



Using technologies to enable multi-operator smart ticketing and attract new passengers. Today.

Guy Sutherland, Head of Bids and Partnerships  
**UrbanThings**



# ABOUT URBANTHINGS

We exist to make travel simple. More than a decade of experience with Customers across the UK, Europe, and North America. Part of Paragon ID. Powering 130m+ journeys each year.



# YOUR SPEAKER

Guy Sutherland



Head of Bids & Partnerships,  
UrbanThings

- Years of experience in the transport industry, specialising in the use of SaaS products
- Helping customers identify solutions to improve passenger experience
- Passionate about modern technology platforms

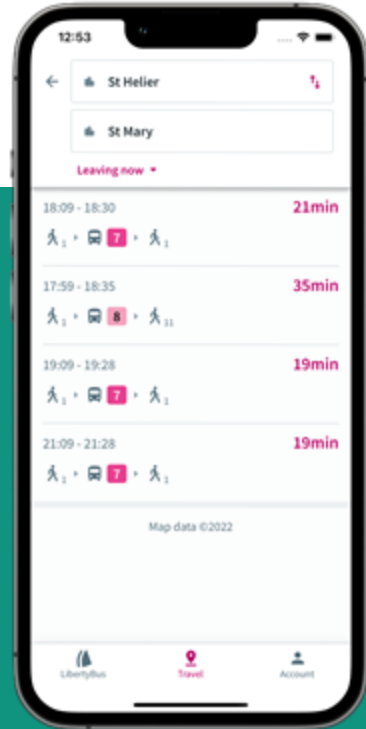
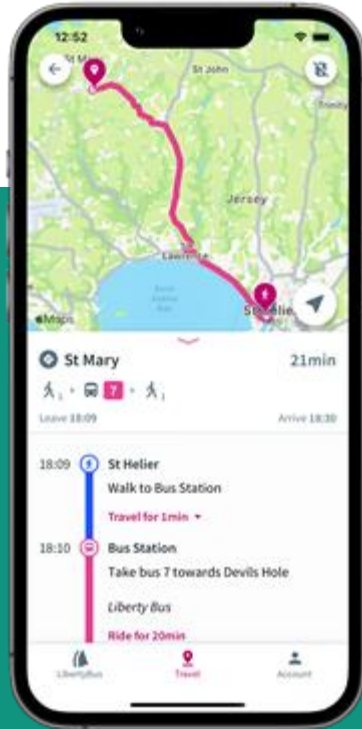
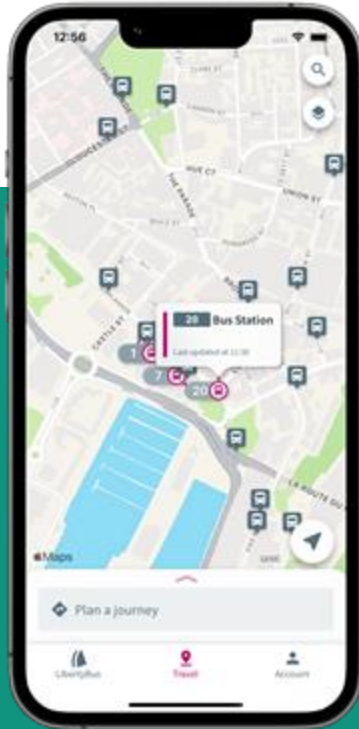
# LET'S ENCOURAGE BEHAVIOUR CHANGE

A fully loaded double decker bus can take **75** cars off the road.

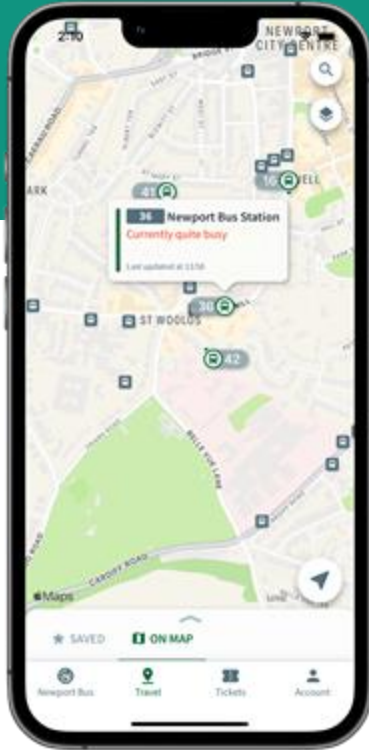
If everyone switched just one car journey a month to bus, there would be a billion fewer car journeys and a saving of **2 million tonnes of carbon dioxide** per year.



