DATAMATICS®
Data to Intelligence

DATAMATICS
TruFare

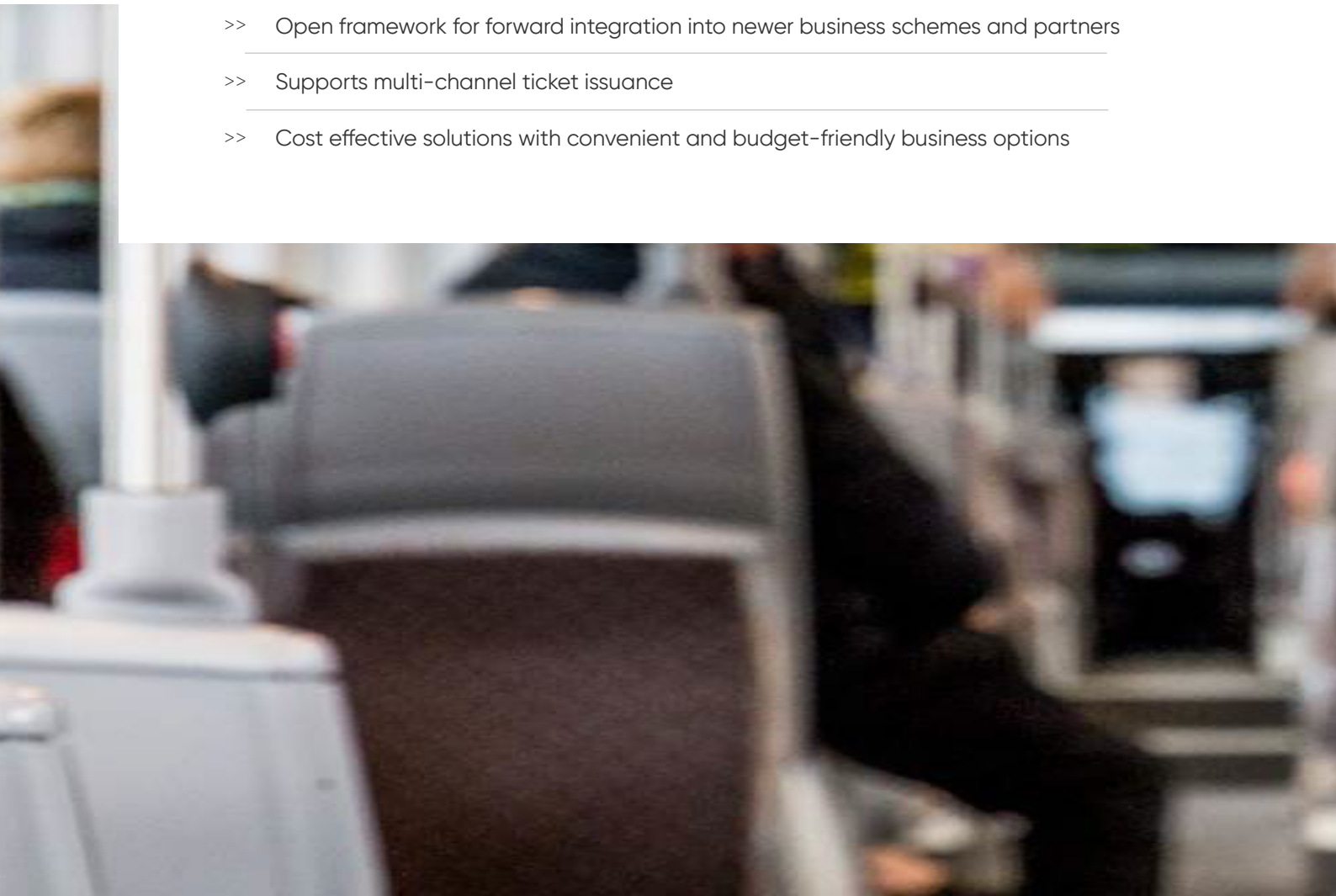
DATAMATICS MOBILE AND CONTACTLESS TICKETING SOLUTION

Enabling transit amidst social distancing

Revenue Assurance has always been a daunting task for transit agencies. Without automation, the cash transaction flow from collection to reconciliation often leaves room for improvement. Cash flow automation is the key towards better budgeting, planning and predictability. Besides, the recurrent outbreaks of contagious disease that put the riders, transit personnel, and agencies at risk mandate minimal contact during transactions. As a case in point, during the COVID-19 pandemic, transit agencies had to suspend fare acceptance from riders and the passenger community to fulfill the statutory mandates that resulted in losing out on a major portion of revenue collection.

