



Kollektivtrafikk
foreningen

Wizway
SOLUTIONS



Smart Ticketing

The NFC Mobile ticketing solution

Kollektivkonferansen 2017

Oslo - 02. Nov. 2017

Louis BROSSE CEO, Wizway Solutions



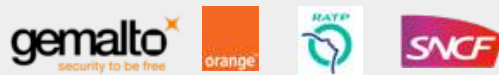
Wizway Solutions, a unique partnership



A UNIQUE PARTNERSHIP

➤ **French Tech Start-up**
founded 03.2016

➤ **Created and backed**
by 4 major transport operators
MNO & security specialists



TO

**Develop customer use
of mobile phones for transport**

By making mobile ticketing

- + Simple
- + Fast
- + Guaranteed
- + Cheap
- + Secure
- + Flexible

Wizway, a hub connecting transport & mobile

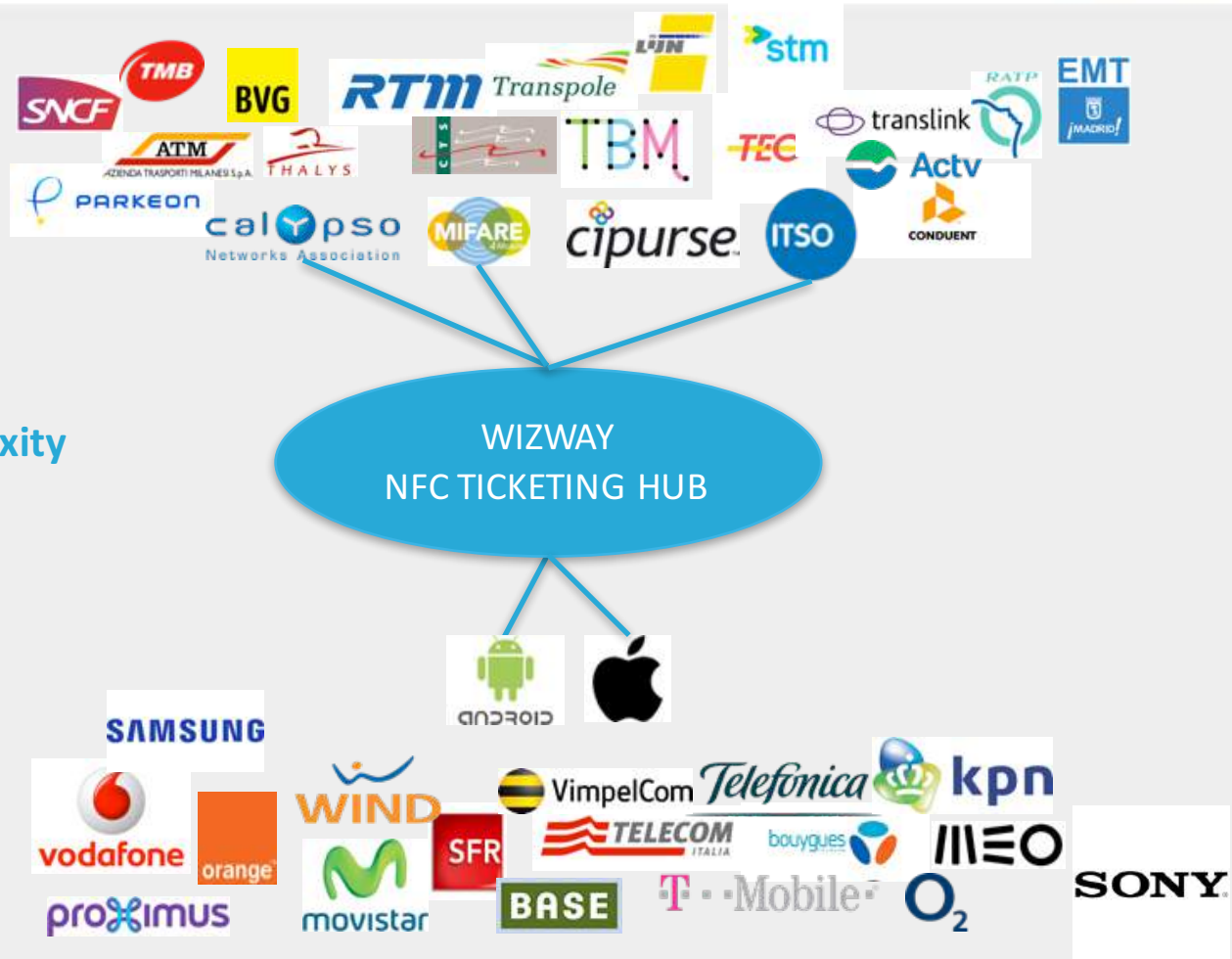


500 TRANSPORT OPERATORS IN EUROPE



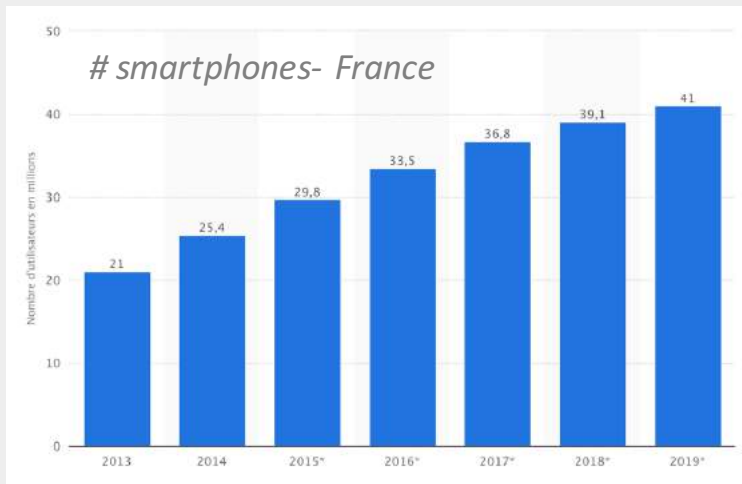
- ✓ Single point of contact
- ✓ Remove technical complexity
- ✓ Contracting
- ✓ Guarantees Safety
- ✓ Customer service
- ✓ Norms compliance

> 100 MNOs & Handset Manufacturers



Smartphones are remote controls of daily life

- France
 - 36 M smartphones
 - 77% > 12 yrs own a smartphone
 - 18 M new sales /year



Sources: IDC

02 NOV 2017

Wizway Smart Ticketing

Smartphones are remote controls of daily life

20% use their smartphones
less than 5' after wakeup

x26,6 daily uses

15% never call

49% use it in public transport



Sources : Deloitte

02 NOV 2017

Wizway Smart Ticketing

A global door to door solution on smartphone



Is expected by
government
authorities



*E Philippe, Assises de la
Mobilité, 19.09.2017*

