

smartcard trading[']Ltd.

blue[']TM
smartcard scheme



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Jeremy Acklam

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manugistics



“the aims and objectives of Smartcard Trading are actively supported by the relevant parts of the Royal Bank of Scotland with regards to the currently planned implementation of the Blue Scheme”

Aspirations in the palm of your hand...

blue'TM is a service-based smartcard scheme that enables :

- Cashless car parking
- Bus, rail & ferry ticketing, including concession passes
- School attendance, meals and student incentives
- Library & leisure services
- Entry to attractions and events

...and ...

e-payment for low-value transactions at retail outlets.



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a technical breakthrough

- Smartcard Trading believes it offers the most innovative, commercially sound and low-risk transport & Local Authority smartcard scheme in the UK.
- Whilst the scheme fully supports ITSO, other smart ticketing and facilities can be added.
- This approach is the most cost-effective method of incorporating existing 'non-standard' schemes into the same card estate and back-office processing – thus requiring only marginal investment per additional application.
- Smartcard Trading is able to offer existing applications (such as Oyster, library systems etc) on the same smartcard as ITSO and low-value e-payment
- A reduced functionality card is also available.

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a commercial breakthrough

- Achieving a sustainable business case for smartcards in local authorities is difficult.
- It becomes easier as:
 - the number of applications on a card increases and
 - the volume of cards issued increases.
- Scale is critical to effective commercialisation
- Smartcard Trading provide the scheme as a services concession under the 2006 Public Procurement Regulations

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a commercial breakthrough

- A one-sided approach –
 - Cards are funded by customers or a primary sponsor
 - The value to the customer of the commercial services on the card means that the customer is prepared to pay for the card
 - For local authorities, this means :
 - The authority can brand one side of some cards for its own purposes if it wishes, or leave all of them to be branded by others (eg rail season tickets)
 - Smartcard Trading brands the other side, adds commercial services (with customer discounts) and operates the cards, to the benefit of the Council and the customers
- ***Two one-sided cards!***



supports L.A. Mission & Outcomes

- ***Improving health, housing and the quality of life for all***
 - Enhances quality of life by reducing everyday transport stress
 - Offers enhancement opportunities through the Council's leisure services
- ***Encouraging job creating and economic prosperity***
 - Builds a reputation for e-services
- ***Raising education standards and promoting lifelong learning***
 - Enables learning accounts
 - Attendance incentivisation incorporated into a loyalty scheme
 - Links behaviour with quality of life opportunities
- ***Creating safe and crime-free communities***
 - Cashless car-parking
 - Accessible public transport
 - Cashless low-value transactions
- ***Improving public transport and the highways infrastructure***
 - Manageable implementation of concessions
 - Encourages new, attractive ticketing opportunities and modal shift
 - Smartcard usage data inputs to the Local Transport Plan
- ***Protecting physical environment***
 - Transport can be differentially priced and planned to best suit the environment

