



POLICY LEARNING IN INFORMATION TECHNOLOGIES
FOR PUBLIC TRANSPORT ENHANCEMENT

GOOD PRACTICES – PUBLIC TRANSPORT PAYMENT SYSTEMS

INFORMATION ABOUT THIS GOOD PRACTICE IS PROVIDED BY INSTITUTE OF LOGISTICS AND WAREHOUSING (ILIM, PP5)

ADVANCED PT TICKETING (SKYCASH)

General information

Description

SkyCash is independent of the telecommunication operator universal system of mobile payments, providing the simplicity and speed of transfer to the highest safety standards. SkyCash works on any GSM network and on any phone with Internet access.

To gain the convenience and independence that comes from the use of SkyCash it is necessary to register on the system, install the free app on mobile phone and credit the cash on the SkyCash account. Accepted payment methods allows to use the service without having an account in the bank.

Registration and implementation of mobile payments using SkyCash system is free. The development of cooperation with companies offering various services extends to the ability to pay with SkyCash. Through this application, passengers can already buy tickets for public transport in several cities and for a trains of two regional operator without being forced to wait in the queue.

Background and Context

SkyCash is a universal system of mobile payments (not only for the tickets) money transfer providing intuitive and immediate transfer to a phone number with safety at the level of online banking and credit cards. Works on any GSM network and on any phone with Internet access. Payments can be made from an application installed on the phone and via the internet transaction system. Users can even invite each other up to SkyCash holder and transfer the money between.

Ticket phone is a complementary ticket sales channel with basic functionality:

- users registration;
- charging of cash in their entirety from a mobile phone;
- purchase tickets;
- control ticket based on unique 2D code generated for each ticket.

Policy design details

Policy Design Steps and Timing

In case of the SkyCash appropriate word will be customization apart from design. The system exists, under permanent development, and its specific functionality depends only on the agreement between SkyCash and PT operator.

Actors Involved

1. Local public transport company or railway operator (depends on place of implementation);
2. SkyCash representative (sales, marketing);
3. SkyCash technical staff;
4. <http://www.mennica.com.pl>;
5. Some city authorities or agencies/offices;
6. Passengers/commuters (beneficiary).

Implementation details

Implementation Steps and Timing

Precursor when it comes to the use of mobile phones for public transport ticketing in Poland was Poznan, where such a possibility was introduced in 2002. Unfortunately, the first SMS system garnered too much attention and passengers abandoned this form of distribution.

Mobile sales system returned in February 2008 with the launch of a solution under the name mobilet. A year later, mobile tickets appeared in Szczecin, Wrocław, Olsztyn, Tychy, Lublin, Swidnica, Stargard and Grudziadz, and in 2010 - in Gorzow, Zgierz, Jastrzębie Zdrój, Elbląg, Inowrocław, Białystok, Krakow and so on. In addition to mPay, SkyCash and mobilet in Poland, there are also other interesting solutions - such as CallPay, introduced in Konin, which does not require any additional software, and ticket can be simply bought by using direct voice call.

ICT/Infrastructures needed

Communication between the phone and the system encoded by strong encryption protocols (VeriSign certificate - the leader in digital security). 128-level encryption to 256 bits.

Data transmission using HTTPS (Hypertext Transfer Protocol Secure).

Any communication between the client and the server is encrypted using SSL (Secure Socket Layer), which prevents the interception of data transmitted and changing.

