

## Update from our CEO

### WELCOME to the March edition of ITSOnews.

March looks to be a busy time for ITSO and its members. Work continues to maximise the capacity of the current security system (ISMS) as well as progressing the HOPS provider testing and installation of updated version 1.5.

The building of the testing and interoperability suite in Milton Keynes is still on schedule to go live on 1 April and work in tandem with the current system, run by Integri/Clear2Pay, for a handover period.

And we continue to work towards confirming the scope of the forthcoming workshops as part of developing the new specification (version 3.0).

Please look out for updates on these projects in these newsletters or individual communications from us from time to time.

In this edition of ITSOnews you will find features which celebrate the strides members and suppliers have made over the last few months to make ITSO technology



work for them and, most importantly, their customers.

Wales moves ever nearer to a national entitlement card that works on rail and bus. Meanwhile Unicard is working with the Department for Work and Pensions and Southampton City Council on an online concessionary card system which can also be used to promote services to the elderly.

The team delivering your new ITSO services and priorities continues to

### Inside this issue

- Wales takes another smart giant step
- Pensioners do it online in Southampton
- Do you speak ITSO?

develop. We bring you up to date with staff and organisational developments on page 5.

For those still getting to grips with ITSO-speak we offer the first in a series of plain English explanations on page 4.

I hope you find the newsletter informative. In a bid to ensure we continue to Improve ITSOnews, we have developed an online survey so you can tell us how you want to receive it and content ideas.

As an incentive, I am offering a couple of bottles of wine from my native New Zealand to one of our respondents. Please take a couple of minutes to complete the survey (see page 4).

## Board hears of progress on security system update and migration

### THE ITSO Board met on 23 February and discussed progress on the migration to ISMS version 1.5 (the updated security system), as well as key operational activities such as recruitment and the 2011/12 ITSO budget.

One action item was to look at providing a simple guide to how the whole ITSO system works – in particular the security

management aspect (ISMS and ISAMs).

Elsewhere in this newsletter we make a start on this task with our 'Understanding ITSO-Speak' guide which offers plain English definitions of some commonly used terms and a website link for some others.

We are also working on a more in-depth guide in a future newsletter edition, show-

ing how the security sub-systems actually work.

The next Board meeting is on Wednesday 30 March 2011.

If you have anything you wish to be raised at this meeting, you should notify your sector director by 23 March.

Members should click [here](#) for contact details.

## New testing suite will operate in tandem for handover period

### WORK is on schedule to complete the new testing and interoperability suite in Milton Keynes.

The aim is to go live on 1 April 2011, in conjunction with the existing testing facility run

by Integri in Belgium, until Summer 2011.

This is to ensure that the Milton Keynes facility is fit for purpose when it takes on the full testing role and that the current demand for certification can be met.

As you will see elsewhere in this newsletter, we hope shortly to have a new Chief Technical Officer in place who will be appointing permanent staff to run the facility. We will continue to update you on progress in future newsletters.

Should you have any questions or issues regarding testing and certification please do not hesitate to get in touch with Lindsay Robertson on 0121 634 3700 or email him at [lindsay.robertson@itso.org.uk](mailto:lindsay.robertson@itso.org.uk).

# Turning iff into a successful reality in Wales

**THE successful launch of Cardiff Bus's 'iff' card in October last year was another major step towards an ITSO-compliant national entitlement card for Wales. So are things working out as expected five months on?**

The 'iff' scheme was an ambitious project for the 230-bus fleet which is owned by Cardiff Council but independently run.

As the principal bus operator in Cardiff and the Vale of Glamorgan, Cardiff Bus already had 80 per cent of the market, totalling some 28 million passengers a year, with 40 per cent pre-purchasing travel on existing schemes and 32 per cent using concessionary passes.

Almost 100 per cent of entitled people in Wales already had smart concessionary cards because the Welsh Assembly Government funded the replacement of 600,000 cards in the first phase of the national entitlement card rollout starting in July 2009.

## Migration

The government also commissioned an all-Wales back office system which involved migrating 22 existing local authority databases into one central card management system linked to a data management system (AMS/HOPS) provided by Applied Card Technologies Ltd (ACT).