Le troisième besoin est un besoin que je qualifierais « **d'agilité** ». Ce qui importe aujourd'hui, c'est moins le mode de transport, que **la possibilité de voyager « porte-à-porte » le plus simplement possible**. Pour y parvenir, il faut pouvoir **combinaison plusieurs solutions**, en général à partir de **notre téléphone**. Dans ce domaine, des innovations émergent tous les jours. Des innovations que nous ne soupçonnions pas il y a encore 3 ans, 1 an, 6 mois. Des innovations qui, mises bout à bout, commencent à ressembler à une révolution. Des innovations qu'il nous faut, nous « Etat », nous « élus », nous « autorités régulatrices », nous « entreprises » ou startup, encourager, valoriser, accompagner. **Pour un jour pouvoir proposer partout, en tout point du territoire, une solution, voire plusieurs solutions de mobilité. Et j'ajouterais : « à tous les prix ».**

And key
transport
operators



*G Pépy, Les Echos
26.09.2017*

A partir de cet entrepôt de données, SNCF proposera un assistant personnel de mobilité, disponible 24 heures sur 24, qui prendra en compte vos déplacements, et les combinera avec toutes les offres disponibles sur le marché, quel que soit le mode de transport. Cet outil concevra le meilleur itinéraire en combinant les différents modes, fera la ou les réservations, avec des informations en temps réel sur l'état du trafic, et une billettique intégrée accessible par le smartphone. Ce futur assistant de mobilité traduit une volonté d'ouverture qui est une révolution dans le nouveau projet du groupe. Nous ne voulons pas nous comporter comme une citadelle assiégée, mais au contraire montrer que nous avons suffisamment d'atouts pour nous ouvrir, y compris vis-à-vis des nouvelles mobilités que nous pouvions percevoir comme concurrentes.

