BORDEAUX METROPOLE

OPEN & FLEXIBLE MULTIMODAL TICKETING
The Bordeaux Métropole wished new user friendly features and an open and scalable ticketing architecture.

The new ticketing project had to provide ticket vending features adapted to every type of user and improve the quality of service offered with the old system. The new system will be interfaced with the self-service bike system (VCUB) and an Internet Web sales.

WHAT WAS THE CHALLENGE?

The challenge was to renew the ticketing system dating back to 1999 and invest in an open and scalable system to ensure a future proof interoperability between the various existing transports.

The challenge highlights were:

- Mobile ticketing capabilities
- Interoperation with surrounding urban areas and eventually with regional transport system
- Easy tariff updates

On top of these, the challenge was to propose an open & flexible solution ready for new feature implementation.

HOW DID WE ANSWER?

Thales is delivering an open architecture system and interoperable as already done for other customers like in Norway or in Denmark.

The solution due to be delivered is interoperable and ensures long lasting ticketing systems with seamless processes to obsolescence and upgrades management.

Thales delivers detailed specifications, project management, documentation and training for the TRANSCITY™ ticketing system based on open, scalable and interoperable architecture.

The contactless cards and tickets are provided within an EMV ready system enabling seamless travel through bus, tram, car parks and bikes.

THE RESULTS

Bordeaux Metropole envisions intermodality with the same card all over Aquitaine region aboard all types of transport and mobile ticketing application to buy tickets and board the trams.