Digital Transformation and Smart Ticketing

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CEO – SITAEL S.p.A.
it is not the strongest nor the most intelligent that survives, but the one most responsive to change.

(C. Darwin)
Sitael Digital Transformation Division is a multi awarded team able to bring not linear innovation in every business.
Our believes

**Vision:**
Changing is our way, Digital transformation is the opportunity.

**Mission:**
Create additional value for our customers by digitalizing processes and interactions.

**How:**
Assembling competences, solutions and ideas
Moving to Digital is the way to provide on large scale:

- Personalized User Experience
- Bottom-up Relations
- Efficient Customer Service
- Real-time data gathering
- Predictive operations
- Data driven Product designing
Travel Documents
we are in a transition time towards a full Digital Transformation

A successful path consists in a unique solution able to handle all travel documents with the same user experience
Digital Transformation

- User Experience
- Processes
- Tecnologies
- Business
Payments by Cash
still very common

Cash Digitalization unlocks different opportunities in terms of cost saving, security and profiling
TRANSPORTATION

SMART TICKETING & VALIDATION SYSTEMS
Enablers: e-Payment - MatiPay

Mobile Payment solution that turns automatic distributors into smart vending machines.
MATIPAY, the Integrated alternative

It is not a replacement of traditional electronic payment systems (credit card gateway, PayPal, Apple Pay, etc.) but, thanks to its structure, it can be combined with other payment systems.

Moreover, MatiPay enables the possibility to DIGITALIZE CASH.
Thanks to the smartphone and enhanced the TVM, it is possible to facilitate:

- Customer Identification
- Wallet Top Up with cash and others payment methods
- Customized offer proposal
Thanks to the **Vending Machine** network embedding MatiPay technology, it is possible **to purchase tickets** directly from the distributor with a payment by cash or with the current Wallet credit.
The SmartCheck is an HW and SW solution that allows:

- User recognition
- Ticket Validation via:
  - QR code
  - Contactless Card/Mobile
- Detection of an expired Card or Subscription, validation of each ticket and reduction of remaining entries
- Doors opening

LED bright feedback to confirm ticket validation action
SmartCheck

VALIDATION WITH LIGHT AND SOUND INDICATORS
Real-time Analytics & Advanced Control

INTEGRATION

Automated Vehicle Monitoring
AVM System onboard with Passenger Counter
The integration of validation data with the data provided by the passenger counter guarantees a report on the exact number of paying users compared to the total number of current passengers on the train, with the aim of optimizing and making efficient the controlling activities.
Thank you!
for your kind attention