



Overview of Sequoia Integrated Ticketing and Fare Collection Services:

Sequoia's clients include local/state government departments and national transport operators. Sequoia Smart Solutions has specific domain expertise in the following areas within the Automatic Fare Collection and Integrated Ticketing sector of the Transit market.

- Workshops/Consultancy Services (Smart Card ITS/AFC – Ticketing & Fares):
 - Procurement Scoping
 - ITS/AFC Project Management
 - ITS/AFC Scheme Commercial Model Scoping
 - Typical Ticketing Scheme Modelling- Business Entity/Stakeholder Roles & Responsibilities
 - Integrated Ticketing Scheme (ITS) Security
 - Product and Fares Definition & Management
 - Transaction Management (Financial)
 - Transaction Management (Operational – Journey Related)
 - Transaction Clearing and Revenue Apportionment
 - Smart Card Management and Fraud Mitigation (Card and Card Usage)
 - Reporting & Audit
 - OEM Device Integration
 - Card Design
- Design (Smart Card Ticketing & Fares)
 - Commercial Architecture
 - Business Architecture
 - System Architecture (including 'Security' aspects)
- Reviews
 - Commercial and Business Case Reviews
 - Business Model Reviews
 - System/Technical Model reviews
 - Tender Response Reviews (Smart Card Ticketing)
 - Project Reviews (Health Checks)

Europe Contact Information

Deirdre Morgan,
Client Account Manager
dmorgan@sequoiasmarts.com
☎ +353 (0)833 480 665

Sequoia Smart Solutions Limited
P O Box 1039
Guildford GU1 9FS
UNITED KINGDOM

www.sequoiasmarts.com
info@sequoiasmarts.com
☎ +44 (0)207 871 5291