

## Case Study

## Adelaide, Australia

Adelaide wanted to adopt contactless ticketing. Passengers wholeheartedly adopted our solution. For the 1.3 million people living in the Adelaide urban area we designed and deployed a mixed ticketing system offering a range of advanced functions – real-time passenger information, and fleet management – without the slightest interruption in service.



Adelaide, with 1.3 million inhabitants, is one of Australia's most dynamic cities. The Department of Planning, Transport and Infrastructure (DPTI) of South Australia is implementing a wide-ranging program in favor of sustainable mobility and seeking to bolster the appeal of its tramway network, suburban trains, and the 1020 buses operated by three companies on its behalf. With this in mind, it decided to replace its magnetic ticketing system, which has been operating for 25 years, with a state-of-the-art mixed solution offering the fluidity of contactless ticketing and advanced network management functions.

### The challenge

DPTI was looking for a comprehensive, competitive solution that would guarantee a rapid switch to contactless tickets while still offering magnetic tickets for occasional users. It wanted to ensure a smooth transition for both passengers and its own agents: the new system was to be deployed progressively without interrupting service. The transition was to offer the opportunity for new services, such as online reloading and the possibility of buying and reloading tickets on board suburban trains serving a large number of small stations with insufficient traffic to justify installing ground terminals. Lastly, the central system was to offer the possibility of adding other functions such as real-time passenger information and fleet management.

### The Solution

We designed a customized solution based on the Conduent Fare Collection System and specifically developed the MTVM on-board vending machine for purchasing and reloading tickets on trams.

and trains. A locally based Conduent Transportation team supervised deployment over an 18-month period, without any interruption in service for users. Dual-system validators compatible with the format of the older magnetic tickets were installed in place of the existing equipment. Once the entire network had been equipped, new, more reliable magnetic tickets and contactless cards were introduced following a test carried out in a part of the city using a sample of 500 "pioneer" passengers. Thanks to this progressive introduction and a major communication campaign by DPTI, the new system was wholeheartedly adopted by the Department's employees and customers.

### The Result

The project was a complete success. The rate of contactless ticket use quickly rose to 85% of validations in the space of a few months. Users are free to buy tickets or add credit in a variety of ways: on board trains, at sales outlets, with retailers and online thanks to the Conduent® Fare Collection System Home Ticketing system. DPTI took advantage of the modular design of Conduent® Fare Collection System to improve service quality. The Conduent® Fare Collection System Fleet & Info module uses GPS data emitted every 20 seconds by each vehicle to update passenger information on a continuous basis. This information can be disseminated via station display panels, mobile applications, or over the net. The Fleet management module offers a range of statistical and cartographic functions, allowing DPTI and its operators to analyze all their operating data in detail. All of which means the best decisions can be taken to manage the network and improve service quality on a daily basis.



### In a nutshell

Thanks to Conduent Transportation and Conduent® Fare Collection System, the Adelaide transport authority was able to upgrade its ticketing system transparently to the latest-generation mixed solution, which was quickly adopted by passengers.

Sector: Local authorities

Solution: Ticketing

Clients: Government of South Australia,  
Department of Planning, Transport  
and Infrastructure

Challenge: Ensuring a successful transition to contactless ticketing for the bus, tram, and train networks in the Adelaide urban area without interrupting service and inconveniencing users

Result: Latest-generation mixed ticketing, combining innovative equipment, real-time passenger information and advanced operation-aid functions

### Key Figures

#### Network

- 1020 buses operating 1200 km of lines
- 120 km of suburban trains, 85 stations
- 1 tram line

#### The Project

- 85% contactless users within a few months
- No interruption in service
- No additional work required on site

### Contact Us

[www.ConduentTransportation.com](http://www.ConduentTransportation.com)  
[transportation@conduent.com](mailto:transportation@conduent.com)

