

UrbanThings is working with Hertfordshire-based coach operator Richmonds, to provide institutional ticketing to employees of a local business park.

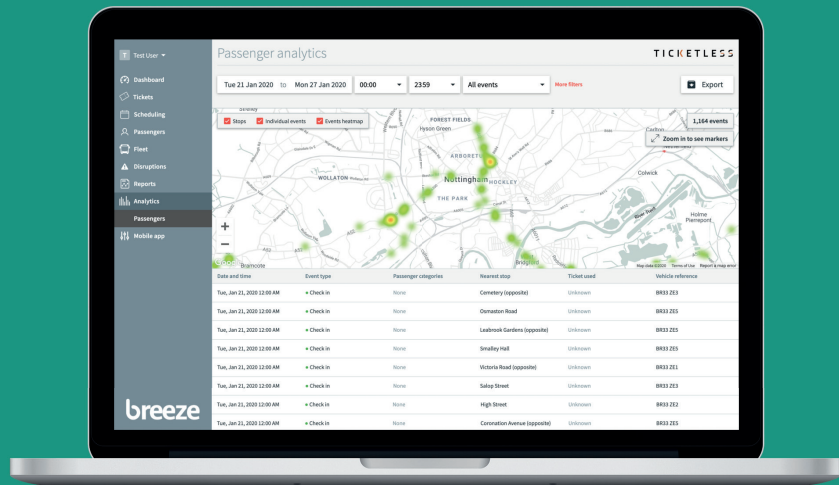
The business park required secure, private ticketing and real-time passenger information that was only available to employees.

There was also a need to understand exactly which employees had used the service, in order to apportion subsidies to various stakeholders.

Richmonds required a non-hardware solution that could provide a low-cost portable means of ticket validation. As such, UrbanThings' Hex Tag technology was deployed across all vehicles.

A white-labelled app was deployed in just 6 weeks.

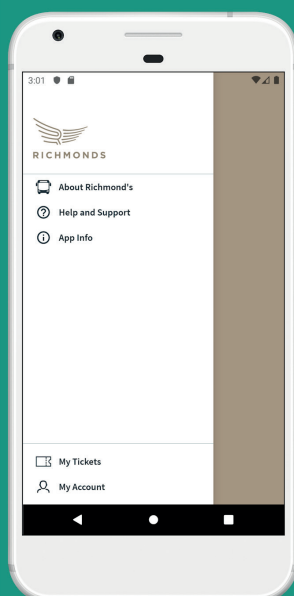
UrbanThings partnered with Richmonds to provide smart ticketing and passenger analytics for their private shuttle services to a business park near Cambridge.



## THE URBANTHINGS SOLUTION

- Easy-to-use web portal to manage riders and tickets
- Private and secure institutional ticketing
- Quick, secure check-in via Hex Tags
- Check-out via Bluetooth beacons
- Secure symbol display for visual validation
- Passenger analytics, including breakdown of data per company
- A branded app for timetable information and account-based mobile ticketing
- Affordable App-based coach tracking system

The Richmonds Smart Travel app uses UrbanThings' innovative Hex Tag technology to allow passengers to validate their tickets when boarding. The subsequent data is used to optimise routes and improve services.



More of our contract clients have been requesting a travel app that, on the one hand, delivers a better service so that their staff can view timetables, receive alerts and track coaches, whilst on the other hand, gives increased visibility for route optimisation, and improves on-boarding security via e-tickets with anti-fraud measures. In developing the Richmonds Smart Travel App, UrbanThings have understood our requirements and delivered on them.

Andrew Richmond, MD at Richmonds