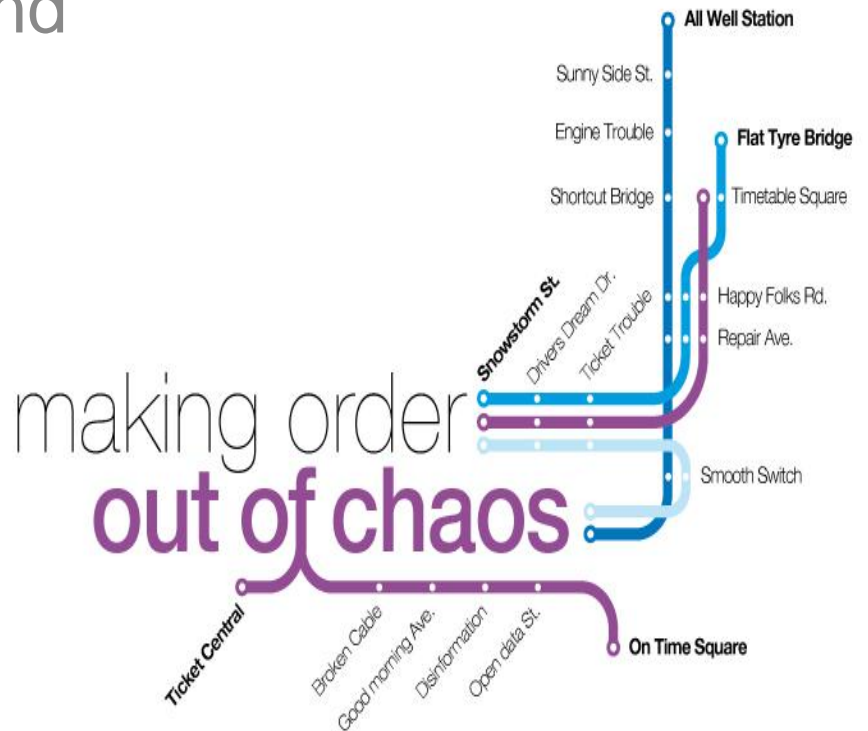


Jyri Niemimuukko

Oy Matkahuolto Ab, Finland



Ticket interoperability in national long distance bus services

InformNorden 2011, Sweden Malmö



Contents

- Matkahuolto introduction
- Public transport in Finland
- Interoperability by Matkahuolto
- Lessons learned
- Glimpse of future as we see it

Oy Matkahuolto Ab in a nutshell

Privately owned company

Owners: 350 private bus companies

Established 1933

Turnover:

- 50 M€

Sales:

- 220 M€.

Employees:

- 602

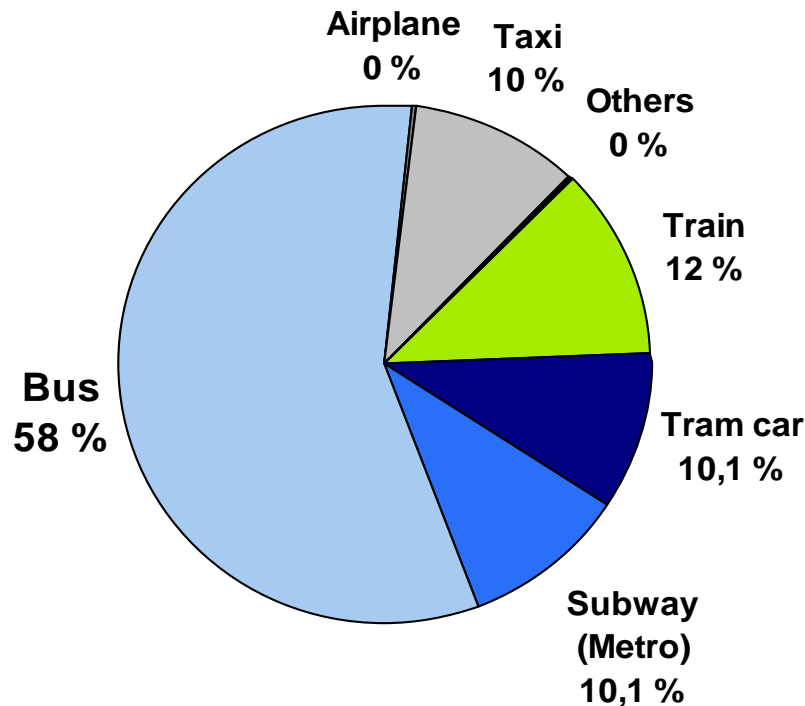
Areas of business:

- Travel services
- Parcel services
- Cafeteria and Kiosk operations



Passengers in public transport 2009

567,2 million travels (in total)



Annual travel (million travels):

Bus 325,9

Tram car 54,9

Train 67,6

Subway (metro) 57,3

Taxi 57,6

Airplane 2,3

Others 1,5

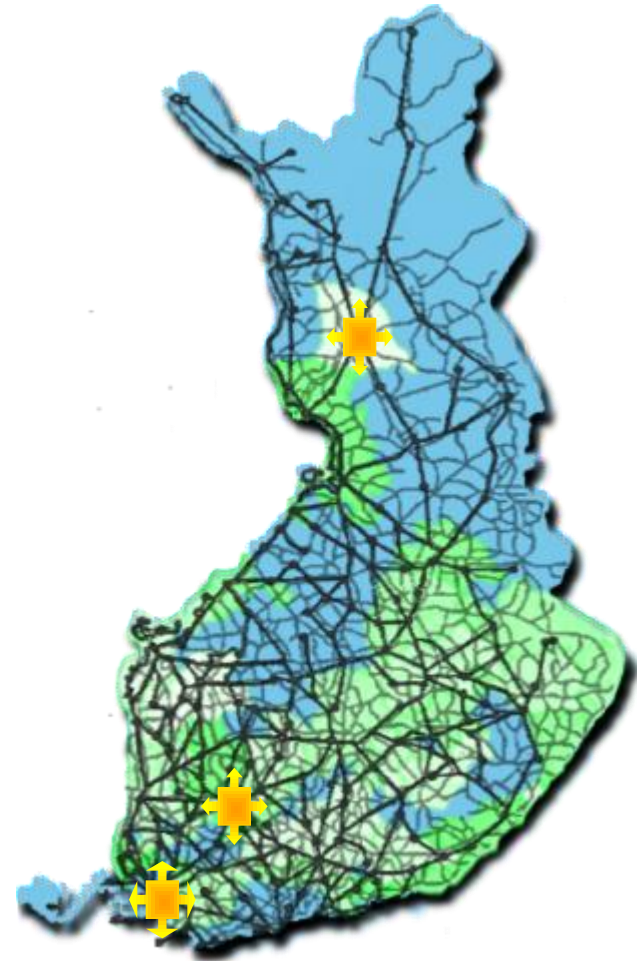
Source: TC, Statistics Finland, Public Transportation Performance Statistics 2009

Matkahuolto Smart Card:
36,4 (million travels 2010)

Interoperability by Matkahuolto

Makahuolto's world

- Buss routes cover (almost) entire Finland
 - Travel chains across the country
 - Online Info and ticket sales
 - Timetable and route guides with google maps
 - Internet sales
- Regional tickets implemented to community areas
- City card implementation in Rovaniemi (1995)
- Interoperable smart cards in Turku and Tampere regions



