

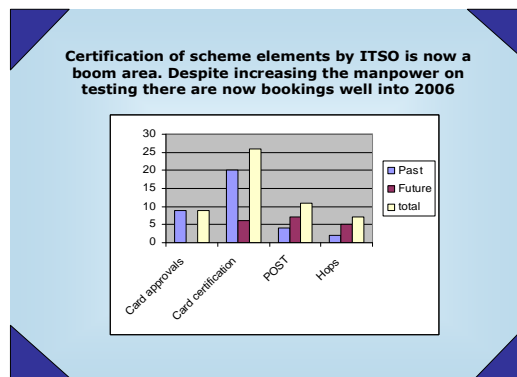
itsoneews

AGM Edition

“Looking back over the past few weeks it gives me personal pleasure to see the evidence of ITSO really working – I hope these snap shots share this with you”

– Peter Stoddart Head of Marketing, ITSO

FULL SUPPLIER MEMBERS		
Accrington	Ecebs	REGISTERED SUPPLIERS
ACT	ERG	
Almex	ESP systex	
Alphya	Innovision	
Aontech	IOSIS	
ASCOM	Magnadata	
ATOS Origin	Mousesmart	
Bemrose Booth	MVA	
BT	Novacraft	
Burall	Paypoint	
CJS consultancy	PCL	
CJS technology	Philips	
Consult Hyperion	PJ Associates	
Cubic	SmartCard Solutions	
Dovercourt	TNC connect	
	Unicard	
	Wayfarer	



SCHEMES IN PROGRESS	
Reference sites	<ul style="list-style-type: none"> •Bolton & Blackburn •Cheshire
Coming soon	<ul style="list-style-type: none"> •Nowcard Yorcard Readycard(GMPTE) •Southampton Merseytravel NERSC •Notts CC Plymouth •Wales (2) •Scotland – the entitlement card •Oyster – the road map for convergence



An Invitation to Chester Race Course...

The Transport Card Forum is delighted to announce an important ITSO demonstration taking place at the next forum meeting at the Race Course in Chester on the 30th of November. The demonstration will be an important milestone for ITSO, the Department for Transport, suppliers and all emerging ITSO schemes and as such is expected to attract large numbers.

Demonstrations will involve four of Cheshire's suppliers who each collectively provide the major elements in developing and setting up an ITSO scheme, these include ETM (Electronic Ticket Machine), HOPS (Host Operating System)/AMS (Asset Management System) and card personalisation providers working together and proving supplier and ITSO interoperability. Throughout the day three different card media along with a range of ITSO travel products (including concessionary travel) will be demonstrated along with the ITSO messaging interaction between them. Experts will be on hand to discuss each stage, and delegates will be able to make and trace transactions with their own cards.

Presentation sessions will also be given throughout the day, and the theme for this event will be "Experiences in Implementing Smart Ticketing". Based on real projects, sessions will be presented by scheme operators sharing their experiences and plans for the future.

Who should attend?

- Local Authorities and others involved in or about to embark upon similar schemes
- Scheme Operators
- Transport Card Forum members
- Passenger Transport Executives
- Transport Operators
- Transport Consultancies

Why should you attend?

This is your opportunity to witness first-hand the latest developments within ITSO and see demonstrations from those actually at the sharp end. Additionally the audience will include the majority of the key decision makers within the industry, and therefore gives you the unique opportunity to meet and exchange views with other key participants.

For more details please contact: Humaira Kaiser, Transport Card Forum, +44 (0) 207 581 0993, humaira@smartex.com

AGM Discussion on the ITSO Brand – some food for thought...

The ITSO brand is something that is developing as ITSO itself develops. As a flavour of the debate, the following is an extract of an ITSO Board discussion paper with respect to the customer facing aspects of the ITSO brand.

- Customers may be exposed to the ITSO brand where compliance has been confirmed:
 - on cards
 - at product retailer's premises
 - at point of sale terminals (in retailers premises, including on buses)
 - at point of acceptance terminals (including on buses and rail barrier lines)
 - in product owners publicity
 - in card issuers publicity
 - on websites
- The message must be clear and unambiguous.
- It must be wholly compatible with ITSO's definition of interoperability, meaning:-
 - The ITSO logo should be displayed on compliant cards, which are capable of carrying more than one ITSO product (On cards which can only accommodate one ITSO product a logo should not appear).
 - ITSO product retailers should display the ITSO logo at their premises and at or close to point of sale terminals. This is crucial; it confirms to the customer they can purchase a product, which can be loaded onto their pre-existing ITSO card.
 - There is no need to display an ITSO logo on a point of acceptance terminal. Indeed it would be less confusing to require that it is not displayed except where the terminal is also a point of sale terminal.
 - Since on buses, the point of acceptance terminal is usually the point of sale terminal (but not always – e.g. articulated buses with multiple readers) the above rules should apply.
 - However, on rail where the barrier line is separate from the point of sale, the ITSO logo should not appear at the point of acceptance.
- The above is not as confusing as it may appear:-
 - The ITSO logo is always subsidiary to the card owner's and product owner's logos.
 - Whilst retailers will not retail all ITSO products, customers are not trying to buy an ITSO – they are seeking to buy a particular product, which will be promoted at the point of sale.
 - At point of sale terminals the validity of a product can be explained to first time purchasers – with or without accompanying publicity.
 - The customer has first to purchase a product before using it – so approaches a point of acceptance terminal with some prior knowledge of what to expect.
 - At unmanned point of acceptance terminals (e.g. barrier lines) the scheme promoter already has clear instructions on where and how to use the smart media. Further ITSO confirmation is unnecessary.
- In regard to publicity messages to consumers; ITSO wants scheme operators and product owners to promote the customer benefits of ITSO compliant systems – and it wants this message conveyed consistently.
- This means that we need to mandate wording such as:-
 - For card issuers :- "(The ITSO logo) on your smart card means that you can also make purchases wherever you see the ITSO logo and ask for them to be placed on your smartcard." You will then be free to use the ticket or service you have purchased in accordance with its normal terms and conditions.
 - For product owners: - "Name of product" is an ITSO compliant smartcard application. This means that you can ask any of our authorised issuing points/sales outlets/bus drivers [delete as appropriate] to place your "Name of product" on any smartcard displaying (the ITSO logo).
- This excerpt does not as yet look at two issues which will addressing at some point in the future;
 - In the multi-application 'sharing' environment, applications could be added to a card sometime after the card was issued because the card owner becomes entitled to a service. In this case how are the brand and its implications communicated to the customer?
 - Also for consideration are the implications of an electronic purse.

Your comments are very welcome and should be sent to stoddyp@aol.com.

Half Day Seminar

Transport Smartcards: Maximising the Potential 24th November 2005, Nabarro Nathanson, Central London

Smartcards and e-money could revolutionise the way we pay for transport and other small purchases ensuring smoother transactions and less time wasted. With a number of trials of Smartcard schemes going on across the UK and the success of foreign schemes such as Octopus in Hong Kong, this seminar will examine the current situation and the way forward from here, looking at the implications for both operators and retailers.

For further details please visit http://www.thewaterfront.co.uk/conferences/conf_calendar.php

or contact Catherina on 020 7787 1210