

Travelling smart!

Why not use your phone to buy subscriptions?



Think mobile!

More and more customers use their phones to buy shoes, journeys and most of their tickets. The exception, so far, are public transport subscriptions, although mobile subscriptions are obvious and also extremely practical for passengers.

Your digital subscription –
extremely convenient and always
with you

*"I sometimes leave my wallet at home.
My phone? Never!"*

Your system will be extended so that passengers can use their smartphone to purchase their job tickets, student season tickets and other subscriptions in a digital, convenient and secure way.

Buying subscriptions with your phone? The benefits are obvious!

CUSTOMER ACQUISITION

- Establish an early, paperless and digital connection with the 'smartphone generation' (pupils and students)

BETTER TICKET SECURITY FOR SEASON TICKETS

- From student number validation to complex security features against season ticket fraud - we have thought of everything
- A photo of the customer on his/her subscription product creates a personalised ticket, thus speeding up ticket inspection

How does it work in practice?

- Data are retrieved online via web service or file transfer update from the sales backend
- The photo upload is customisable. Once on the ticket, however, the photo can no longer be altered.
- Validation of student numbers via web services with university servers



AT A GLANCE

BENEFITS FOR TRANSPORT COMPANIES:

- Customer acquisition, especially among younger target groups
- Simplified access to subscription products through digital sales channels
- Reduced processing costs

BENEFITS FOR PASSENGERS:

- Digital tickets, always with you on your phone
- No need to go to the counter, no waiting time
- Simple application process - smart digital solution

For more information about our products, please contact:

eos.uptrade GmbH · Schanzenstraße 70 · 20357 Hamburg · Deutschland · T +49 40 808070-0 · F +49 40 808070-100 · info@eos-uptrade.de · www.eos-uptrade.de



SIEMENS
Ingenuity for life

www.siemens.com/simobility
simobility.mobility@siemens.com
+49 174 1525037

HaCon

www.hacon.de
info@hacon.de
+49 511 33699 0

eos.uptrade
DRIVING INNOVATION

www.eos-uptrade.de
info@eos-uptrade.de
+49 40 808070 0

Bytemark

www.bytemark.co
sales@bytemark.co
+44 797 314 5472