



## REGIONAL TECHNOLOGY COMMITTEE

Andy Macke, Chair

September 2, 2021

# **Regional Technology Committee**

## **Thursday, September 2, 2021**

### **Proposed Agenda**

- I. Call to Order – Andy Macke, Chair
- II. Approval of Minutes for July 1, 2021
- III. Approval of Agenda for September 2, 2021
- IV. Future of Fare Payment Solutions Showcase Series – Cubic Transportation Systems – Todd Townsend, Cubic
- V. Adjournment

The background of the slide is a photograph of a man in a grey suit and blue tie, holding a smartphone. He is standing in front of a blurred city street scene with a tram. The entire image is overlaid with a semi-transparent purple filter.

# Regional Technology Committee Meeting

## Future of Fare Payment Solutions Showcase Series

### Cubic Transportation Systems

Thursday, September 2, 2021

**We are Cubic and our vision is to improve  
quality of life for your riders by optimizing mobility.**

# Agenda

- Why Cubic
- Regional Goals
- Advantages of Platform/SaaS
- Equity
- Mobile App
- Rewards/Rider Incentives

# Cubic Urban Mobility Back Office (UMB) + Umo

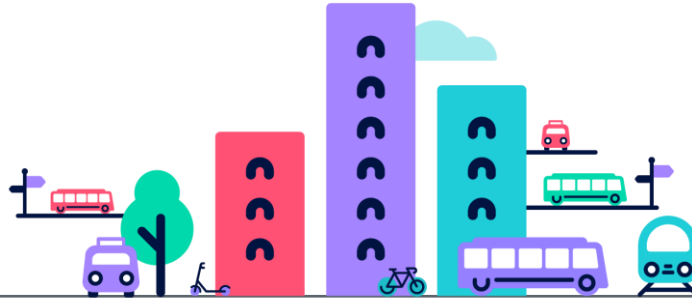
## Complete Solution Set for Any Agency in the World

### CUSTOMER SIZE

### SOLUTIONS / PRODUCT

#### Mega City & Region

- Bus > 2000
- Transit Stations > 200
- Ridership > 200M
- Manage Road Pricing



Umo IQ™



Umo Pay™



Umo MaaS™



Umo App™



Umo Rewards™



#### Large City

- Bus 300-2000
- Transit Stations < 200
- Ridership > 50M- 200M

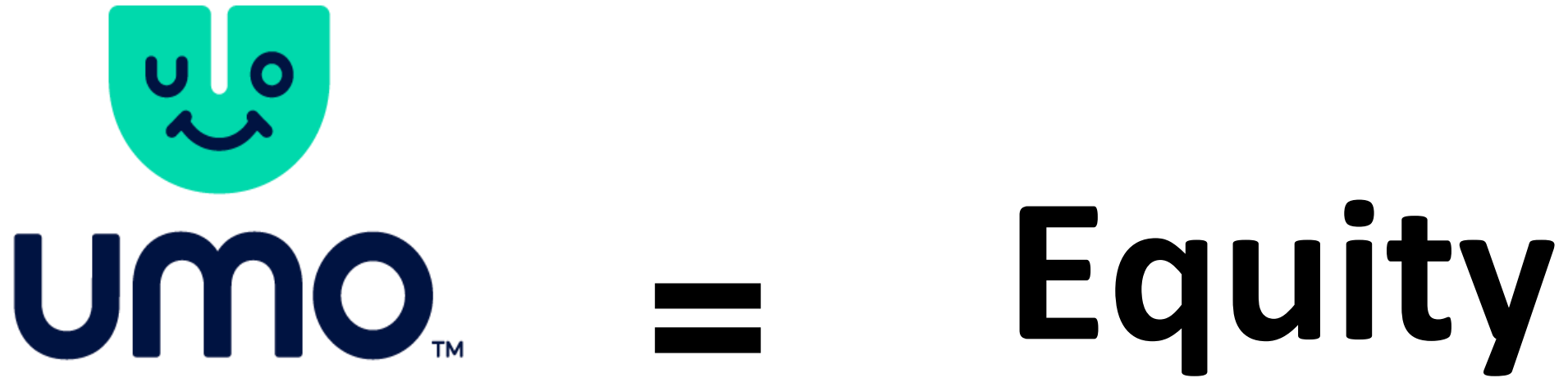


Umo Pass™

#### Small / Mid City

- Bus < 300
- Ridership < 50M





## Mobility Platform

Imagine a Mobility platform that provides regional managing authorities with easy-to-use integration of multimodal public and private journey planning for riders, as well as easy integration with transportation operators and mobility service providers.