It was then a question of installing 2,500 electronic ticket machines in Wales' bus fleet, involving nearly 100 different operators. This was virtually 100 per cent achieved by summer 2010.

The larger operators developed their own back office revenue management systems, while smaller bus operators send their data to depot systems (managed by local authorities) which feed in to the national system (HOPS).



**Launching the new iff card smart scheme in Cardiff**

The Cardiff Bus 'iff' smart card scheme went live in October 2010 with prominent marketing through bus and other advertising. All 118,000 homes in the area were sent information and the first 30,000 cards already had £3 loaded on them. The 'iff' card is pre-loaded with credit which can then be topped up on bus or at the travel centre and used as a pay as you go or season ticket.

To date, more than 35,000 'iff' cards have been issued and feedback is that customers are very pleased with the scheme.

**Viv Collins, the Welsh Assembly Project Manager, said: "This has been a major step forward towards our aim of having an entitlement card that works on Welsh and cross-border bus and rail services by 2014.**

"Cardiff Bus expect to make savings by replacing the costly direct debit scheme for season tickets and reducing fraudulent use of concessionary passes. It is so much easier for passengers to use their electronic purses rather than be scrambling for the correct change each time they board a bus.

"But the ITSO-backed system offers us much wider possibilities than just ticketing. Cardiff Bus will be able to use the information collected to give its customers a better service.

"For example, Cardiff Bus already gives passengers live information through

Twitter and Facebook, but is now working on a system of sending customers service updates by text or email if there are problems due to congestion or bad weather.

"In the near future Cardiff Bus will expand the range of products they issue using smartcards to include all their period passes\* and scholars tickets."

"Looking forward, the Welsh Assembly - with support from advisors MVA Consultancy - are working up plans to develop and introduce a national e-purse that will be accepted by bus and rail operators throughout Wales by 2014. A number of pilot implementations will take place during 2011 as a precursor to this.

## Commercial

"We are also working closely with other bus operators who are interested in developing commercial products on the ITSO platform in a similar manner to Cardiff Bus and Newport Transport.

**"This will demonstrate the cost effectiveness of the investment made by the Welsh Assembly Government in the ITSO infrastructure and its ongoing commitment to using that as part of its strategy to reduce car use and encourage sustainable transport in Wales."**

*\* a period pass is a bus pass issued for a fixed period, such as monthly or seasonal, usually also for a fixed area of travel.*

# Using ITSO information to target services

**SOUTHAMPTON City Council has become one of the first councils in the country to offer older people the facility to apply for and renew their bus passes online.**

The new enrolment website removes the barrier of making a trip to council venues or sending in important personal documentation to apply.

Residents are merely required to complete the online application form, upload a photo and the bus pass arrives a few days later in the post.

If unfamiliar with the internet, they can ask a friend, carer or family member to help them.

The registration service is provided by ITSO member Unicard Ltd and integrates Experian's product 'Authenticate for Public Sector' which validates and verifies the customer's eligibility in real time.



**Southampton is now processing nearly a third of concession passes online**

## Biographic

The applicant's data is compared against Experian databases containing biographic footprints of UK citizens.

As part of the application process residents are able to register interest in new activities and services, some of which are offered at concessionary rates. The *Smartcities* ENCTS card in Southampton, with encoding for use as a library card and in leisure venues,

encourages older people to be engaged more in their local community, increasing wellbeing and preventing social isolation.

The new facility has also enabled the council to develop an Outreach Programme. Visiting older people who are normally 'hard to reach' means council officers can support remote applications for bus passes and new services.

In a similar vein, the site also provides a way for carers to apply on behalf of potentially isolated citizens.

The service can also be used to register for organ donation.

An additional derivative benefit is that communication with online applicants has been completely energised.

**A recent email promotion by the *Smartcities* division offering discounted golf lessons was quickly oversubscribed and surprisingly generated many new requests from citizens wishing to be kept informed of other such campaigns.**

Southampton was able to secure some funding for the project through the national Active At 60 smart card project being funded by the Department for Work and Pensions (DWP) which aims to encourage older people to engage more with their local community, preventing isolation.