Matkahuolto smart card ecosystem

36,4 million travels on smart card

370 independent bus operators

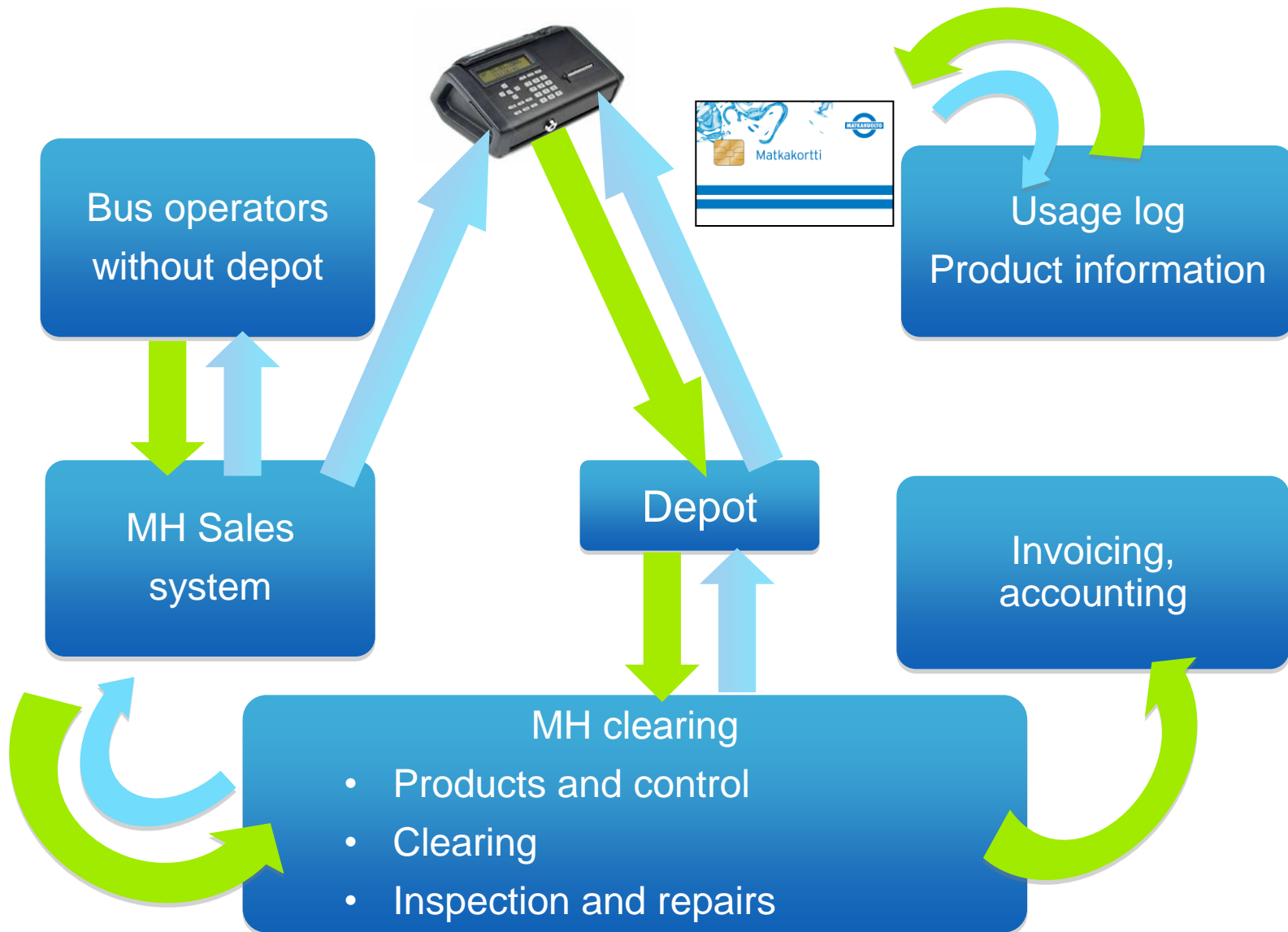
700 different travel products

5 different driver console and validator vendors

6500 console units

10100 bus stops, nearly all are spatially mapped (GPS)

Matkahuolto's backoffice ticket system



Matkahuolto Smart card basics

Smart card holds the basic data:

- Product information

Vehicle console has updated information:

- Today's route & driver
- Allowed products

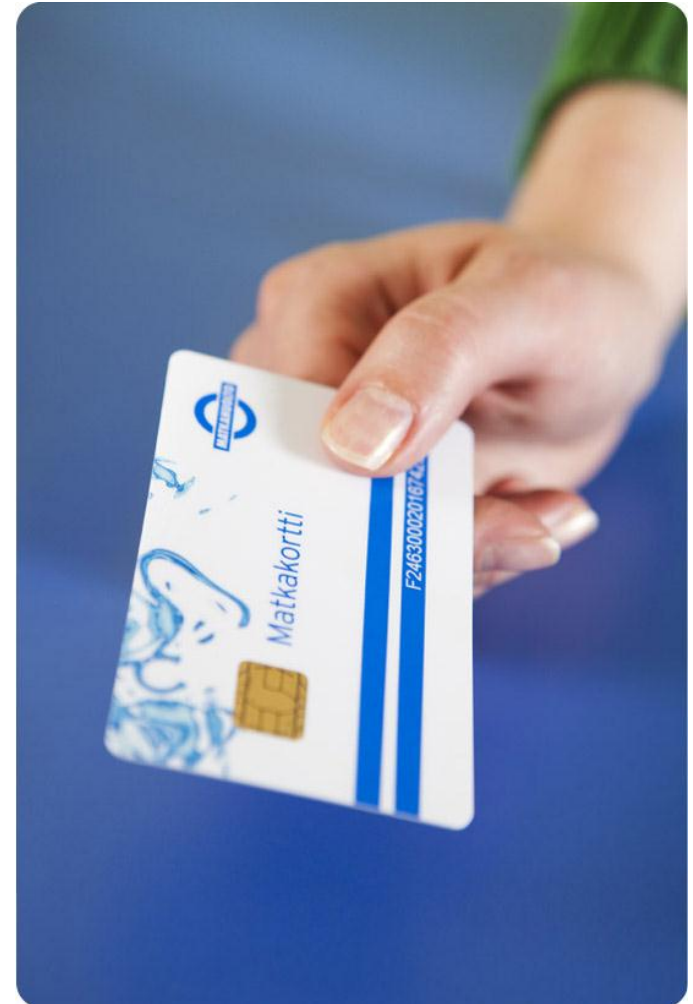
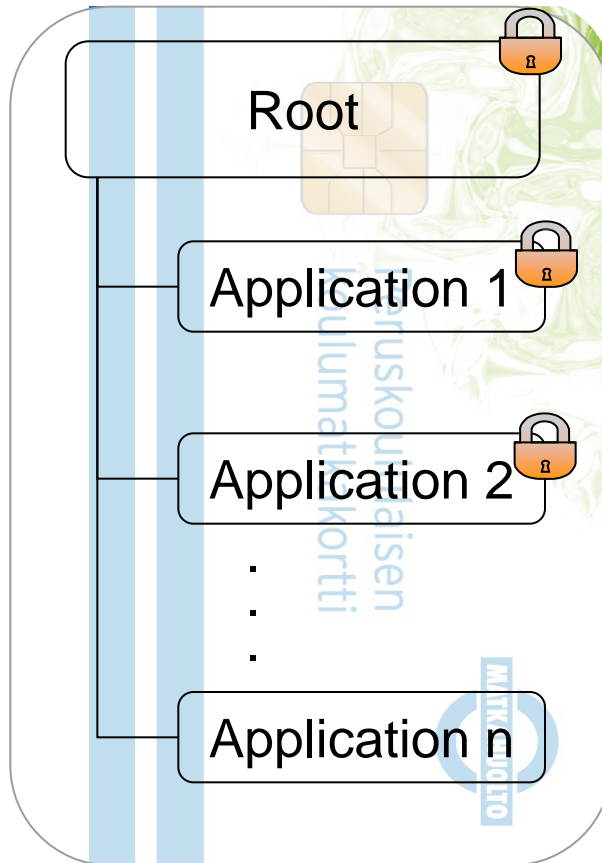
Interoperable infrastructure needs also:

- Standardized smart cards
- Unified security scheme
- Backoffice systems integration
- Shared or cross usable sales tools

Need for
regulation or
push?