# Umo Pass

## Market Leader in Account-based Fare Systems

- Multi-agency Fare Collection as a Service
- Account-based cloud platform with comprehensive suite of fare products and tools
- Accessibility for all types of passengers
- Regionalization is a core competency
- Rapid Deployment
- Selected by over 30+ agencies; 16 agencies in revenue service today



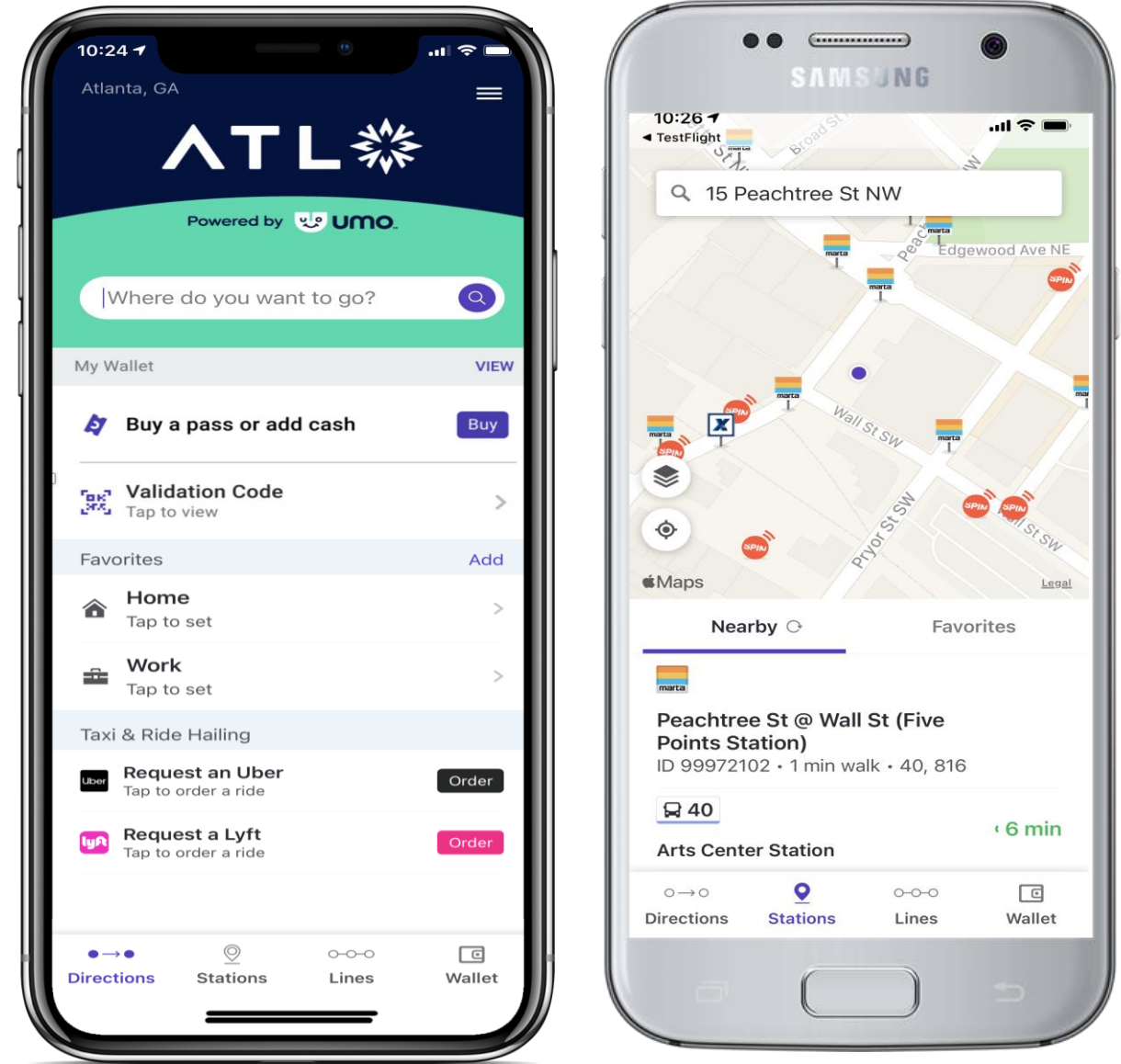


# Umo App

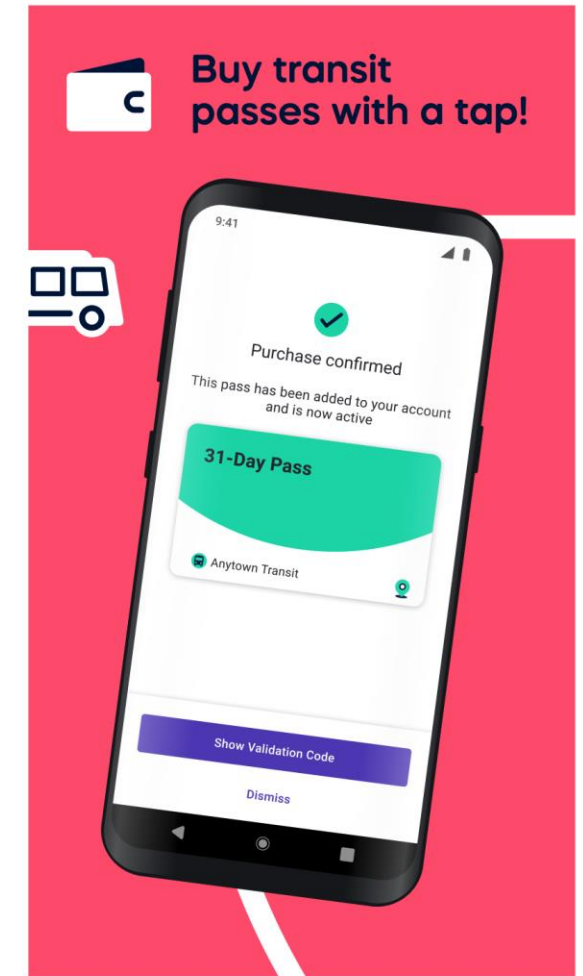
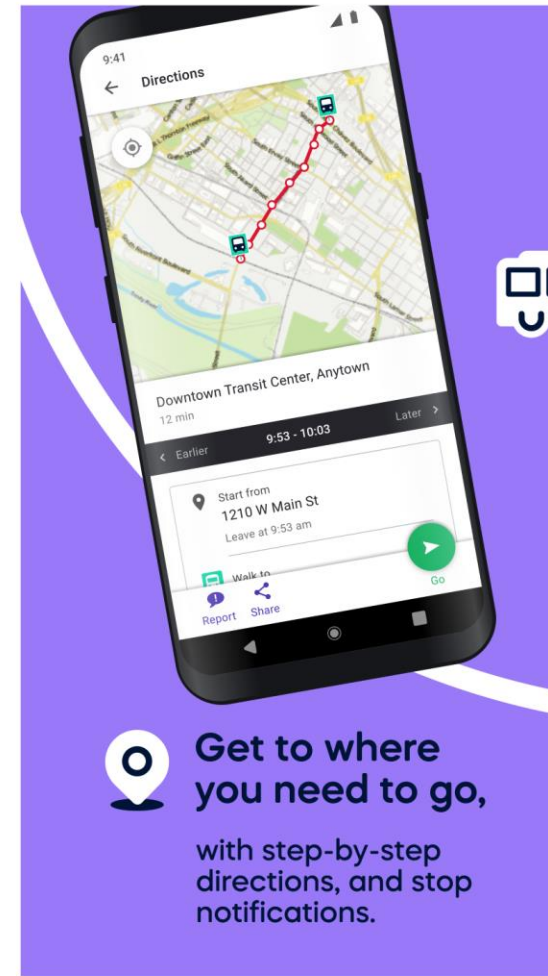
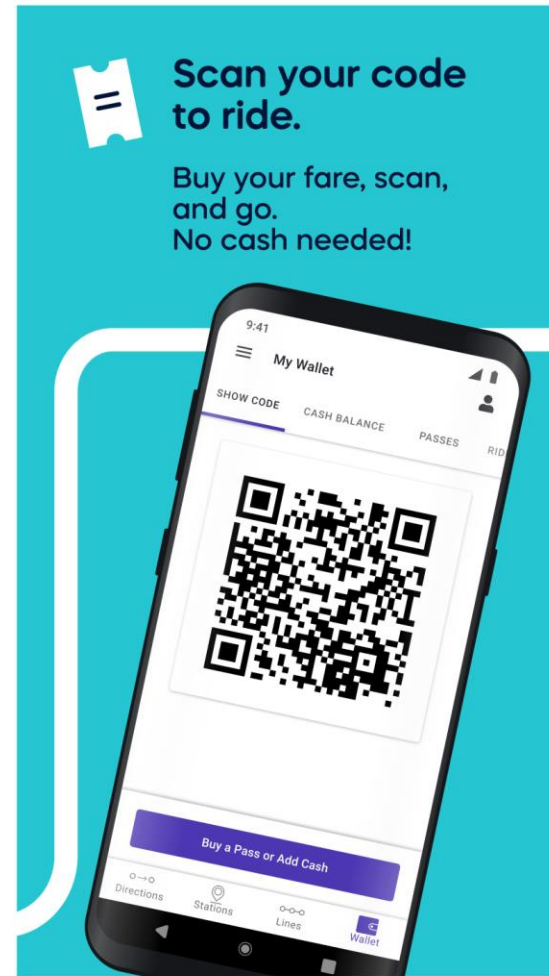
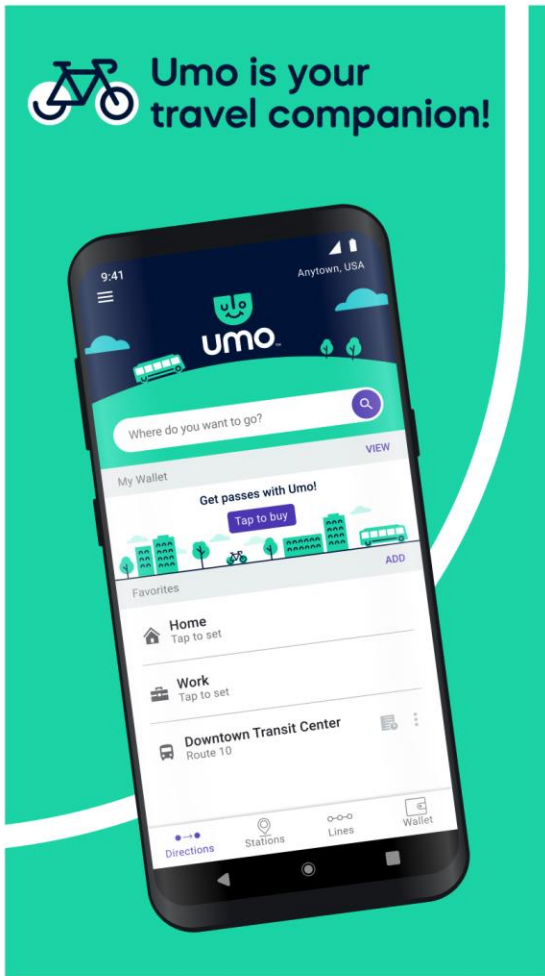
## Experience as a Service

The Umo app (a joint development with Moovit Inc.) gives riders unlimited possibilities by providing them with the ability to go wherever life takes them.

Whether they are planning a multimodal journey, using contactless payment (pass, stored value or future EMV options) to ride, finding their next bus or train, earning rewards or engaging with their community; with Umo the future is limitless.





