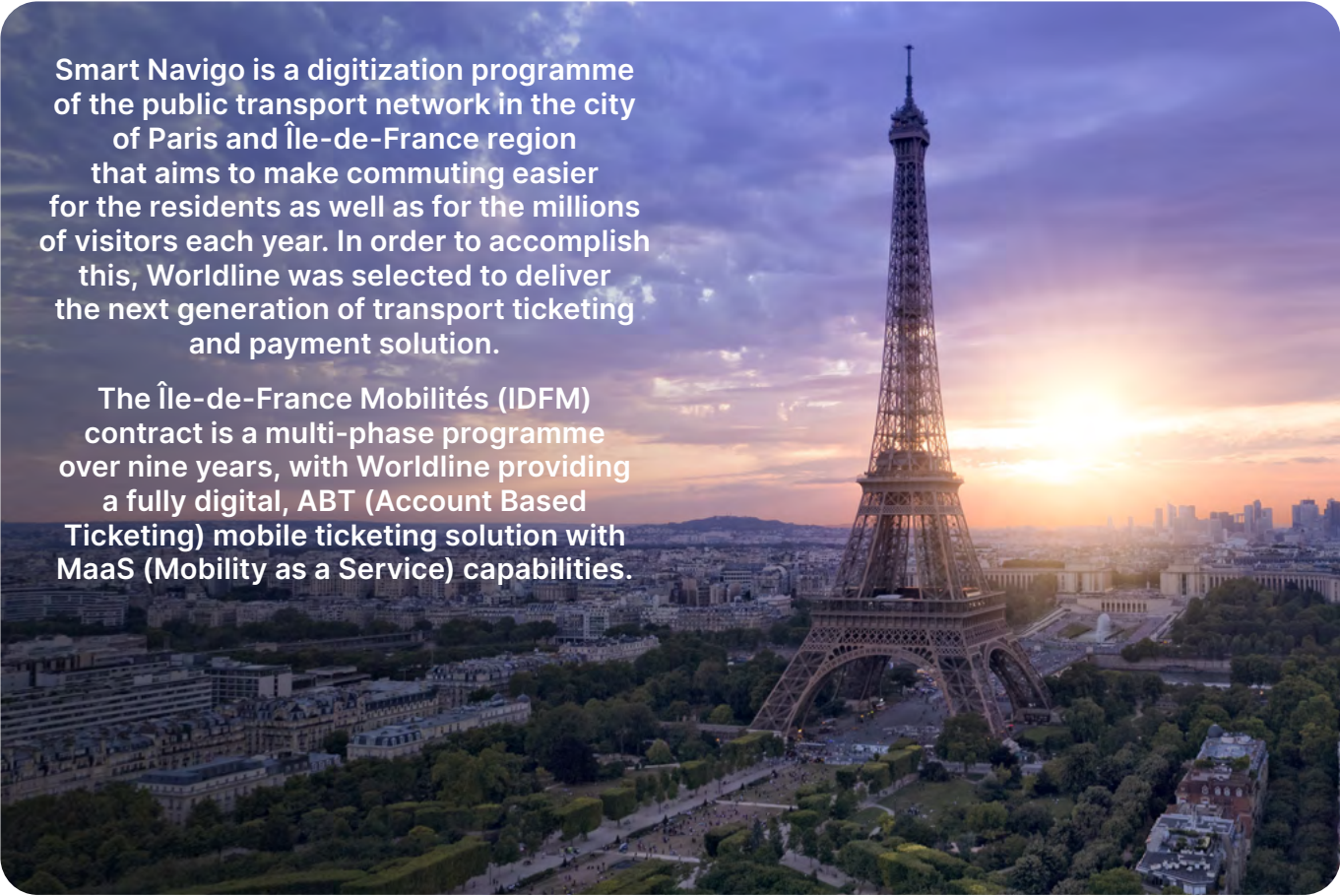




# The greater Paris region on the way to the next generation of ticketing

Case Study



Smart Navigo is a digitization programme of the public transport network in the city of Paris and Île-de-France region that aims to make commuting easier for the residents as well as for the millions of visitors each year. In order to accomplish this, Worldline was selected to deliver the next generation of transport ticketing and payment solution.

