in Europe, USA, and Asia Pacific, installing front-end AFC systems, and setting-up back-end server operations, Datamatics has installed **state-of-the-art AFC System, TruFare** with **Contactless Smart Card technology**, for **SMVDSB**. Following overview diagram depicts the system architecture for the project:





Fare media used are -

- Contactless Smartcard (CSC)
- Contactless Smart Tickets (CST)
- QR Codes/ Paper tickets
- QR Codes/ Mobile ticket

Fare media is checked at entry gates only. Secure keys and validation checks are used to eliminate fraud. Tickets are issued on fare media from Ticket Office Machine (TOM), handheld devices, and internet website. **Tickets on fare media are validated through automatic gates and handheld devices.**

BUSINESS IMPACT OF AFC ON ROPEWAY

- >> Automated the fare collection process for a pilgrimage route, which has a high traffic in peak seasons
- >> Reduced waiting time in queues for ticket booking to support increasing footfall
- >> Restricted access to only authorized persons, who have purchased the valid ticket
- >> Prevented fraud in revenue collection or double access entry on same ticket
- >> Established a future-proof and scalable AFC system to handle 10x higher pilgrim load

KEY AWARDS & RECOGNITIONS



Datamatics named as 'Leader' in IAOP 2021 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics recognised at UN Global Compact Network India Innovative Practices Award "Women at Work" 2020



TruBot recognised at Gold Stevie Award 2020 for 'Sales & Customer Service'



TruCap+ wins People's Choice Stevie Award 2020 for 'Favourite New Products'



Rail Analysis India Award 2020 & 2019 for Automated Fare Collection technology



MRSI Golden Key Award 2019 for 'Best Business Impact through Analytics'

ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit www.datamatics.com

FOLLOW US ON



© Copyright 2022 Datamatics Global Services Limited and its subsidiaries (hereinafter jointly referred as Datamatics). All rights reserved. Datamatics is a registered trademark of Datamatics Global Services Limited in several countries all over the world. Contents in this document are proprietary to Datamatics. No part of this document should be reproduced, published, transmitted or distributed in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, nor should be disclosed to third parties without prior written approval from the marketing team at Datamatics.

website: datamatics.com | email: business@datamatics.com