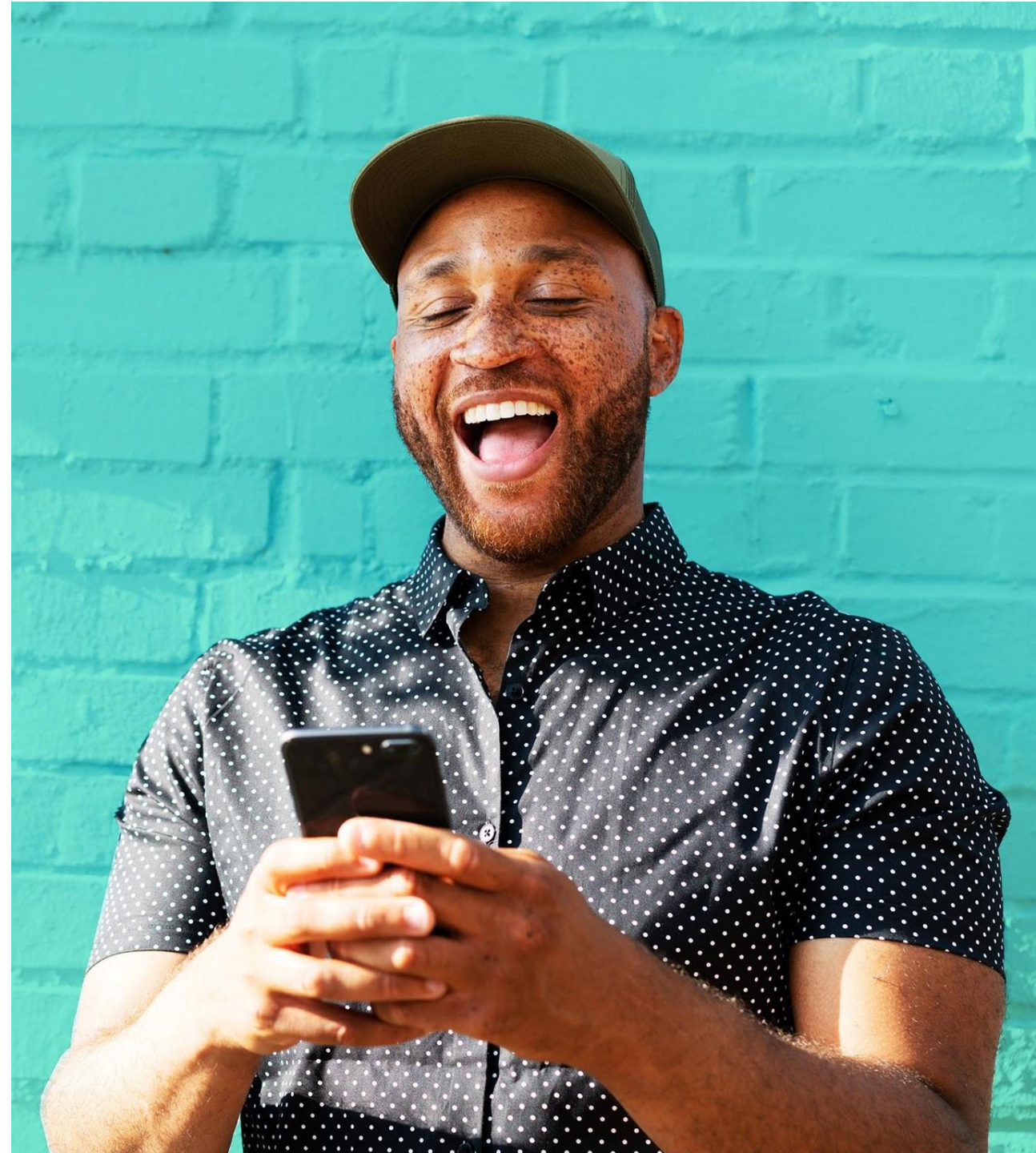


# Umo Mobility: Your travel companion

# Umo Rewards

## Rewards as a Service

Connects transit agencies of all sizes and the local community through rider rewards, incentives and fare subsidies for adjusting travel patterns, all while generating new revenue for transit and local businesses. Our star-based rewards program provides content to power real-time user behavior.



