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Data to Intelligence

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Tru**Fare**
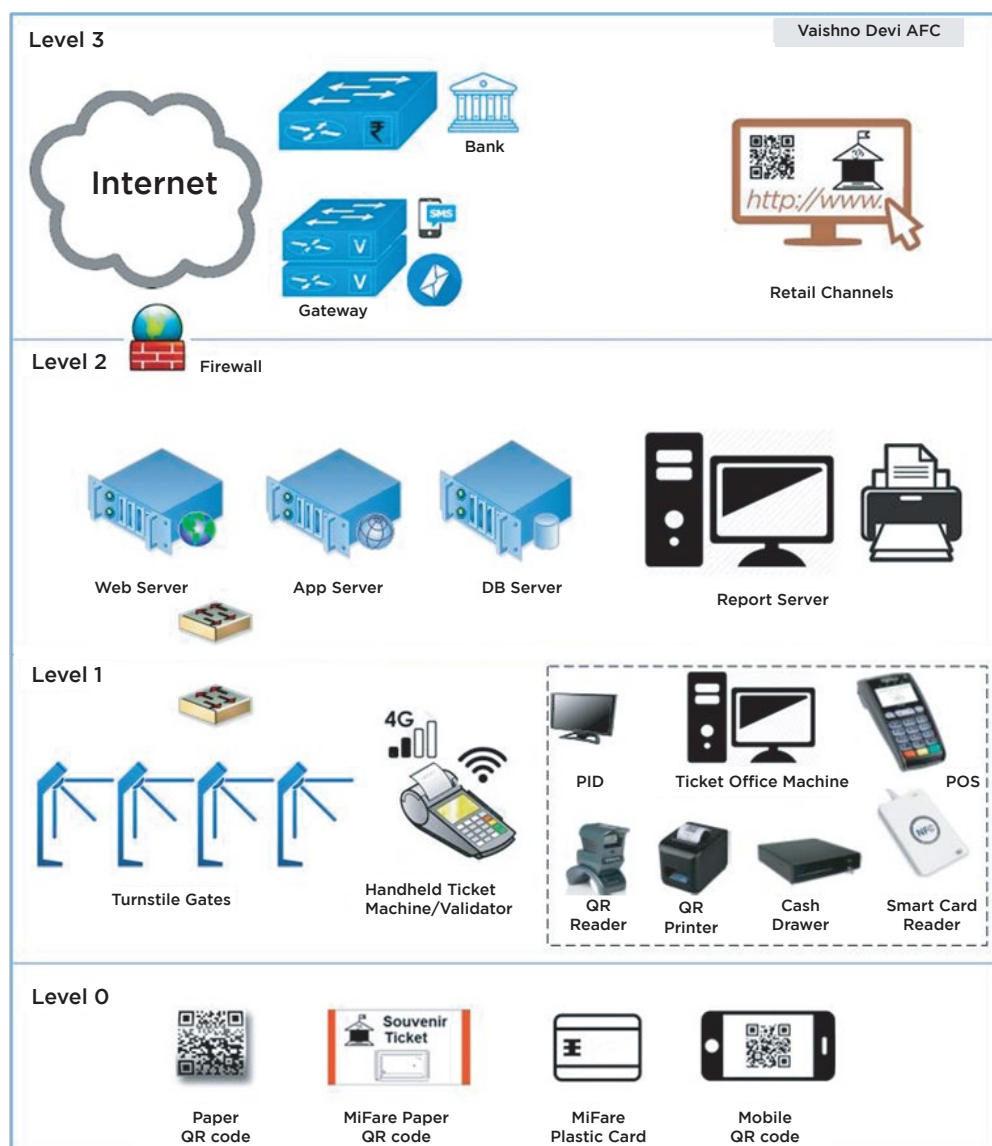
AFC SYSTEM FOR SHRI MATA VAISHNO DEVI SHRINE

- Automated fare collection to support increasing footfall of devotees
- Restricted access to only authorized personnel with valid ticket/pass
- Prevention of fraud and revenue leakage even in peak seasons

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 **TruFare, state-of-the-art AFC System** with **Contactless Smart Card technology,** for **SMVDSB**. Following overview diagram depicts the system architecture for the project:


Vaishno Devi AFC

Level 3

Internet

Bank

Gateway

Retail Channels

Level 2

Firewall

Web Server

App Server

DB Server

Report Server

Level 1

Turnstile Gates

Handheld Ticket Machine/Validator

PID

Ticket Office Machine

POS

QR Reader

QR Printer

Cash Drawer

Smart Card Reader

Level 0

Paper QR code

MiFare Paper QR code

MiFare Plastic Card

Mobile QR code

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
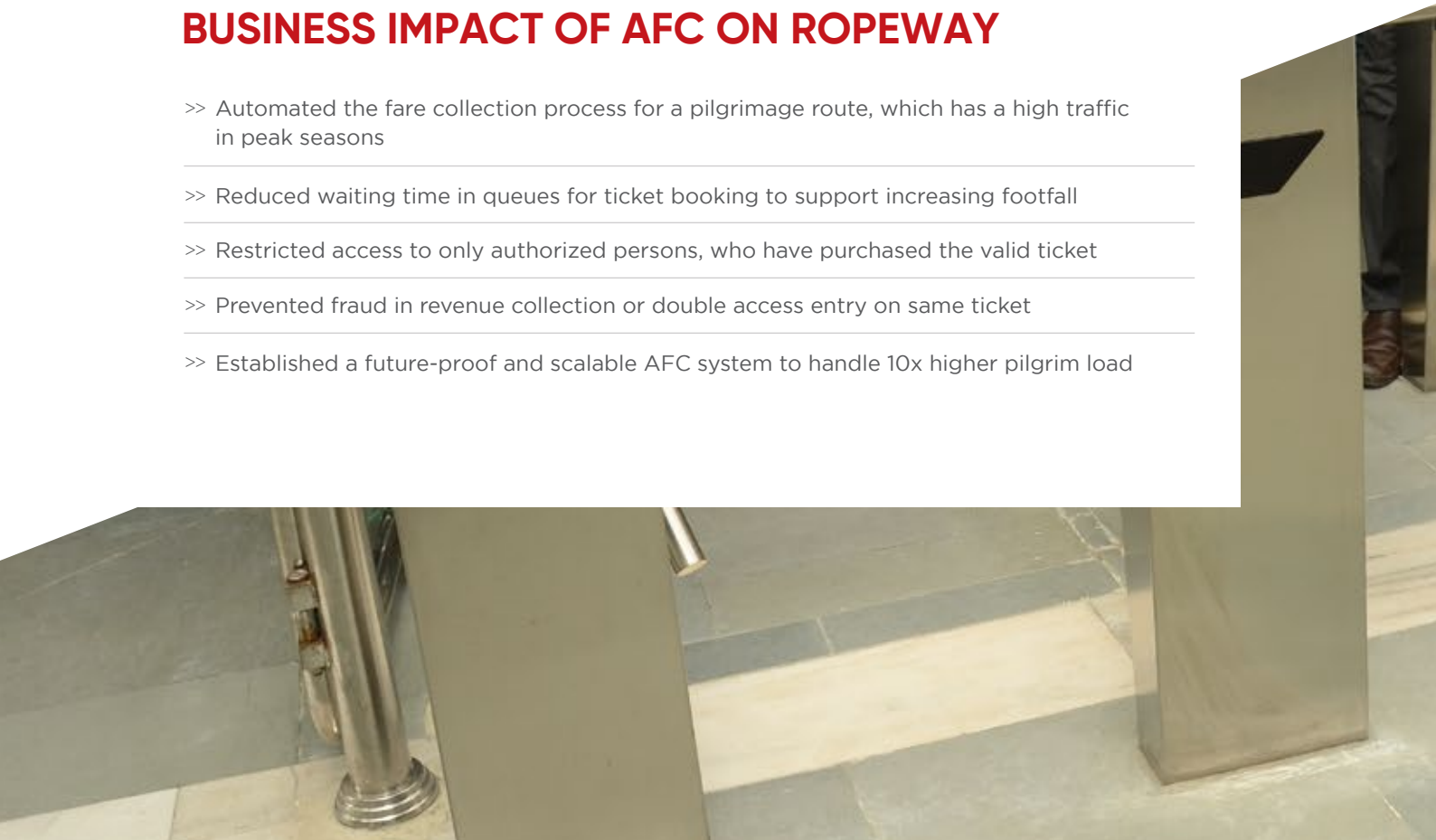
KEY AWARDS & RECOGNITIONS

Gartner Peer Insights Customers' Choice 2019 for Robotic Process Automation

2019 IBM Asia Pacific Excellence Award for Top Transformation Business Partner

Features in IAOP 2019 Global Outsourcing 100 List of the world's best outsourcing providers

Gold Stevie Award 2019 for Robotic Process Automation

Rail Analysis India Awards 2019 for Automated Fare Collection technology

CIO Choice 2019 Recognition for Robotic Process Automation

ABOUT DATAMATICS

Datamatics is a technology company that builds intelligent solutions for data-driven enterprises to improve their productivity and customer experience.

The company portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics, which are powered by Artificial Intelligence.

Datamatics also has established products in Robotic Process Automation, Advanced Analytics, Business Intelligence and Automated Fare Collection. Datamatics services over 550 clients across diverse verticals including Banking & Financial Services, Insurance, Manufacturing, Transport, Travel & Hospitality, Media & Publishing, Retail, and e-Commerce. Headquartered in Mumbai, the company has strong presence in the USA, Australia, Asia, Europe, and the Middle East with global employee strength of 10,000+.

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