Travellers expect to be offered the possibility to travel only with a smartphone

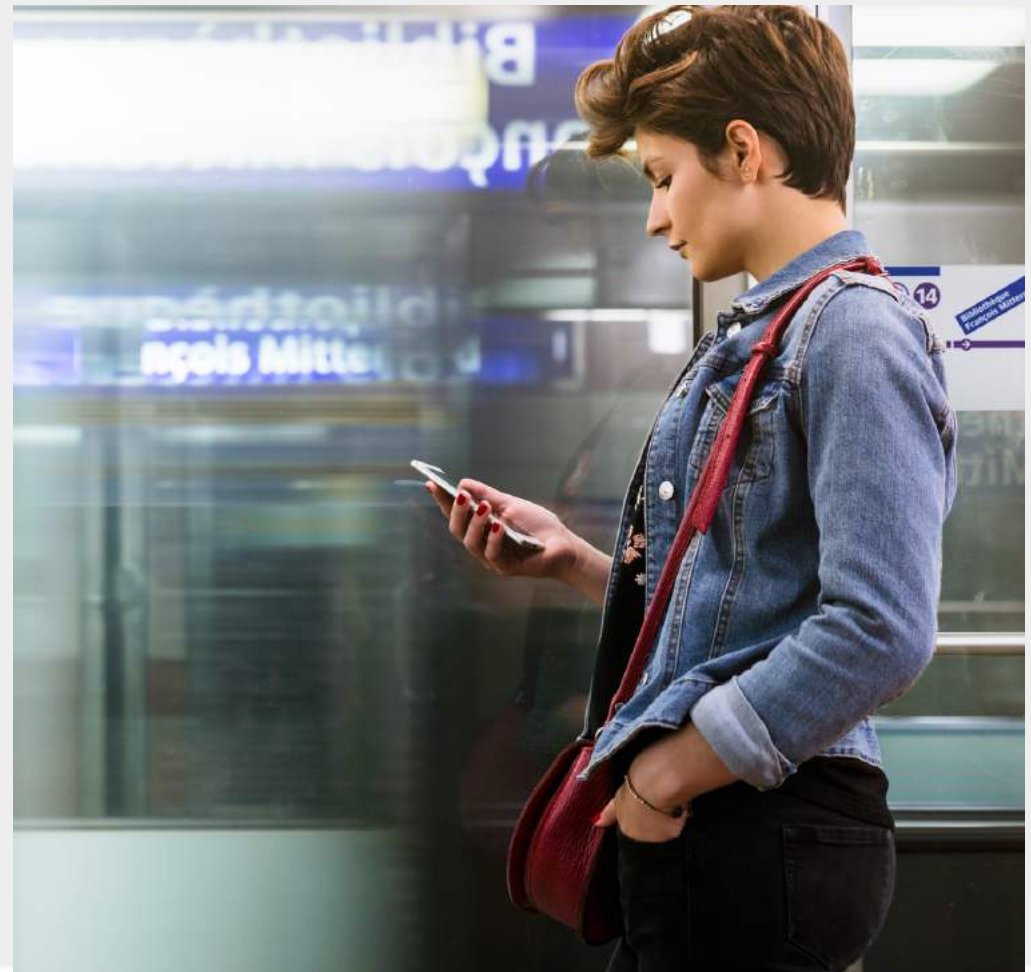
74% it's a good thing to be able to validate using a smartphone

78% securely storing all tickets on smartphones will prevent losses and

73% will gain time

40% will develop the use of public transport

Source : Opinion Way 09.2017 – 1,058 French smartphone owners



Out of 8 Billion yearly public transport trips in France only 2% can be purchased on a smartphone