Since launching the project in August 2010, the council is now processing around 30 per cent of new concessionary pass applications online, saving £2.50 per application compared to people visiting a council office.

**The council expects the big savings to start in 2012 when pass holders who have had a pass since 1 April 2008 will need to renew their pass to confirm that they are still resident in the city .**

Councillor Matthew Dean, Cabinet member for Environment and Transport, said: "Councils need to get with the times. This application process will not be for everyone, but we need to recognise that many more residents over 60 are now online.

"This will not only save them time and hassle, it will also save the Council resource."

## Benefits

The scheme is being replicated by Nottingham City Council and Norfolk County Council, with the former keen to leverage the benefits of an ITSO-based multi-application card, simply by using the ITSO number as a unique identifier to back office systems (i.e. for library/leisure membership).

Several other authorities are increasingly keen to see the ENCTS cards used for access to other services where they can see a business case for doing so.



## ITSO'S Marathon Mike is swapping numbers for Nikes

### Wine to WIN

**WIN a couple of bottles of New Zealand wine and help us to help you at the same time.**

We want to ensure that the monthly newsletter we send you, ITSONews, contains information that is relevant, useful and interesting to you, and in an easy-to-read format.

To whet your appetite, our 'Kiwi' CEO Michael Leach has offered two bottles of wine to a winner who will be drawn from our respondents.

We would appreciate it if you could fill in the [online survey](#) by noon, 16 March 2011.

FINANCIAL Controller and Company Secretary **Mike Litting** is normally running numbers for ITSO, being in overall charge of the company accounts and fulfilling the vital role of Company Secretary for ITSO and ITSO Services Ltd (ISL).

But the brave 58-year-old, who is based at our Birmingham offices, has decided to swap numbers for Nikes and tackle the London Marathon on 17 April.

As an ex member of Lichfield Running Club, 'Marathon Mike' has done a few 26-milers in his time, but the last time he did London was back in 1989. He said: "I injured my knee and was out of action for four years, during which I put on three stones. I'm gradually getting my fitness back now.

"My aim is just to finish the London Marathon this year. I am not worrying about time, in fact I'm buying a head torch in case I'm still running when it gets dark!"

Mike is raising money for Macmillan Cancer Support (see <http://www.virginmoneygiving.com/MikeLitting>).

Both his father and grandfather died from



the disease and his partner has thankfully survived breast cancer.

Mike's ambition doesn't stop there either – he has set his sights on running the New York marathon in November 2012 on his 60th birthday.

If you don't catch him at either marathon you can try and spot him on TV, because another hobby is playing extras in TV programmes like Hustle and Doctors. And they say accountants are boring ...

## Do you speak ITSO?

**THE world of smart ticketing has developed its own language which may well be easily understood by people immersed in the topic, but leaves the rest of us reaching for a dictionary which may or may not provide the answer.**

To complicate matters further, there are other terms which apply only to ITSO systems.

Rather than leave readers feeling that they have stepped on to the set of the Avatar movie, trying to understand Na'vi and mumbling "er,

actually I don't see you..." we aim here to give a few insights from our guide to ITSO-speak.

We've chosen some of the most common terms this month.

You can find the full ITSO Dictionary on our [website](#).



ABBREVIATION	DEFINITION
AMS - Asset Management System	Part of the back office data processing system (HOPS). The Asset Management System is responsible for the data modules within individual ticketing machines or barriers
HOPS - Host Operator or Processing System	The overarching data processing system used by ITSO scheme
ISMS - ITSO Security Management Service	The lead part of the Security Sub System which acts as the 'keeper of the keys', managing the provision of data access keys to the secure devices in ticket

ABBREVIATION	DEFINITION
ISAM - ITSO Secure Application Module	A secure electronic data processing module, the size of a mobile phone SIM, which checks the holder's card permissions, authenticates and validates their electronic ticket, and stores journey data for further processing. The ISAM 'talks' to the back office system (HOPS) through another security device called an HSAM. The HSAM is responsible for messages to ISAMs which it looks after. The Primary HSAM in a system is known as the PHSAM.