Datamatics solution for automated fare collection is now more relevant than ever. The rapidly deployable mobile ticketing provides a contactless solution that is smart, scalable, reliable, customizable, and easy to integrate with the existing infrastructure. Datamatics Mobile and contactless Ticketing offers:

- >> State-of-the-art, future-ready, scalable, and cloud-based mobile and contactless ticketing solution
- >> Contactless and cash-free operations confirming to physical and social distancing norms outlined by public health agencies
- >> Limited consumable usage enabling lesser personnel contact
- >> Technology options tailored for small, medium, and large transit agencies as well as transit modes
- >> Rapid deployment with readiness of devices and solution
- >> Solution implementation with limited disruption to existing services
- >> Open framework for forward integration into newer business schemes and partners
- >> Supports multi-channel ticket issuance
- >> Cost effective solutions with convenient and budget-friendly business options



DATAMATICS OFFERINGS

The company offers contactless ticketing and AFC solutions, which are minimalistic yet robust at the same time.

Visual Mobile Tickets

- Provides passengers with mobile screens with multiple, visual security features
- Enables quick and easy visual inspection by agency personnel
- Offers security features, which can be updated in real-time from a centrally managed backend support system
- Provides real-time operational insights to the authority

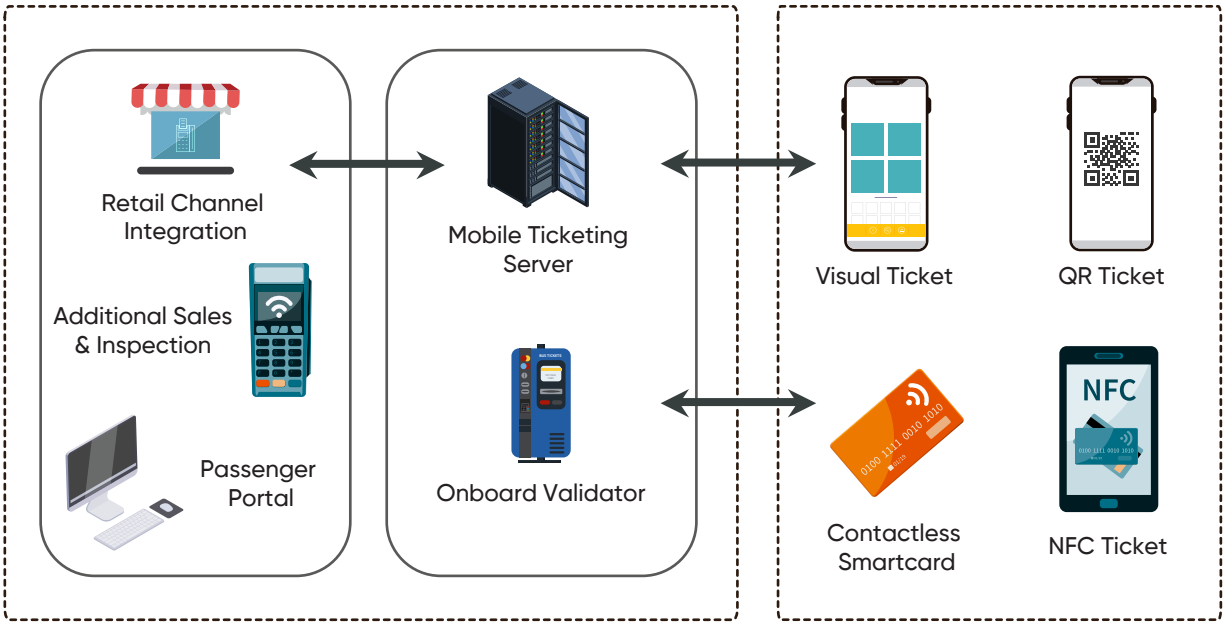
QR Code Mobile Tickets

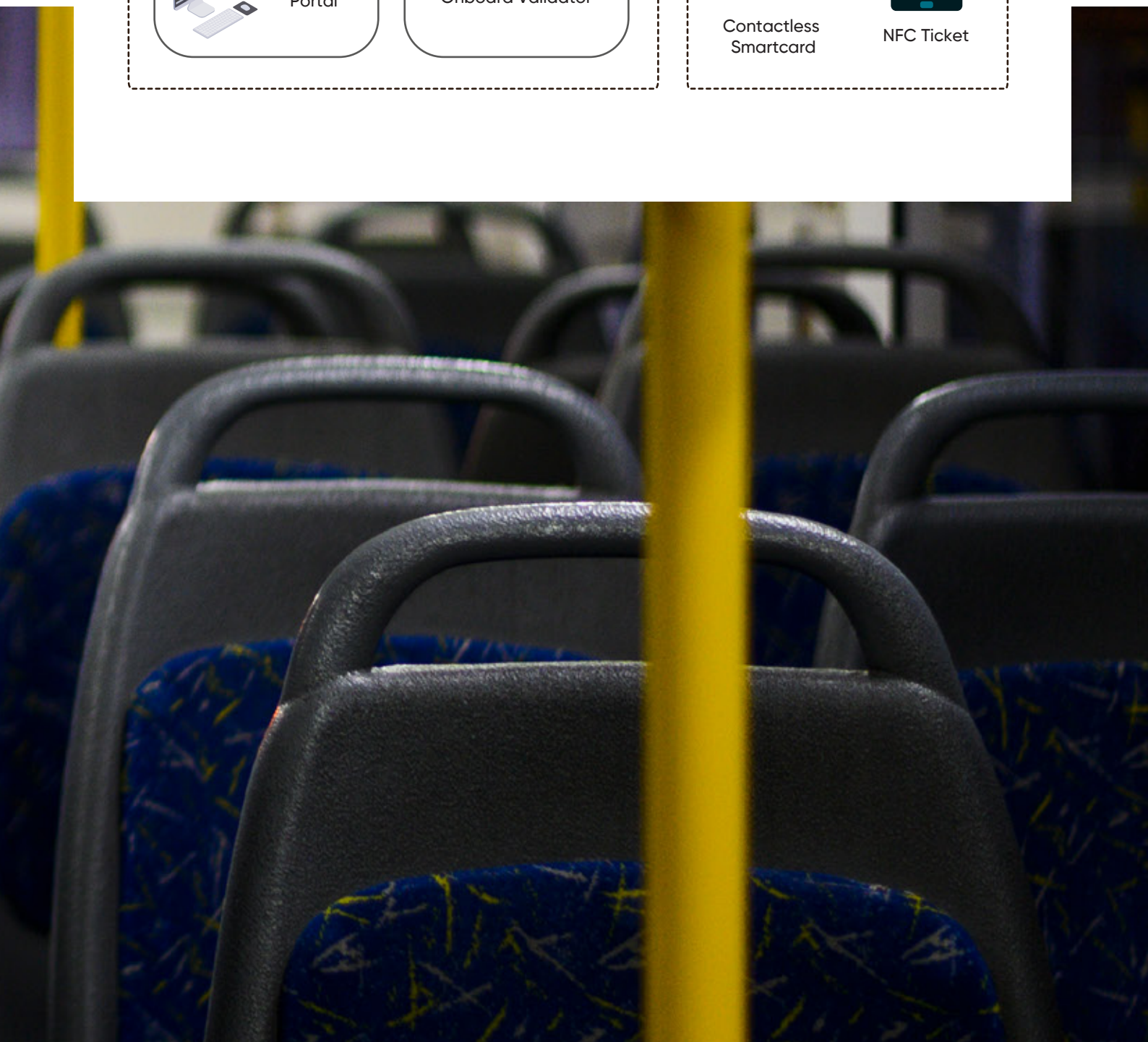
- Offers QR code ticket on passenger's mobile device
- Allows validation of QR code tickets at the entry door of the bus
- Offers an alternative option of displaying minimal visual elements for validation by the driver
- Provides real-time operational insights to the authority

Smartcard and NFC Tickets

- Offers on-board, contactless validation
- Provides an option for sale of contactless fare media through multi-channel post and retail networks
- Offers options for fixed on-board and hand-held contactless validators
- Provides options for account-based and wallet-based ticketing with backend support
- Offers complete online account management for the passengers
- Provides an option for multi-modal transit with interop support across the public transit agency network