REAL TIME ITINERARY



PURCHASE

PAYMENT

TICKET



Several mobile technologies are being trialled



NFC
the most versatile technology for smart ticketing

	SMS	QR	Bluetooth	NFC
1. compatible existing readers				✓
2. Mass transit validation (<250 ms)			✓	✓
Battery off or uncharged				✓
3. All fares				✓
All smartphones	✓	✓	✓	X
Compatible ticketing schemes				✓
4. No additional development vs contactless cards				✓
5. Safety and fraud protection				✓
Protection of travelers' personal data				✓
Compatible card-based + account based ticketing				✓

NFC is and will remain a key contactless technology for transport in continental Europe



20 Million NFC transit cards in France

150 Million in Europe

20,000 NFC readers



Tokyo, Beijing, Hong Kong...already live



Tokyo Suica

Smartphone NFC
since 2006,
iPhone since 2016



Hong Kong Octopus mobile SIM

Smartphone NFC
11.2016 - 06.2017



Beijing Yikatong

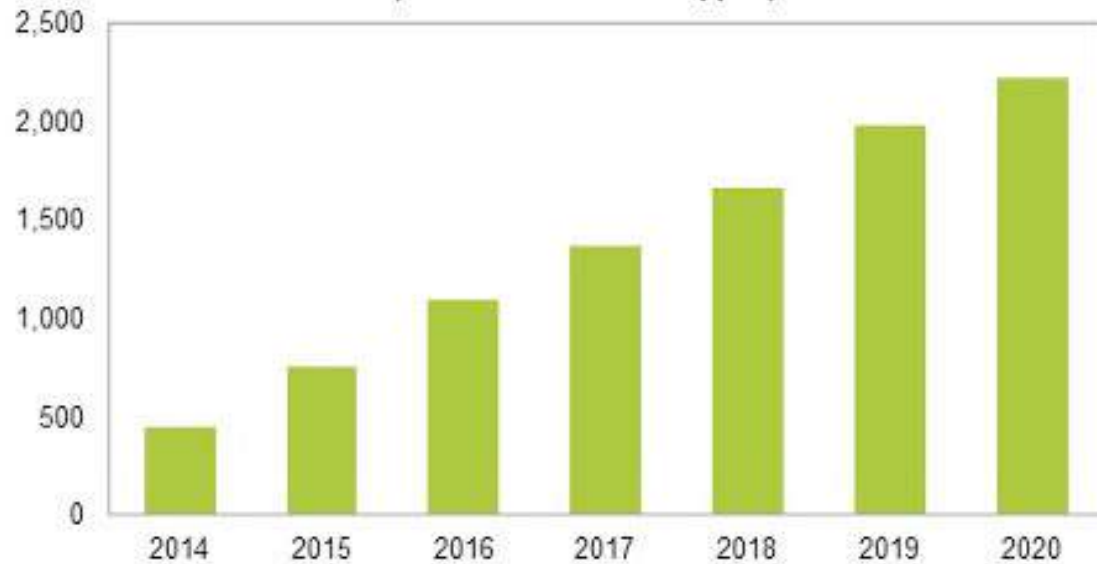
Smartphone NFC
08.2017

NFC : now a standard on mobile phones

1,5 Billion NFC handsets sold in 2017

1^{ère} smartwatch integrating an NFC eSIM

World Shipment of NFC-enabled Cellular Handsets
(in Millions of Units Shipped)