The Île-de-France Mobilités (IDFM) contract is a multi-phase programme over nine years, with Worldline providing a fully digital, ABT (Account Based Ticketing) mobile ticketing solution with MaaS (Mobility as a Service) capabilities.

## About the city

Île-de-France is the greater Paris region with more than 12 million inhabitants and 2.8 billion public transport journeys per year. The solution is being built to handle over 15 million transactions a day.

The overall transport network has 16 metro lines, 10 train lines, 10 tram lines, 686 stations, 1 569 bus services and 39 500 bus stops.

## The challenges

The Smart Navigo programme aims to digitalise the customer experience allowing seamless journeys. Its purpose is to centralise the ticketing operations under IDFM public

authority control, and simplify the customer proposition by bringing the services under one customer mobility account, offering a state-of-the-art digital ticketing solution and rolling out a complex account-based fare engine.

One of the programmes' challenges is the cost optimization of revenue collection through the improvement of revenue control monitoring, setting up new tariff policies, reducing operating costs and centralising transport operators ticketing solutions.

## The solution

Worldline is leading the implementation of this programme, partnering with Conduent to deliver some key back office elements. Through the integration of both WL Tap 2 Use solution and Conduent's Atlas solution capabilities, we are providing a service-oriented architecture that delivers a Pay As You Go mechanism, a complete e-commerce solution, online subscription, and monthly payment options, via a cloud based platform enabling faster implementation.

The solution is being delivered in multiple phases and consists of 4 main objectives:

- **A fully digital customer experience** – by implementing Navigo on Mobile, a solution available on iOS and Android devices, based on Host Card Emulation technology.
- **Centralisation of ticketing operations** with an ABT back office system - The back office is designed to hold all travel tickets and capture all travel data centrally, by collecting all taps from the network (circa 15m a day), providing end to end processing (tap aggregation, journey construction, fares calculation and potential capping, revenue apportionment, customer invoicing and payment processing). The new system also enables centralisation of the Ticket Vending Machines and Point of Sale terminal processing.

### About the transport network

The network has 3 main transport operators:

**RATP**

Metro, buses, trams and suburban trains in Paris

**SNCF**

The French national rail operator.  
Île-de-France region represents 70% of  
SNCF passenger numbers

**OPTILE**

Eighty private bus operators

## The benefits



### For end-user

- Fully digital experience
- Integrated payments method
- A single account for different services



### For transport operators


- Improved customer experience
- Financial optimization
- Data driven services



### For the city

- Digitization of transport network
- Decrease of magnetic and paper ticket
- Enhanced audit and control processes

“We selected Worldline for their unique proposition: strong expertise in digital user experience, mobility & payment solutions, strong integration capabilities and relevant partnership with Conduent. Thanks to Worldline, we have delivered the first milestone of our ambitious programme, Mobile ticketing, in only 8 months. It has been running for 18 months now and is efficient, especially with the pandemic constraints”.

Benoit Boute, Marketing Manager for Ticketing 

- **Integrated customer mobility services** into one customer mobility account – The WL Tap 2 Use platform and Mobility Account is a key element for this. It is the unique, central, client data repository, which is the foundation of the future Paris MaaS project. The customer portal enables customers to access their account and undertake key activities related to mobility services: account creation, modification, product registration and purchase with online payments, journey history and invoice consultation for post payment in the future, self-service operations such as journey completion, debt payment, and others.
- **Deliver MaaS by enabling interoperability** of public transportation with alternative mobility services – in later phases, services such as bike sharing and car sharing will be included.

The build, operations and maintenance of the system as well as integration services have all been led by Worldline.

The hardware being integrated into the system includes over 52,000 on-board, at station and gate-line validators, for both pre-paid tickets and tap collection for post-payment, for a pay as you go scenario. The validators are from a range of suppliers and are managed, maintained and certified through multiple contracts with the seven different transport operators.

The solution deployed for IDFM is PCI DSS certified for payment processing through the Worldline SIPS payment gateway and Worldline SEPA payments. It also meets the Calypso standards.

## Conclusion

Worldline’s payment and transport expertise are supporting the Île-de-France Mobilités digitization programme become a reality.

The next generation ticketing solution being delivered over multiple phases will bring a more connected and efficient transport network for a region covering 12 million people in a time of rapidly changing customer expectations and travel behaviour.

## About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

[worldline.com](https://worldline.com)



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