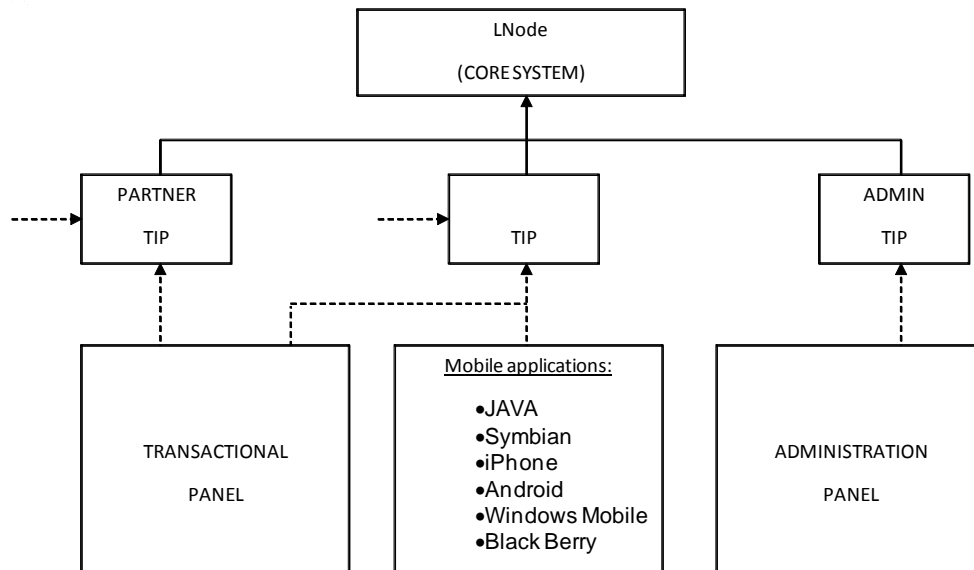
Three-layered structure of the system:

First layer: Core System called LNode processes all operations available for users LNode is the only element connected with database.

Second layer: Web Interfaces for communication with LNode Main API, called TIP, which contains all methods for users operations. It is used by mobile applications and web transactional panel.

Third layer: Endpoint Interfaces for users - mobile applications and web panels with additional web services.

System diagram:



Supporting Mechanism

Awareness/Information Campaigns

Usually during or just before SkyCash implementation:

- press releases,
- information in/on buses and trams.

Promotion – first ticket on the value up to 3PLN (0.75 EUR) free of charge, after installing the application on the mobile phone.

The example campaign promoting e-tickets (between the others) can be lasting one month campaign "ZTM tickets - closer than you think", indicating the possibilities of tickets in the capital of Poland. Tourists and residents of Warsaw were informed where (sales points) and how (e-tickets) tickets can be bought.

Partnerships/Key Supporting Stakeholders

For operation concerned with transfer of the money usually cooperation with bank is necessary. Mennica Polska (Mint of Poland) handles a network of public transport ticket sales in the SkyCash payments system.

Results

Quantitative Results Achieved

As example citizens of Warsaw was persuaded to mobile solutions and are buying more and more e-tickets. At the very beginning, in December 2008, there were only 4.6 thousand transactions per month. The "threshold" of 10 thousand units was exceeded in September 2009, and the level of 15 thousand in October 2009. In early 2010, was sold on average 17 thousand tickets a month. In the same year for the first time the level of 20 thousand pieces was exceeded. Since 2011, after entering the market by two additional operators (including SkyCash), the number of tickets sold through mobile phones achieved more than 40 thousand monthly.

Qualitative Results Achieved

Still growing awareness of the possibility of buying a ticket in electronic way is one of the most important results achieved by implementation of the SkyCash in every described city. For example Warsaw is one of the few cities in Poland, where passengers can choose between three different systems on a mobile phone tickets. The first such service, in cooperation with the electronic payment system, mPay and Citibank was launched on 8 December 2008. The second operator - SkyCash, appeared in the capital of February 14, 2011, and the third - mobilet September 6,

2011. The most popular ticket is month one, which is sold on number of nearly 50 thousand every month. This is directly connected with decrease of workload of “standard” points of tickets sales.

Key Considerations

Transferability Considerations

SkyCash is the system offered on the open market. It is possible to buy and implement the system in every public transport organisation, after appropriated translation.

Up-scaling Considerations

The service of SkyCash is under the development. The network of cities and companies, where it will be possible to buy tickets or for the parking is still growing. Similarly the scope of services offered by the SkyCash, including payments for the cinema tickets, withdraws in the ATM or money transfer between the system users.

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