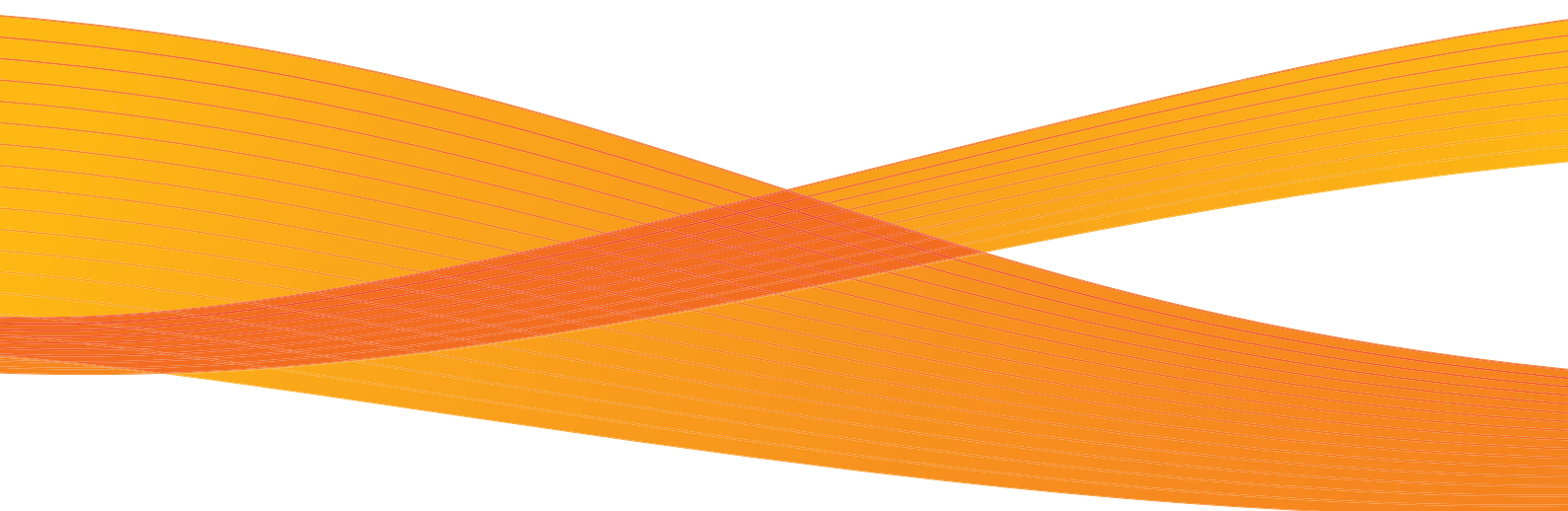


How to make a high-speed express train even faster? Bring a ticketing expert on board.

For Norway's only high-speed Airport Express Train, we streamlined its ticketing and boarding system, improving customer traffic flow, dependability and enhancing the end-user experience.



When customers demand punctuality, speed and comfort, Flytoget delivers.

The Challenge

Flytoget (FTG), the Airport Express Train is a high-speed train that transports passengers to and from Oslo Airport-Gardermoen, with eight stations along its routes. Striving to be the world's fastest and most punctual airport link, FTG is in competition with airport buses and taxis. Convenience, rapid transfer and easy access are of essence to serving Flytoget's passengers, 60% of whom are business travelers.

FTG sought to increase the portion of travelers who do not buy a ticket but rather charge the fare directly to their credit cards (ticketless traveling). The installation and commissioning of the new ticket system had to be done without impacting travelers-especially at peak morning and late afternoon times, and without adversely affecting customer satisfaction.

The ultimate goal of the new ticketing system: help FTG to be the most reliable, customer-friendly way to travel from Oslo airport to the city, up to Drammen and vice versa.

The Solution

We delivered a streamlined ticketing system designed to meet the needs of the Airport Express Train and also the specific requirements of airline passengers, in particular business travelers.

This new ticketless traveling system bypasses the cumbersome and time consuming process of purchasing a ticket from a counter. With the our solution in place, customers need only

to swipe a credit card or SAS frequent flyer card on any Flytoget Airport Express Train card reader and board the train.

To enable this new system for Flytoget, we implemented:

- 47 wide aisle fare gates, which can be readily passed through with luggage and trolleys, avoiding lines and backups. Designed to meet the specific needs of air travelers and FTG, these new gates ensure a high throughput of passengers carrying one or several pieces of luggage.
- 22 upgraded self-service ticket vending machines (TVMs) for customers to purchase single rides
- 4 ticket office machines (TOMs) for sales of all types of tickets (Single Trip Ticket, 10 Trip Card, Period Ticket)
- A high-performance database to register all single trip validations (SDB)
- Our Arcos central management system for remote control and maintenance of the ticket system, management of operational data, tariffs and transaction data

The Result

The new ticketing system delivered by us began operation in March 2010. Since then, FTG has achieved 280 ticket sales per TVM/day and 500 validations per fare gate/day. Passengers experience an efficient, easy, stress-free way to travel. And FTG has solidified its reputation as the reliable, fast, preferred way to travel to and from the Oslo airport with a marketshare of 36% of the total passengers traffic.



Sector: Public Transportation

Customer: Flytoget AS, Oslo, Norway

Challenge: Improve passenger ticketing and boarding without impacting customers during transition

Solution: Ticketless Traveling

Result: Smooth flow of passenger traffic and very high customer satisfaction

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The Bottom Line

Flytoget's goal is to offer the best means of transportation to and from Oslo Airport by emphasizing punctuality, security and excellent service. Dependability and ease of use are paramount to customers. We have helped FTG achieve its goal via a new ticketing system that supports the

ticketless travel mode and it's particularly appreciated by the business travelers. Easy-to-use from payment to boarding, ticketless travelling is one more reason why Flytoget's customer satisfaction level remains extremely high.