TOP-LEVEL ARCHITECTURE





THE DATAMATICS ADVANTAGE

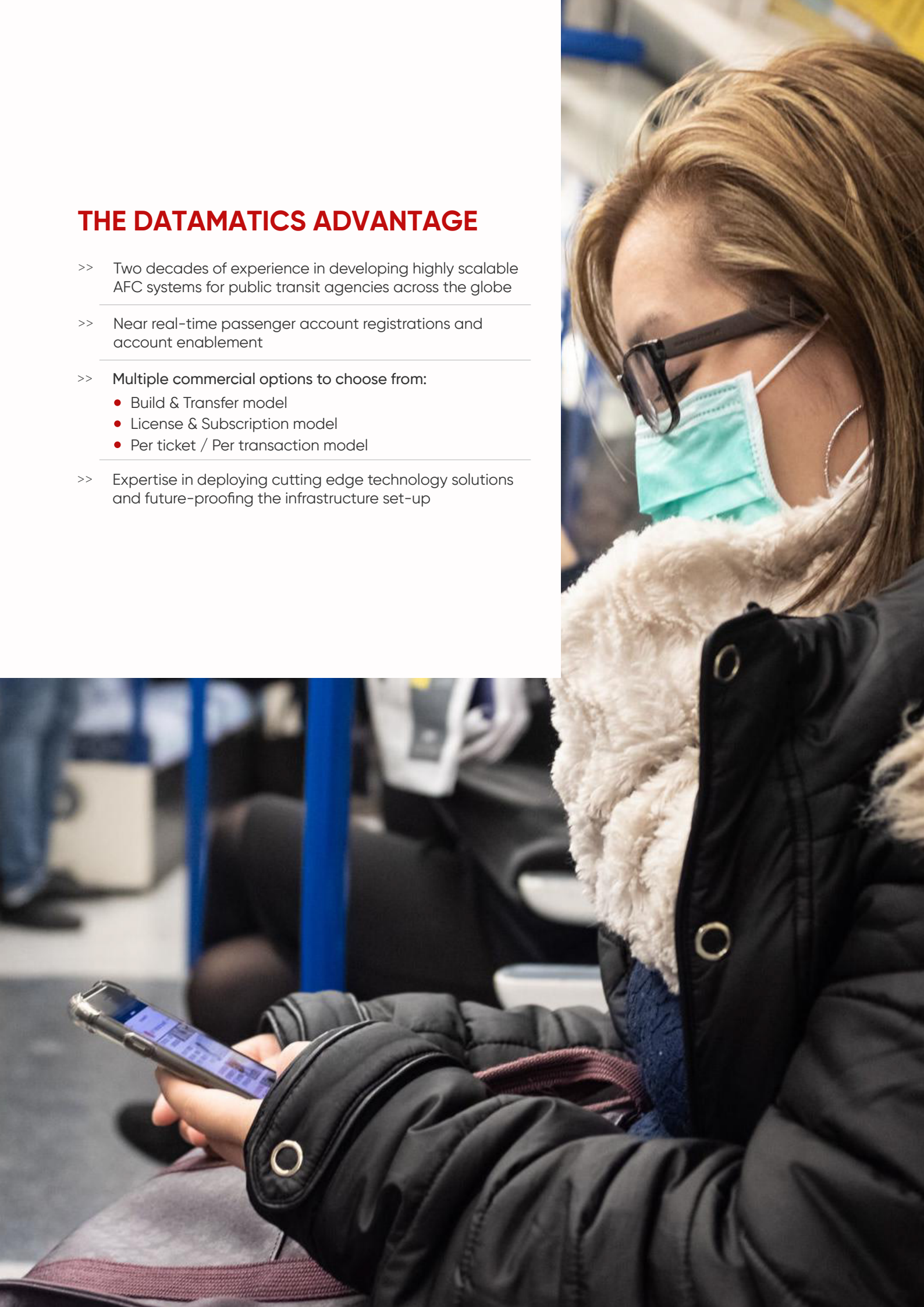
>> Two decades of experience in developing highly scalable AFC systems for public transit agencies across the globe

>> Near real-time passenger account registrations and account enablement

>> **Multiple commercial options to choose from:**

- Build & Transfer model
- License & Subscription model
- Per ticket / Per transaction model

>> Expertise in deploying cutting edge technology solutions and future-proofing the infrastructure set-up



KEY AWARDS & RECOGNITIONS

- Gold Stevie Award at the American Business Awards® 2019 for TruBot
- TruBot recognized in the IBS Intelligence Global FinTech Innovation Awards 2019
- Rail Analysis India Award 2020 & 2019 for Automated Fare Collection technology
- 2019 IBM Asia Pacific excellence Award
- TruBot wins the CIO Choice 2019 Recognition for Robotic Process Automation
- Datamatics features in the IAOP 2019 Global Outsourcing 100 List of the world's best outsourcing providers
- Special recognition at the IMC Digital Technology Awards for TruFare

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 Robotics 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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