## TEAM UPDATE: Building a team to deliver services members require

**WE are pleased to announce that considerable progress has been made in the last month on developing the 'new ITSO' organisation.**

Following rigorous panel interviews, permanent positions have been offered to, and accepted by, **Lindsay Robertson** and **David Moran** for the positions of Director of Member Services and Director of Finance and Commercial Services respectively.

We have already benefited from their commitment and expertise as interim post holders in the past few months and look forward to their taking up permanent positions as of Monday 7 March.

Lindsay will continue to lead his team in improving the range of products and services available to ITSO Members, including maintaining critical operational services such as the security system (ISMS).

David continues to be responsible for finance, commercial management and



business development. This includes establishing company-wide objectives, policies, procedures, programmes and practices to ensure ITSO achieves and

sustains a sound financial structure.

Extensive interviews have also been held for the position of Chief Technical Officer and we hope to announce this new appointment in the near future.

We would like to take this opportunity to say goodbye to Technical Administrator Neil Gallagher and Assistant Registrar Keely Mayo, who will be leaving ITSO over the next month. We thank them for their sterling service and wish them luck in their future endeavours.

Jacqui Galvin will be taking over some of Neil's duties and can be contacted on 07843 211026 or at [jacqui.galvin@itso.org.uk](mailto:jacqui.galvin@itso.org.uk). Lindsay Robertson will be responsible for assigning handover of Keely's duties in the short term.

People wishing to contact Keely should continue to email [keely.mayo@itso.org.uk](mailto:keely.mayo@itso.org.uk) with a copy to Lindsay ([lindsay.robertson@itso.org.uk](mailto:lindsay.robertson@itso.org.uk)) to ensure their queries are answered.

## STAFF PROFILES: Introducing members of the ITSO team

### **Kim Clarke, Member Services Team**

Kim has been with ITSO since March 2008 supporting existing and new members, as well as the ITSO supplier community. She reports to Lindsay Robertson in his role as Director of Member Services.

She is your first point of contact for any queries regarding setting up or running your ITSO-compliant project.

Kim is also secretary of the ITSO Licensed Operators Group (ILOG) and its hotlisting sub-group.

ILOG is a forum which shares experience concerning implementation and interoperability, relaying issues to the

ITSO Board, and setting up working groups to progress urgent issues.

*Kim can be contacted on 07515 923767 or by emailing [kim.clarke@itso.org.uk](mailto:kim.clarke@itso.org.uk)*

### **John Soanes, Project Management Office (PMO) Co-ordinator**

John joined ITSO in September 2010. His job is to work with the CEO and ITSO Leadership Team to develop overall programme and individual project plans, to ensure we are focussing on our key priorities, as detailed in our Business Plan.

He has also recently taken on governance duties, including

co-ordinating our Board activities.

John came to us after working on the gearing-up of the Police National Database, Service Delivery for the Probation Service, and Customer Service in pensions and publishing.

All serious stuff. On a lighter note, John has been a stand-up comic and enjoys writing in his spare time. He is currently one of the writers for the world's first continuing 'TV' drama created exclusively for downloading to smartphones via an 'app'.

*John can be contacted on 01908 605806 or by emailing [john.soanes@itso.org.uk](mailto:john.soanes@itso.org.uk)*

## **Changes to your newsletter**

**IN THE past, ITSO has produced separate newsletters for ITSO members and those Travel Concession Authorities (TCAs) receiving services through ITSO Services Limited (ISL). Because we are all part of the ITSO community, it has been decided to produce just one newsletter but increase its frequency. ITSONews will now be sent to all on the first Wednesday of every month.**

**If you know of someone who would like to receive this newsletter, or no longer wish to receive it yourself, please contact Sheila MacDonald directly.**

**If you wish to contribute to ITSONews please contact Sheila MacDonald, Communications Advisor, on 07880 683023 email [sheila.macdonald@itso.org.uk](mailto:sheila.macdonald@itso.org.uk).**