Multi Application Smart card

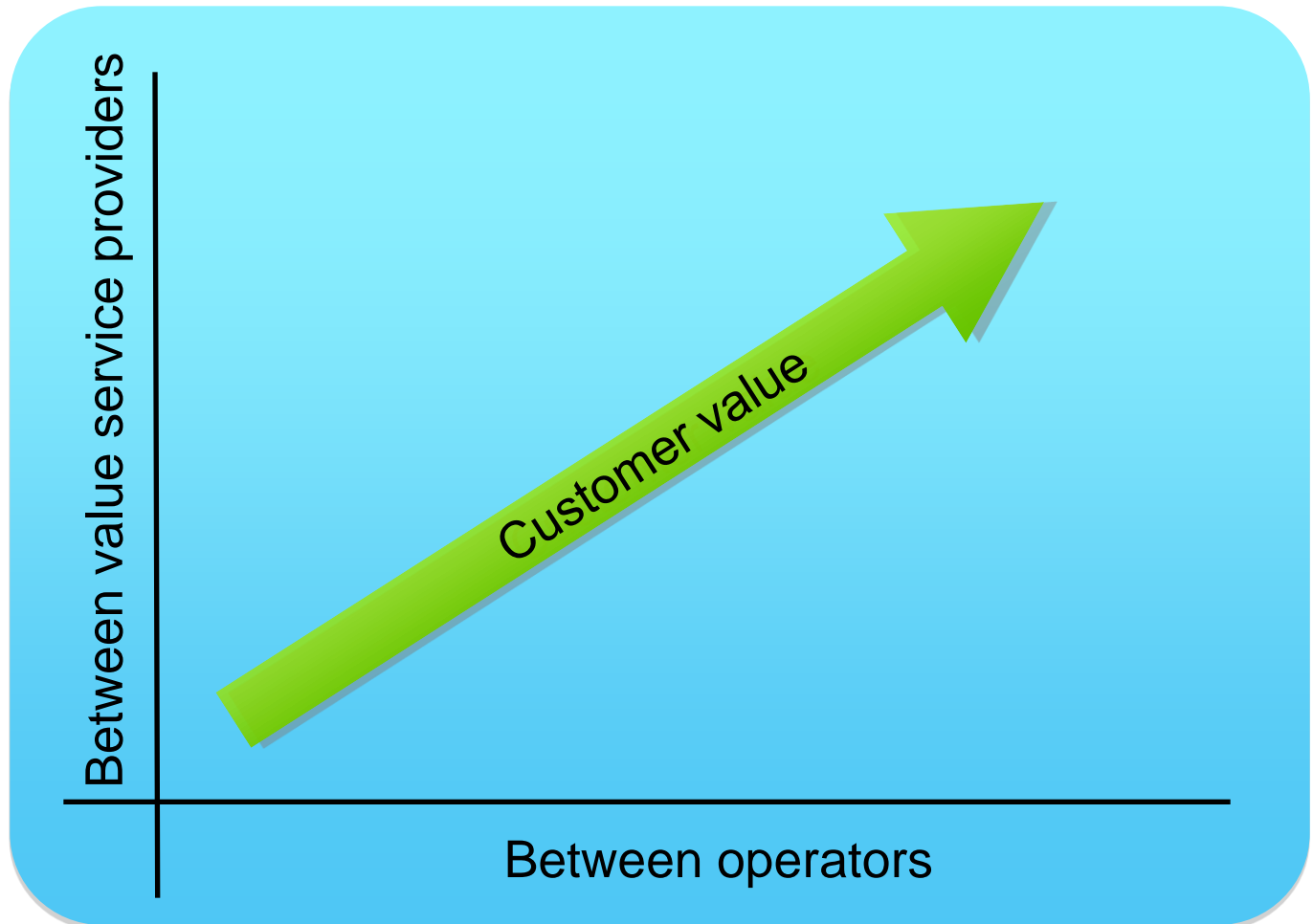
Simplified implementation of interoperable Smart Card



Conclusions and experiences of Interoperability

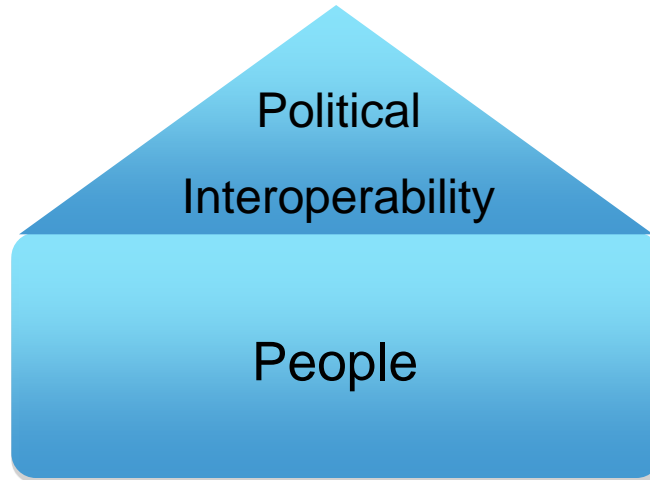
Dimensions of interoperability

The 2 dimensions of interoperability – user perspective

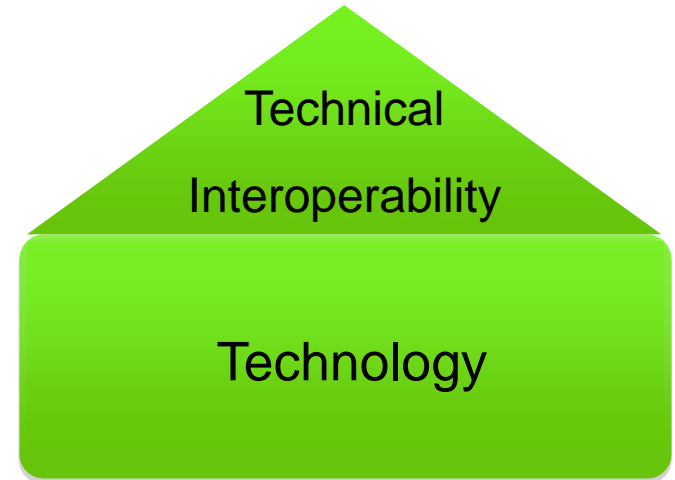


Building blocks of interoperability

You need them both!