Example of Pre-authorized debit Card with sponsor

Side A – Blue Branding

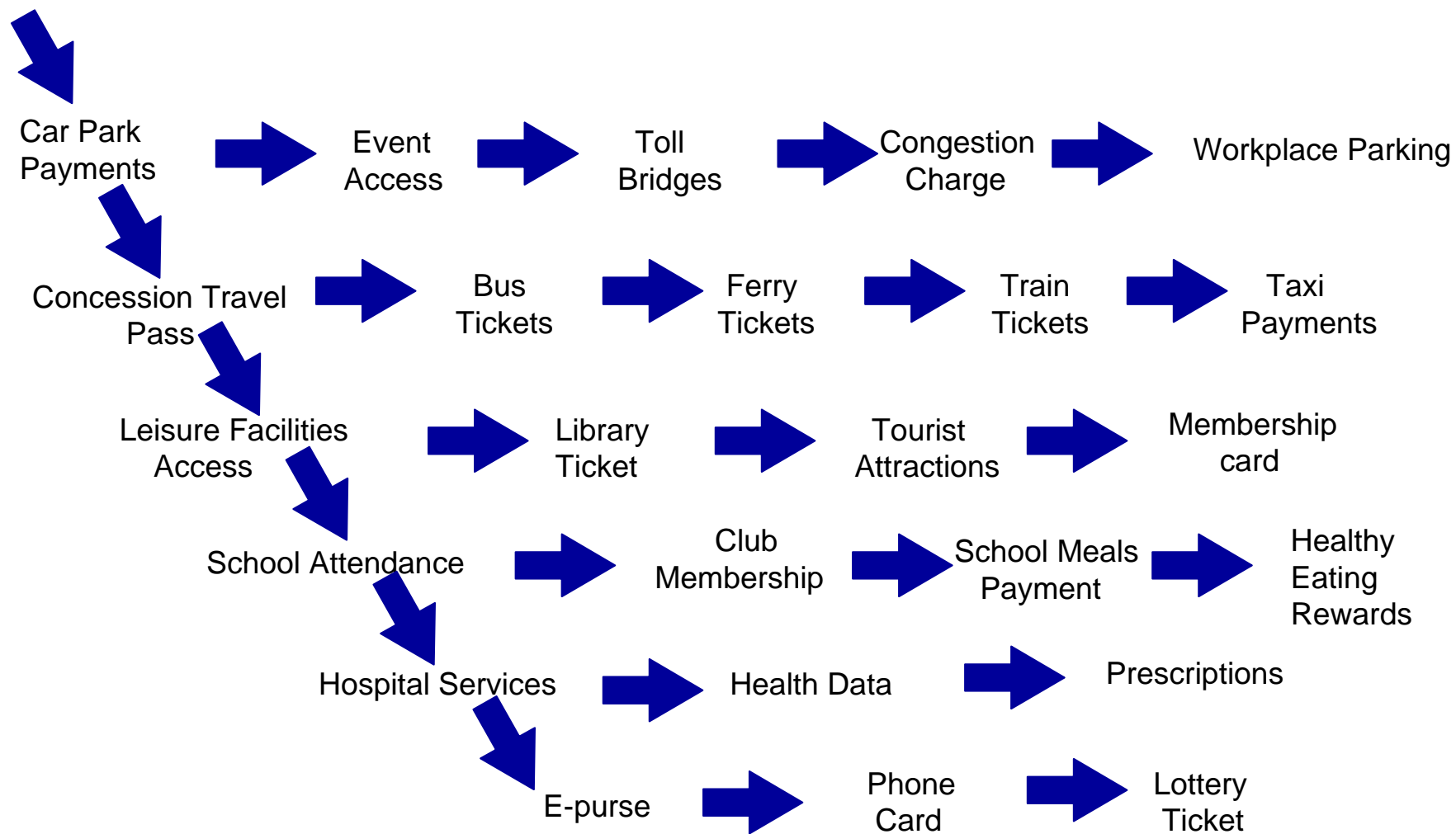


Side B – Sponsor or Advertiser



Smartcard Trading

– an opportunity for Local Authorities



blue

Who's who

Jeremy Acklam :

- over 27 years in public and private sector Transportation, I.T. and world-leading smartcard markets
- founder and Director of the Integrated Transport Smartcard Organisation
- one of the team of four to create thetrainline.com.
- wrote & presenting the 2002 Downing Street Lecture on the future of Transport Information and Retailing to the Prime Minister, MPs and guests.
- regular conference speaker
- responsible for e-solutions in Transport at ATOS Origin, one of Europe's foremost Systems Integrators.



Peter Jennings :

- Chartered Accountant and Investment Banker,
- Worked in the City for over 30 years in various roles involving public company financing and mergers, lending and private equity,
- In recent years has been involved either as a principal or an advisor across a number of commercial sectors including the privatised power industry and the National Lottery
- Former finance commissioner of Yarmouth Harbour



Peter Borer :

- over 35 years experience in public and private sector telecommunications, transport, media and government regulation,
- founder and Managing Director of British Rail owned BR Telecommunications,
- Operations Director of Local Government owned Kingston Communications (Hull) plc,
- Director of AIM listed Hansom plc, operator of black cabs in London,
- Managing Director of Telewest National Network
- Chairman of Vitesse Rail Com limited.



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