source IHS technology - 2016



Apple Watch series 3

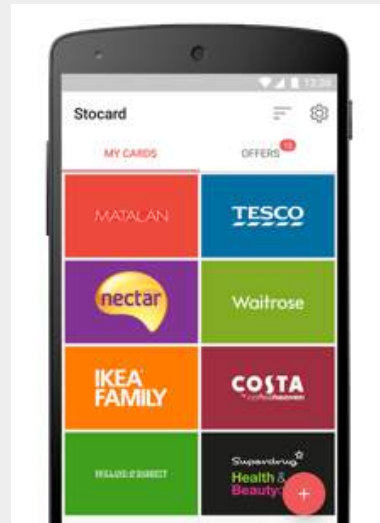
4 new customer uses of NFC

Mobility



Payment

Fidelity



Digital ID

A 100% mobile customer experience with NFC



REAL TIME SCHEDULES



TICKET PURCHASE



PAYMENT
1 CLIC



TICKET




A 100% mobile customer experience with NFC

CUSTOMER
ACCOUNT

REAL TIME
SCHEDULES

ID
VALIDATION

PAYMENT
ACCORD TO USEN



A screenshot of a mobile application's sign-up screen. The background is a dark teal color. At the top, it says "SIGN UP" in white. Below that are four input fields: "USERNAME" with the text "username129", "EMAIL" with "username@me.com", "PASSWORD" with masked characters, and "CONFIRM PASSWORD" with masked characters. A blue "CONFIRM" button is at the bottom.



100% compatible – 100% interoperable



Compatible with both existing card-centric systems..

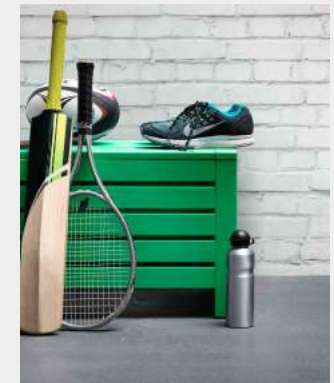
... and also account based ticketing
> for MaaS service



For public transport...



...and daily life: access to pools, libraries...



Interoperable in France...