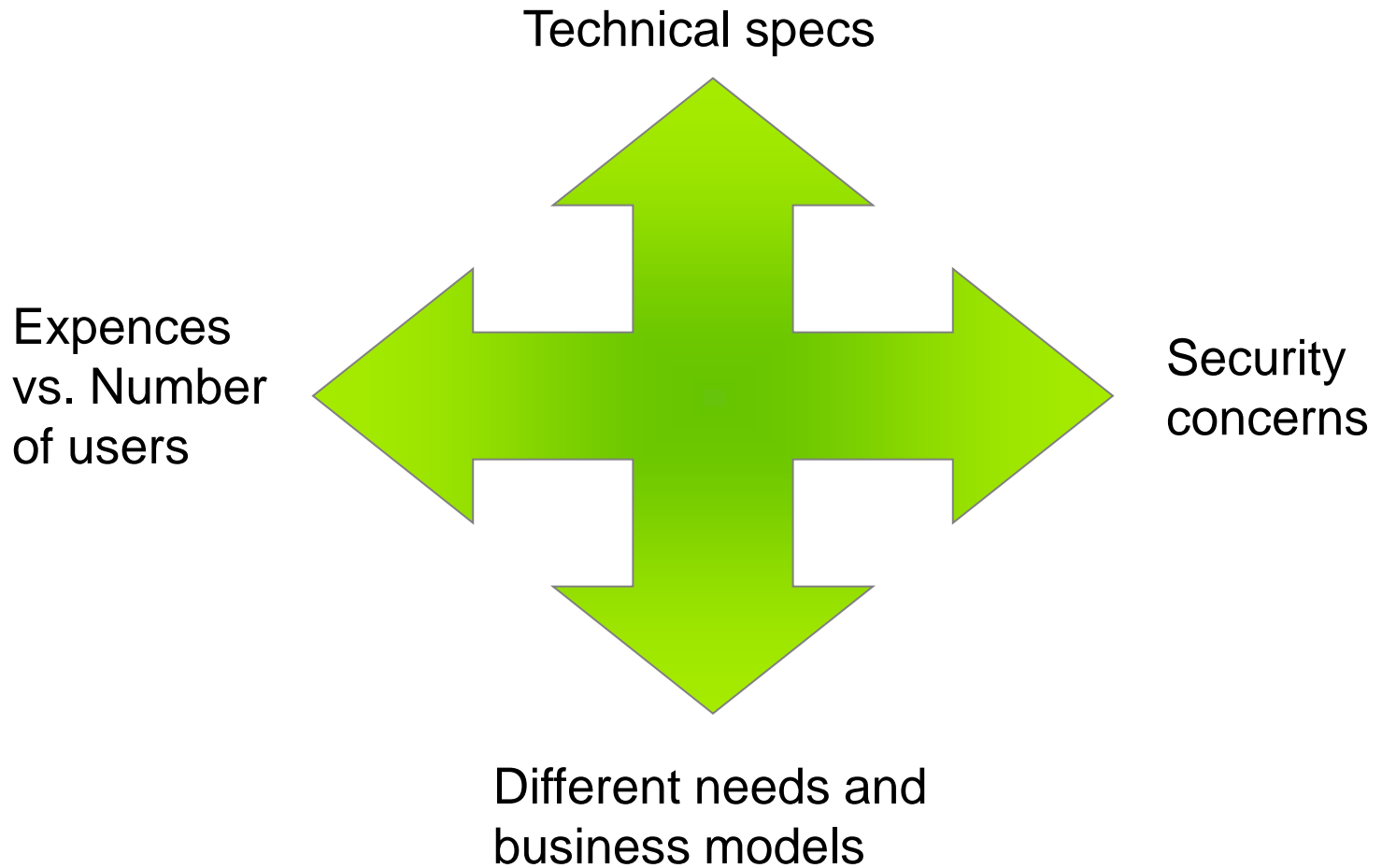


- Co-operation between organizations
- Willingness to achieve
- Orientation towards better service



