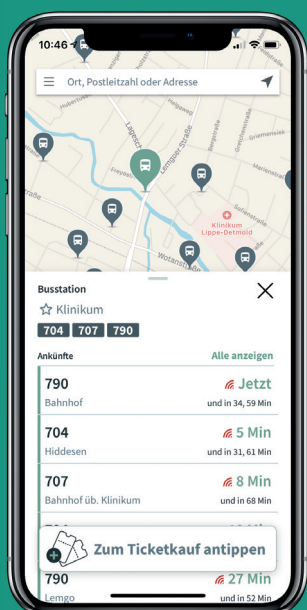UrbanThings partnered with IVU Traffic Technologies and StadtVerkehr Detmold to provide a smart ticketing platform for public transport in the city of Detmold.

SVD required a mobile-ticketing solution that would integrate with their existing onboard hardware. They also wanted to provide their passengers with a sleek and modern mobile app to show real-time travel information, and enable barcode m-ticketing.

The passenger app needed to accommodate various payment options such as PayPal, Google Pay, Apple Pay and Debit and Credit Cards.

SVD is now able to view rich passenger analytics in the cloud-based back office. The data provided is used for route optimisation, improvement of services and customer relations.

UrbanThings worked with IVU Traffic Technologies and StadtVerkehr Detmold to build the new SVDsmart app and back office as a replacement for the existing ticketing scheme.

THE URBANTHINGS SOLUTION

- A branded app for real time information and mobile ticketing
- Easy-to-use web portal to manage riders and tickets
- QR codes for on-vehicle validation
- Tight integration with IVU.suite
- Mobility platform and back office with passenger analytics
- Live operational data to improve route profitability
- Fully managed and updated solution
- German localisation

The SVDsmart app launched in the city of Detmold, Germany in November 2018

> The Ticketless app has proven to be a very attractive product for the city of Detmold and is very well suited to offer simple ticketing on a mobile phone. The app was quickly introduced thanks to the professional and dedicated project management of UrbanThings and IVU. With the planned expansion, the app will quickly become the central component of the digital sales strategy of the city of Detmold.

Wolfgang Janz, MD at Stadverkehr Detmold