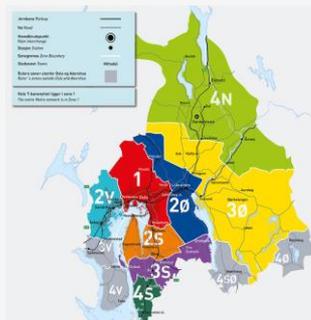


# Supplier conference for Ticket Vending Machines

23rd May 2016,

Claes Kanold, Sales and Marketing

**Ruter #**

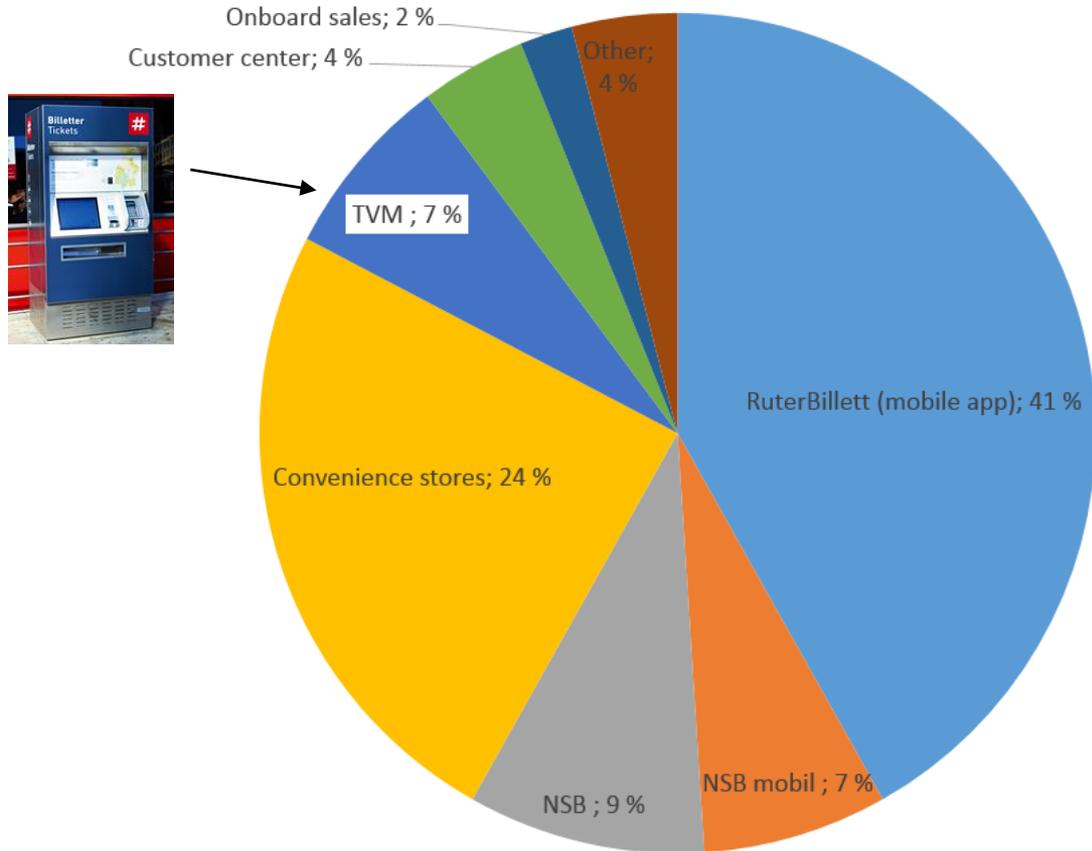


2020

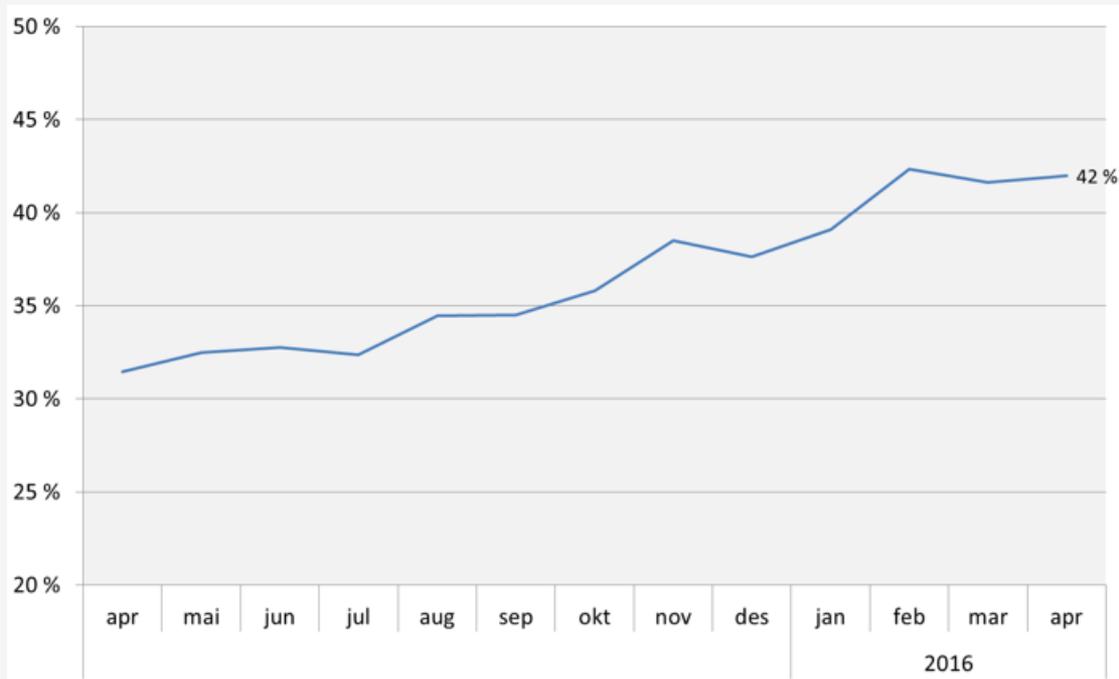
Ruter#

2000

# Distribution per saleschannel



# Revenue from RuterBillett (mobile channel)



# Baseline

- Focus on mobile services/solutions connected to Ruters own API back office and to the National Order Database
- Downscaling the traditional card based ticketing systems



# 171 TVMs + 11.000 other ticketing devices



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# Availability Simplicity Efficiency



1.000 000 TVM's in the pocket



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# TVM is an important alternative to the customer segments that are not equipped with RuterBillett (Mobile app)

- Tourists
- Children
- Elderly people



# New distribution possibilities

- Possibilities to easily adapt new distributions channels
- Sales through third parties like hotels, parking facilities, cinemas etc.



## Next generation ticketing shall be based on the following:



### Customer

«Be where the customers are»



### Technology

«Mobile and new technology has replaced all the current infrastructure»



### Economy

«Cost efficiency and flexible infrastructure avoiding fare evasion»



### Transition

«New ticketing in parallel with real current solutions»

?



2020



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# Future

How can Ruter run a customer friendly and cost efficient TVM-channel?

