

Case Study

Marseille, France

Marseille wanted a single contactless card for eight transport modes. We took up the challenge. In the 18 communes forming the Marseille Metropolitan Area, we deployed contactless ticketing on the bus, metro, tram, intercity coach, self-service bicycle, ferry, car park and regional train networks. An unequalled multimodal and interoperable challenge.



The Communauté urbaine de Marseille Provence Métropole (MPM – Marseille Metropolitan Area) wanted to take advantage of the creation of a tram line and of the extension of a metro line to modernise its ticketing systems and promote public transport throughout the region. Its aim was to issue travellers with contactless tickets that could be used on an interoperable transport network extended to the 18 communes in the metropolitan area. The transport authority approached us and chose our ticketing solution, which enables the city's 450,000 year-round ticket holders to use the same contactless ticket for all their journeys throughout the urban area and its suburbs.

The challenge

Our solution had to adapt to eight different transport modes: buses, metro, tramway, intercity coaches, self-service bicycles, ferries, car parks and regional trains. Being interoperable, it had to guarantee separate revenue management and consolidation of data shared between the six operators of the bus networks in the 18 communes of the MPM, the bicycle network and the ferries. At the same time, the MPM wished to be able to integrate other operators in the future and leave them the option of creating tickets adapted to their requirements. In short, the challenge lay in

dealing with a wide range of networks, operators and transport modes. All the more so as we had just a few months to equip what was to become the largest contactless multimodal area in France.

The solution

Recognised for its performance and adaptability, our Atlas® system distributes revenue precisely in accordance with the services provided. It manages all the equipment dedicated to all the networks in the eight transport modes, in particular the 700 buses and 26 trams, vending machines, anti-evasion gate-controllers, consoles and points of sale.

To help users switch gradually to remote ticketing, we deployed contactless readers throughout the networks while keeping the possibility of using magnetic tickets during the intermediate phase. Our know-how meant we could guarantee operations using mixed ticketing. This we did with the necessary efficiency: the Régie des Transports Marseillais (RTM – Marseille Transport Authority), whose bus, metro and tram lines together account for 90% of all urban journeys on the new network, had already commissioned us to install the equipment for its previous ticketing system.

The result

The user leaves the car park where they have just

We deployed our Atlas® system and updated the equipment for the largest contactless multimodal area in France.



parked their car. They catch a bus that drops them off at the ferry they wish to take to the Frioul islands. They can do all this with their Transpass contactless ticket. In fact, the user could have done even more: they could have caught the metro, borrowed a bicycle, and taken a regional train or intercity coach. The 150,000 journeys recorded on the network each year can now be performed with this one card. If there is any problem, the user can contact an agent at one of the videophone terminals. Lastly, like any year-round ticket holder, they have the possibility of managing their annual pass online.

In a nutshell...

The Greater Marseille transportation authority chose to modernise its ticketing system with our help. We deployed the central system, installed the new equipment and updated the existing equipment. We provided solutions tailored to the requirements of this network, which handles 150,000 million journeys a year.

Some figures

The Network

- 4 networks (urban, suburban, Ciotabus and ferries)
- 12 separate operators
- 564 city buses and 140 inter-city buses
- 26 trams
- 36 metro trains

Points-of-sale

- 53 ticket offices
- 250 retailing points

Ground vending and reloading equipment

- 32 DAS 202 vending machines (metro),
52 DAS 400 (tramway) and 92 DAS 200 (metro)

Other equipment

- 132 metro gate-controllers
- 33 anti-fraud gate-controllers
- 29 videophone terminals

Contact Us

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