



DATAMATICS
TruFare

**AN END-TO-END AUTOMATED
FARE COLLECTION SYSTEM FOR
RAPID TRANSIT SYSTEMS**



- Multi-channel and multi-modal ticketing and transit interface
- State-of-the-art contactless card-based fare collection system
- Web presence that is accessible using a mobile application

The proliferation of mass rapid transportation systems (MRTS), such as metro rails, bus rapid transit systems, and light rails have resulted in unprecedented passenger volumes. This changing business scenario has generated the need for next generation, smart automated fare collection (AFC) systems. The ever demanding millennial generation is ready to embrace and use the evolving technologies, such as near field communication (NFC), mobile ticketing, open loop (bank card - credit/debit), and account based ticketing solutions. Also the increasing footfall and the changing pace of technology require that the AFC system

is future-proof and scalable. Datamatics' TruFare is an AFC platform, which not only accommodates traditional closed-loop fare collection function utilizing contactless smartcards built with proprietary products but also integrates very well with any open-loop middleware. The TruFare APIs make the platform extensible, allowing integration with other ticketing modules such as QR Code server and third party specialized systems. Moreover, the use of open APIs in the TruFare platform ensures that it is open to integration with new third party solutions, which might be required for business-specific purposes.

VALUE PROPOSITION

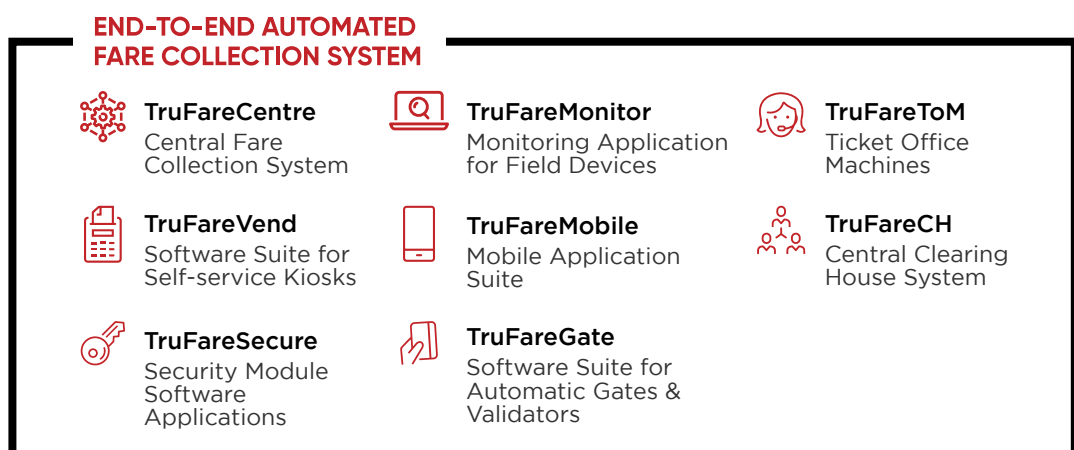
- >> Modular system which is interoperable with most technology platforms
- >> Scalable, flexile, and future proof system

KEY FEATURES

- Use of smart gates with the ability to handle ticketing media based on emerging technologies such as NFC (Near Field Communication) and EMV (Europay, MasterCard, and Visa) readers supporting MIFARE cards, tokens, NFC phones, and EMV cards
- Datamatics' PoS compatible with new age payment media such as third party independent mobile wallets, EMV and Rupay payment modes for open loop banking cards, account based ticketing, etc.
- Robust ticketing back-end with resilient multi-tier architecture

DATAMATICS TRUFARE : AFC SOFTWARE SUITE

Delivered a total cumulative experience of more than 125 man years



WHY DATAMATICS?

- >> Over 25 years of experience in design, development, integration, and deployment of comprehensive AFC and ICT solutions in India and across the globe
- >> Expertise in the high-end technologies required for massive scale integration and deployment of an end-to-end AFC system in Build-Operate-Transfer (BOT) mode
- >> Two decades of experience in developing highly scalable AFC systems
- >> Expertise in deploying cutting edge technology solutions and future-proofing the infrastructure set-up

SUCCESS STORIES

Shri Mata Vaishno Devi Shrine

AFC systems deployed on an inaccessible route, which is connected point to point via ropeway at the Shrine, to support a heavy footfall in peak seasons

AFFILIATED SOLUTIONS

- **Smart Maintenance App:** Maintenance is one of the critical aspects of transit operators' job as keeping the asset operational is key for their business. Mobile-based Smart Maintenance App allows the operations team to quickly report issues using the smartphone app along with a photograph of the defect directly from the field. The maintenance supervisor views the comprehensive issues report in real-time on his smartphone and assigns the tasks to the appropriate staff members from the smartphone itself. The maintenance staff resolves the issue and reports the resolution status along with a photograph. The maintenance supervisor verifies the status of the defect through his app. This app helps to take the digitization of the entire maintenance process using smartphones to the next level.
- **Augmented Reality (AR) powered Trainer App:** The AR Trainer app detects the device or subject in the Camera view finder and smartly pinpoints particular part of the device in real time & super imposes instructions and steps to use / train.
- **Augmented Reality (AR) Powered Advertisements:** Transport operators are always looking forward to maximize Non-Farebox revenue. AR-powered advertisements attract the smartphone-savvy young generation leading to increased advertisement revenue. When a passenger points his smartphone camera to a pre-programmed image or brand logo in paper-media or advertisement banner, the app plays an audio-visual advertisement on the smartphone narrating the brand highlights. The solution also enlivens the brand logo as a 3D hologram.

RECOGNITION

Recognized as Technology Partner for Global Transit Revenue Systems for its number of AFC contributions across the world by ITP Publishing, Dubai



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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