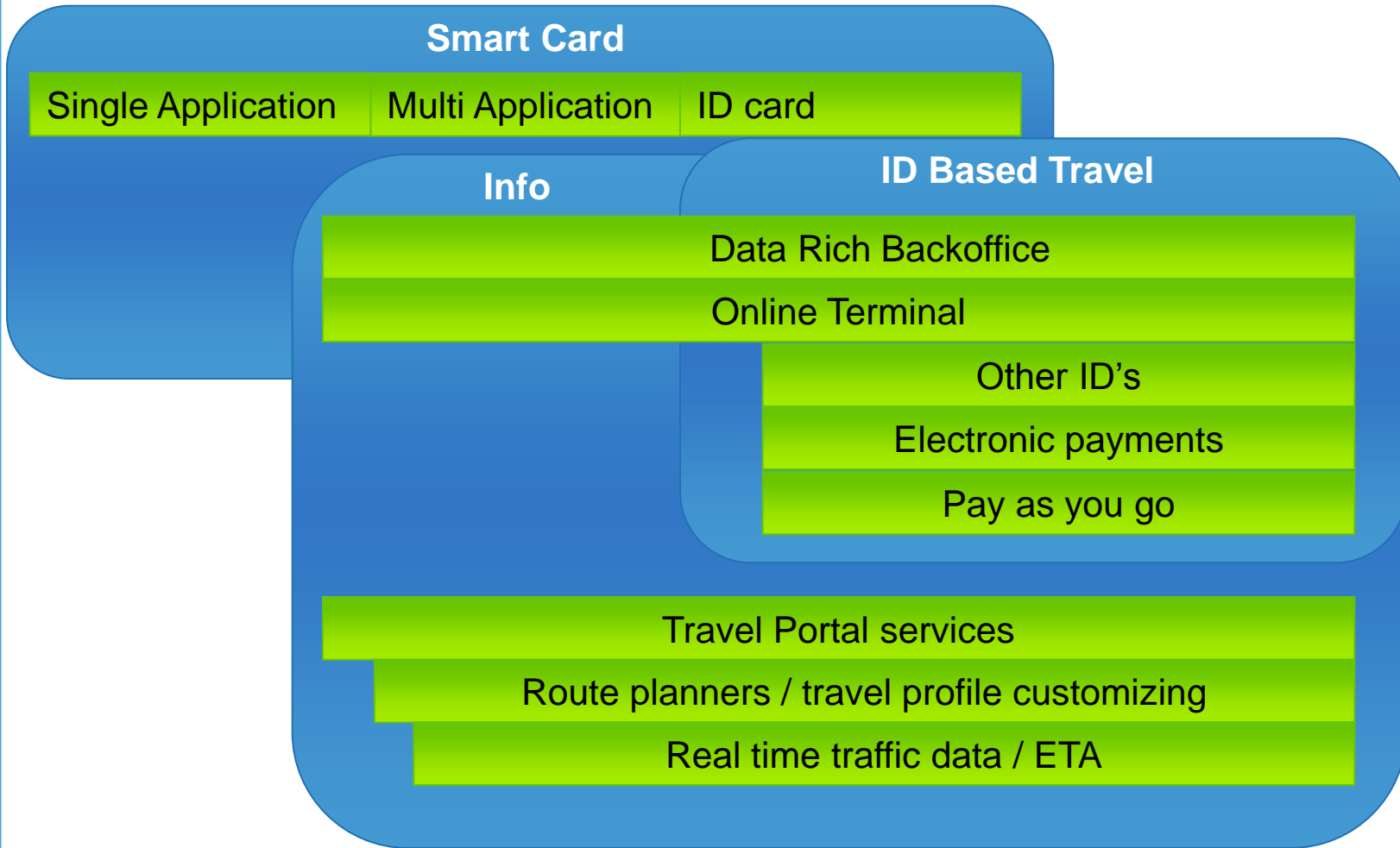
- Standardized smart card
- Online vehicle terminals
- Back office systems integration
- Front office systems integration

Major barriers for interoperability in real world



Glimpse of Future

Possible roadmap



Conclusion

Interoperability needs a strong business case

ID based travel might help lower the expenses on interoperability

Online terminals and Backoffice systems become more important

Thank You!

making order
out of chaos



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SwedenMalmö
7-9thSep2011