

## Case study

# Wuppertal Public Services AG

## Implementation of a fare management system



### CUSTOMER

The Wuppertal Public Services AG was founded in 1948 as a merger of the Wuppertal Public Utility Service and the Wuppertal Trains AG to provide public transport in Wuppertal and its surroundings. Services offered comprise e.g. energy and facility management, water- and environmental analyses. The company has 3,000 employees, 1,000 of them are working in public transport.

The WSW transport network which is a part of the Rhine-Ruhr transport association (VRR) includes 264 buses and 28 suspension railways. 90 million passengers per year are transported using 65 lines.

WSW AG has been using ATRON fare management solutions in its public transport division for 20 years. The usage has been extended steadily over the years. Starting with ticket printers and accounting software, the system was extended with pre-sales devices, stationary ticket vending machines, a multifunctional sales background system and e-ticketing functions.

### PROJECT OVERVIEW

- Comprehensive and integrated fare management solution
- Embedding a multitude of sales channels into one system solution
- Consistent data supply, avoiding of interfaces and the process-oriented system design for reducing system costs and optimizing the workflow of the transport company



## REQUIREMENTS

### Sales channels:

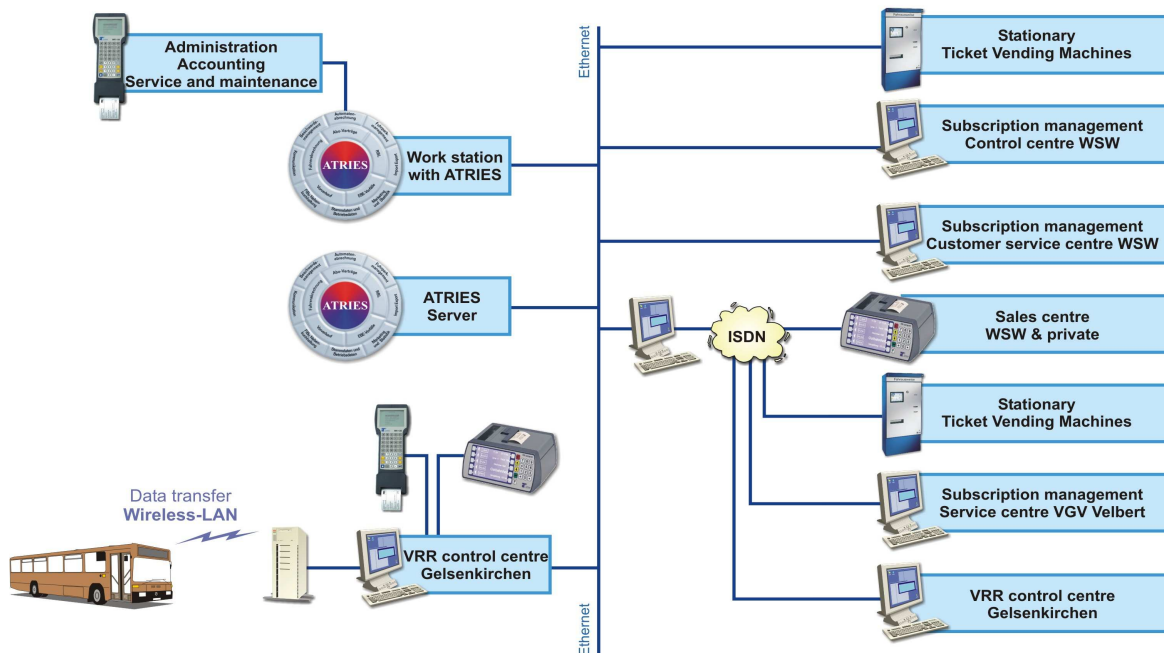
- Ticket sales in buses by bus drivers
- Ticket sales at stationary ticket vending machines
- Sales of multiple tickets and monthly tickets in advance sales agencies run by private enterprises
- Sales of multiple tickets, monthly tickets and subscriber tickets in WSW customer service centres
- Subscriber sales
- Registration and processing of FEE (Fine for Fare Evasion)
- Electronic ticketing

### Comprehensive and integrated sales management solutions

ATRON's system solutions are aligned with existing sales processes and integrate different sales channels into one system. Thus, interfaces to external systems and risks connected with them are avoided.

Data upload and download are standardized, ensuring a consistent data supply for all front-end devices. Moreover, data for accounting and preparation of statistics for all sales channels (e.g. driver sales, ticket vending machines) is supplied by the same system.