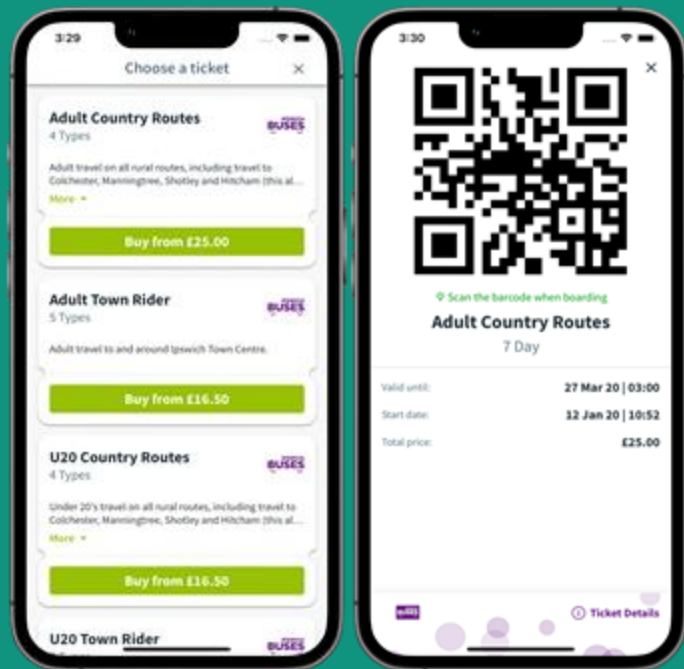
# WORLD CLASS JOURNEY PLANNING APPS



# REAL-TIME INFORMATION APPS



# SMART MOBILE TICKETING APPS



# ITSO SMARTCARDS



- Longer-term passes
- Transferable passes
- Multi-operator products



# cEMV TECHNOLOGIES



# LOYALTY APPS

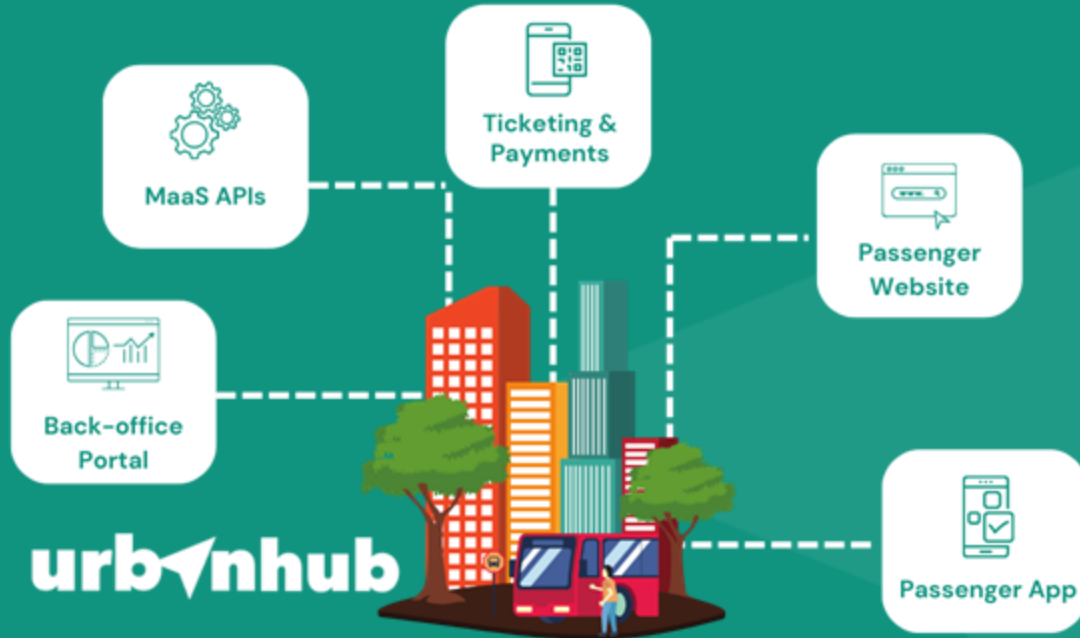


- Collect points and rewards
- Gamification
- Encourage behaviour change

# ONE BUS, MANY APPS?



# ALL IN ONE WITH URBANHUB



**urbn**hub

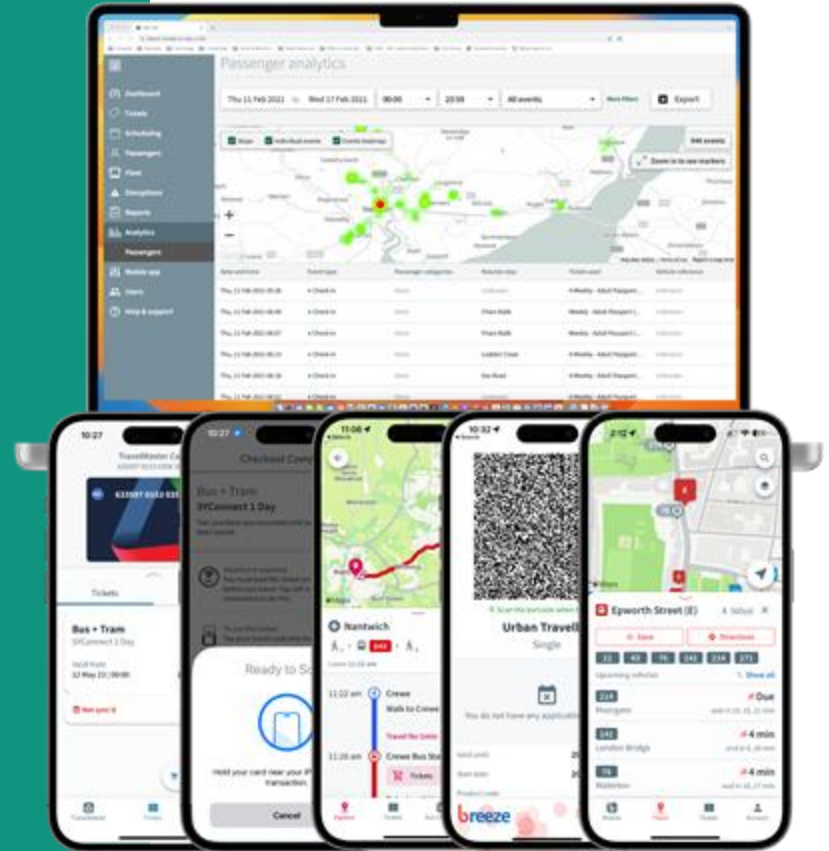
# ONE SINGLE COST-EFFECTIVE SOLUTION

- FOR YOUR PASSENGERS:
  - Deploy a passenger app that can be multi-operator and multi-modal
  - Real and practical multi-operator ticketing schemes
  - Encourage bus patronage through access to real-time information, ticketing, and different mobility options in the same place.
  - Give a platform for their voice to be heard



# ONE SINGLE COST-EFFECTIVE SOLUTION

- FOR OPERATORS & AUTHORITIES:
  - One central platform where you can monitor, plan, and improve the shared mobility offering
  - Help your passengers make the sustainable transport choice, and make an action for positive change: sustainable services for smarter cities
  - Create a strong network brand identity
  - Create community impact with a highly visible, future proof solution



THIS IS AVAILABLE NOW

Ready to give it a go?



# Thank you!



[guy.sutherland@urbanthings.co](mailto:guy.sutherland@urbanthings.co)

020 7043 1680



UrbanThings

**CONTACT US TO  
BOOK A DEMO**

[urbanthings.co](https://urbanthings.co)

