

DATAMATICS

**AUTOMATED
FARE COLLECTION
SOLUTIONS**

AFC SYSTEM FOR SHRI MATA VAISHNO DEVI SHRINE

Digital solutions for contactless ticketing

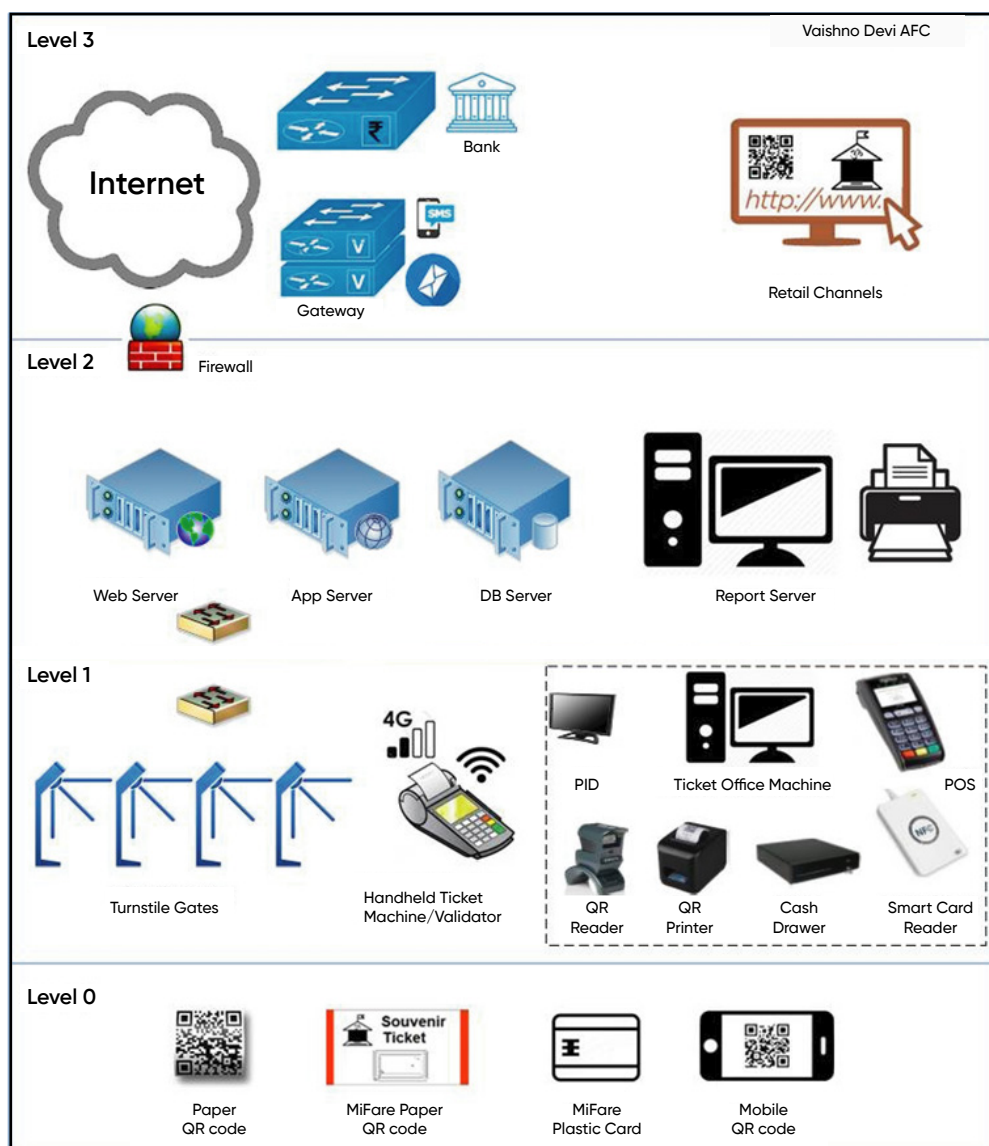




Shri Mata Vaishno Devi Shrine Board (SMVDSB) at Katra, Jammu & Kashmir, the trustees of the Shri Mata Vaishno Devi temple, wanted a state-of-the-art Automated Fare Collection System (AFCS) to be installed for the ropeway between Shri Mata Vaishno Devi Bhawan (Near Manokamna Bhawan), Bhairon Temple, and 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:





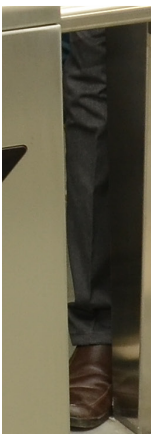
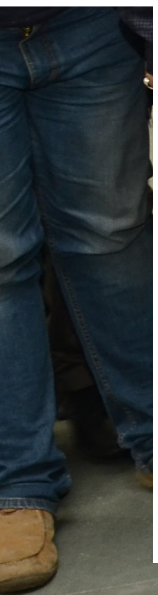
Fare media used are -

- 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 TruBot and TruCap* won Silver and Bronze Awards at the Asia Pacific Stevie Awards



Datamatics TruCap* won People's Choice Stevie Awards at the American Business Awards 2020



Datamatics recognized in the IAOP 2020 Global Outsourcing 100 List of the world's best outsourcing providers



Datamatics TruBot wins Gold Award at the Stevie Awards for Sales & Customer Service 2020



Datamatics wins the Rail Analysis India Award 2020 for Automated Fare Collection technology



Datamatics TruAI wins Gold Stevie Award at the American Business Awards® 2020

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

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