## Overview W-LAN Wuppertal Public Services AG



## IMPLEMENTATION

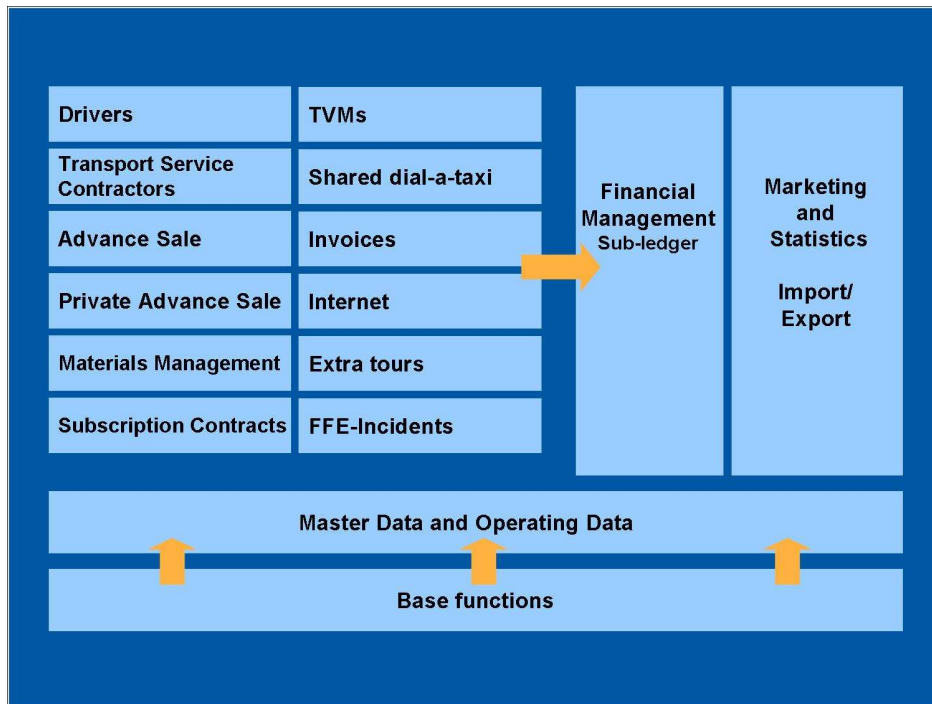
WSW's several sales units were equipped with ATRON sales technology. Backend software is ATRIES, the fare management software developed by ATRON.

ATRIES offers the following main functions:

- Standardized data supply for all sales devices. Example: changes in tariffs - new fares are available simultaneously to all sales channels
- Displaying of all data traffic and monetary processes in ticket sales such as clearing of drivers or of advance sale agencies
- Customer and address data base as a basis for e.g. contract management, marketing campaigns
- High-performing sub-ledger to facilitate the general accounting in transport companies
- Subscriber management: contract terms, ticket sales, management of ticket replacement, specification of payment terms
- Commission statement for external sale agencies
- Standardized statistics for all sales channels
- E-ticketing functionalities (e.g. blacklist management)
- Materials management (e.g. point-of-sale articles, auxiliary tickets)

## PROJECT SCOPE

- 300 on-board computers  
AFR compact with ticket printer
- 300 smart card terminals  
AFT 110 accepting "GeldKarte"  
(German Cash Card)
- 800 paper ticket validators  
ACM 110 in vehicles and on  
platforms
- 43 kiosk solutions for advance  
sale using stationary ticket  
computers AFR compact with  
ISDN connection for remote  
accounting and data supply (in  
private advance sale agencies)
- Customer service centres for  
advance sale using stationary  
ticket computers AFR compact in  
combination with a PC for  
comfortable customer service.  
Connection for accounting and  
data supply purposes is done  
via network
- 15 work stations for initialization  
and personalization of smart  
cards
- 71 ticket vending machines  
AFA 400, mainly on suspension  
railway platforms. Cashless  
payment as well as cash  
payment is possible
- Background system ATRIES



Overview of different sales channels and the data flow

## CONCLUSION

WSW's traffic section processes all fare turnovers (over 50 Million € per year) completely with ATRON's system. All components are single-sourced and are integrated into the sales solution. The sales system covers all the requirements of the different divisions of the company.

Advantages of this solution are:

- No interfaces to external systems, thus less coordination expenses and lower risk of failure
- Reduction of operation and maintenance costs for front-end devices due to the continuous data supply
- Simplification of accounting, statistics and customer management