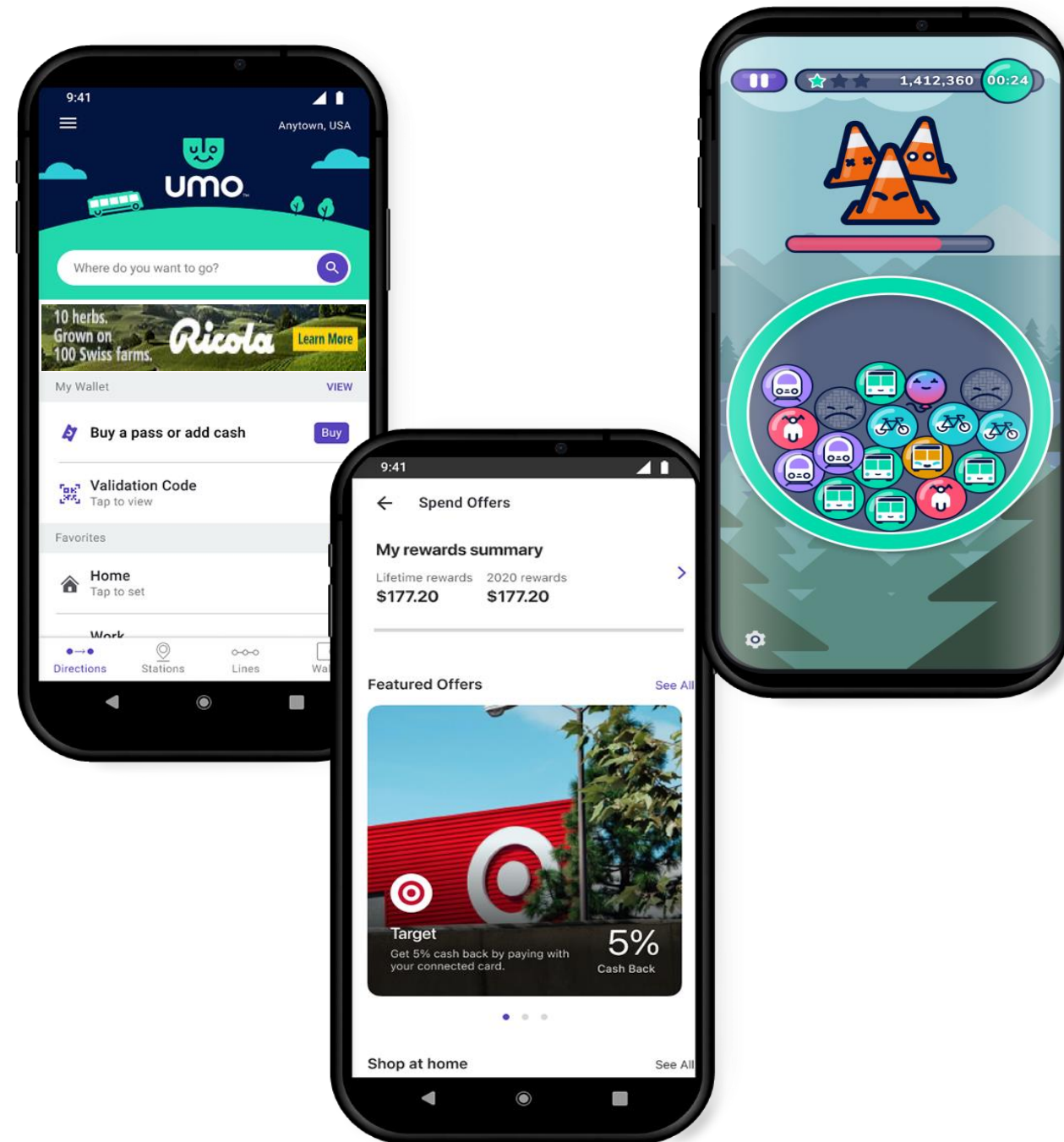


# How Umo Rewards can offer a self-funded Loyalty solution

**Advertising Content :** Offer media agencies and advertisers access to unique audiences to deliver hyper targeted relevant content, and value—ad couponing/discounted value

**Gamification:** Enable in-app experiences or bonus stars for engagement that can be sponsored by brands to generate more rewards and transit value/loyalty.