... then Europe



Paris to launch Smart Navigo mid-2018



For all frequent travellers, but also for occasional visitors

Goal: 3 Million yearly users

Widest array : from single tickets to yearly season tickets

Based on Wizway's ticketing solution

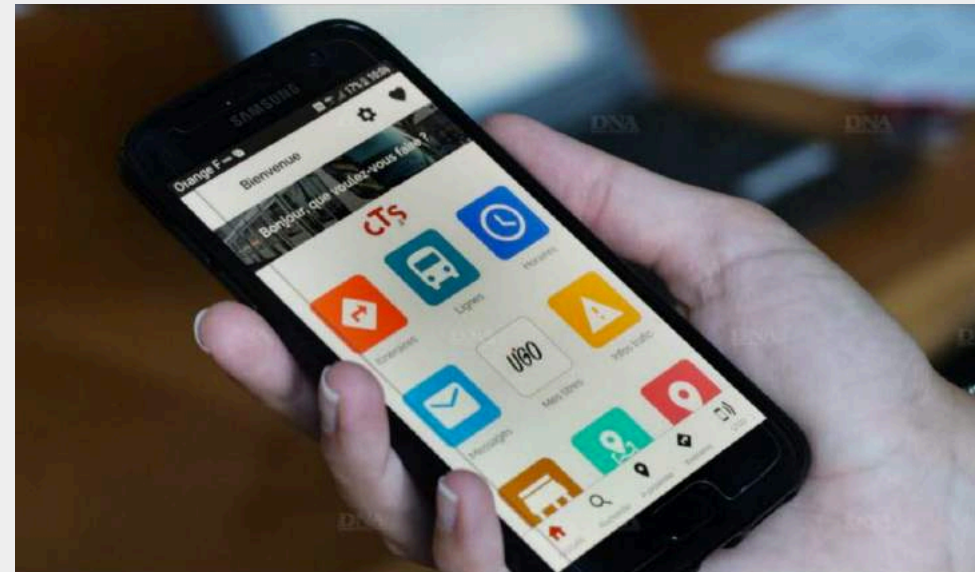


Wizway's roadmap

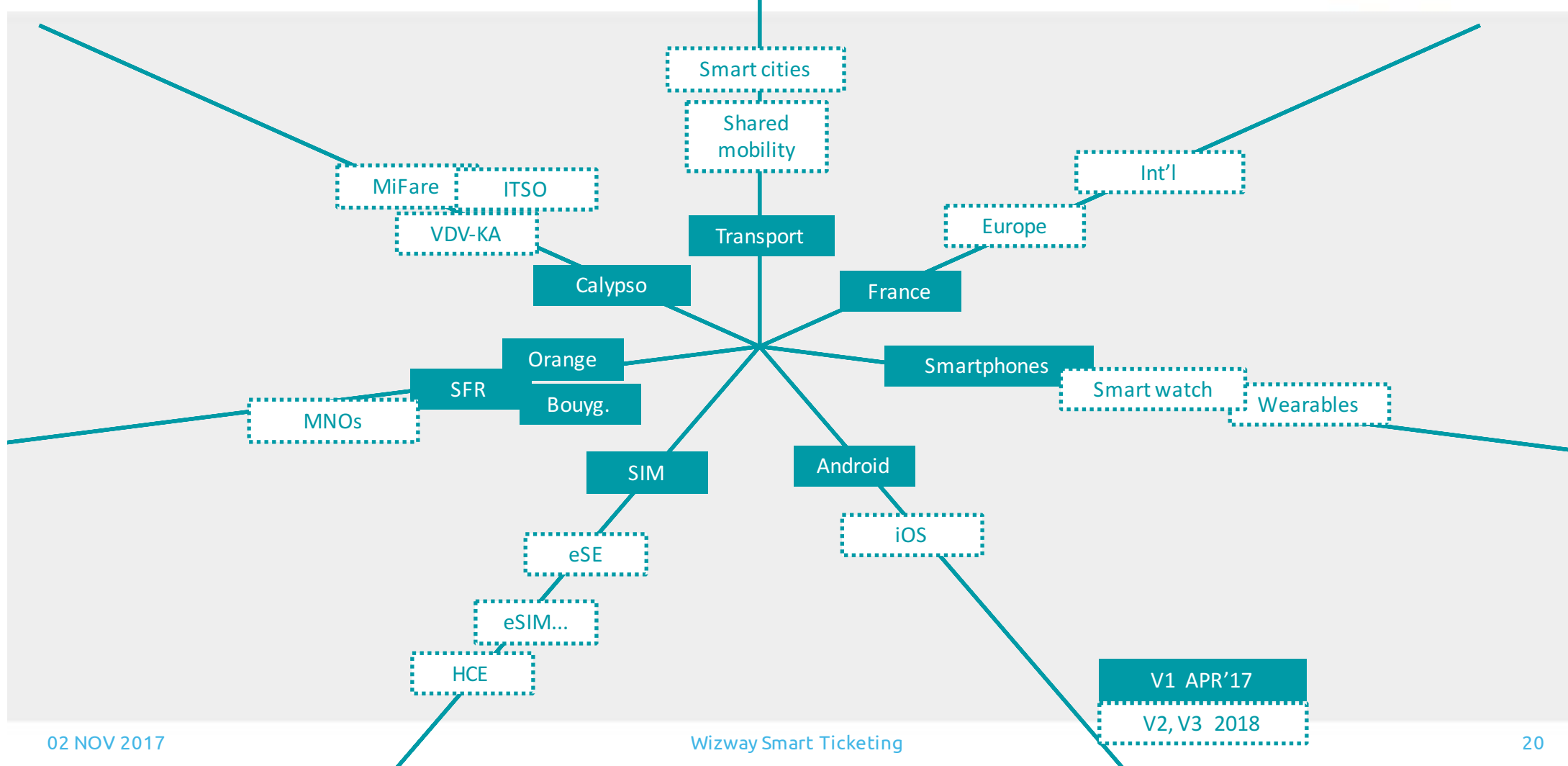


- 03/2016 Creation Wizway Solutions
- 04/2017 **Development v1 Wizway Platform: 64 000 testings**
- 06/2017 Wizway Solution selected by CTS Strasbourg (700,000 inhabitants)
- 08/2017 **1st customers using service in Strasbourg**
- 11/2017 **Public Launch, Strasbourg**

- 03/2018 Rennes, France
- 06/2018 v2: MiFare & eSE
- 07/2018 Paris, France
- 07/2018 SNCF French Rail



An open + scalable NFC solution for Europe



Takk

Spørsmål ?

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 [@wizwaysolutions](https://twitter.com/wizwaysolutions)