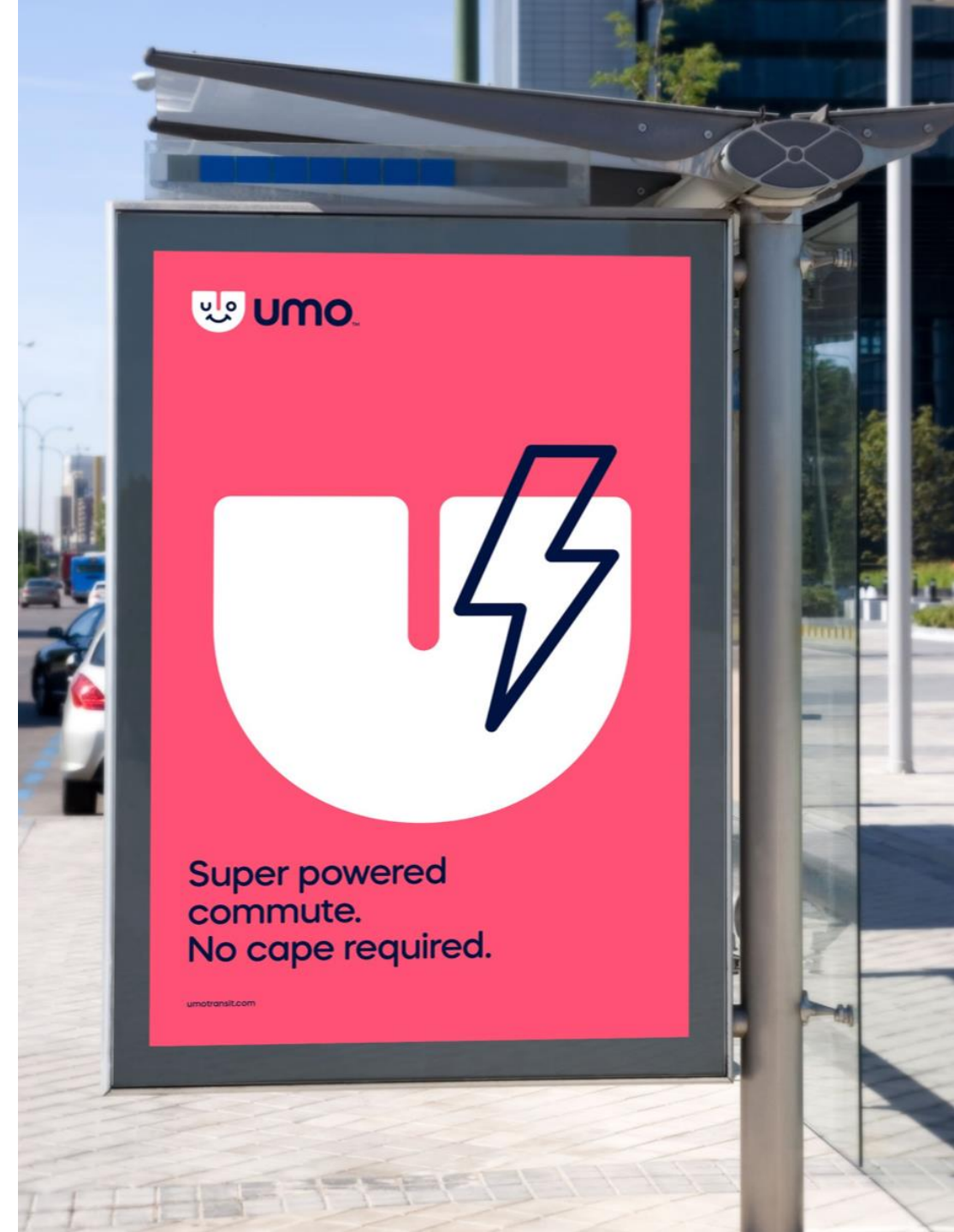
**Card-Linked:** Empower local Retailers/Restaurants/Sports venues etc. to provide offers that can be tied back to value and rewards (Available November '21)



# Q&A



We are Umo.  
Your travel  
companion.





Thank You!