



CUBIC™ | Transportation Systems

Northern Transport Summit – John Pickworth

07-12-2016

Smart Travel – The Global View Today

- Smart Travel is enabling mobility and transforming movement within cities around the world



- Providing a consistent brand & customer proposition
- With optimised services across modes



- Towards a geographic or national solution
- Integrated through personalised single account experience



This is real...and happening today

- Attracting more customers & reducing congestion
- Inclusive for all bringing modal choice

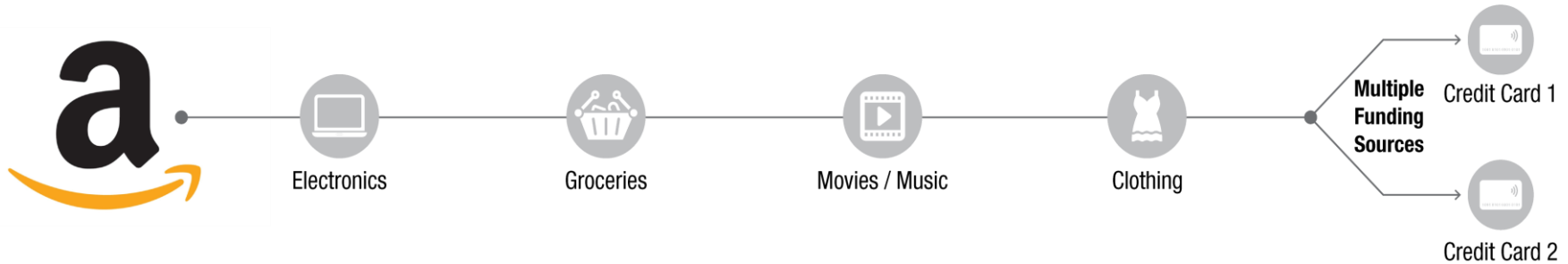


- Enabled by Operators, Authorities and the private sector
- Working together through effective commercial partnerships

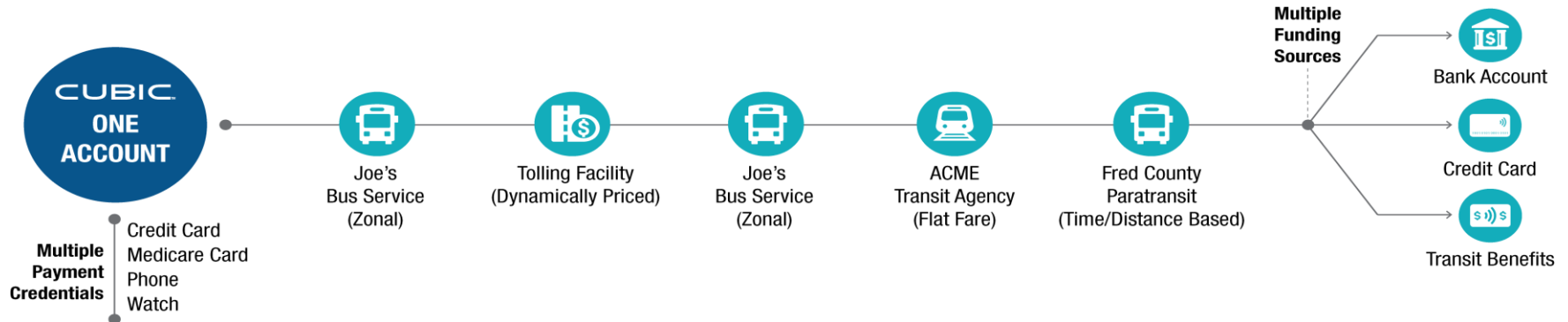


The Customer Experience as a Retailing Model

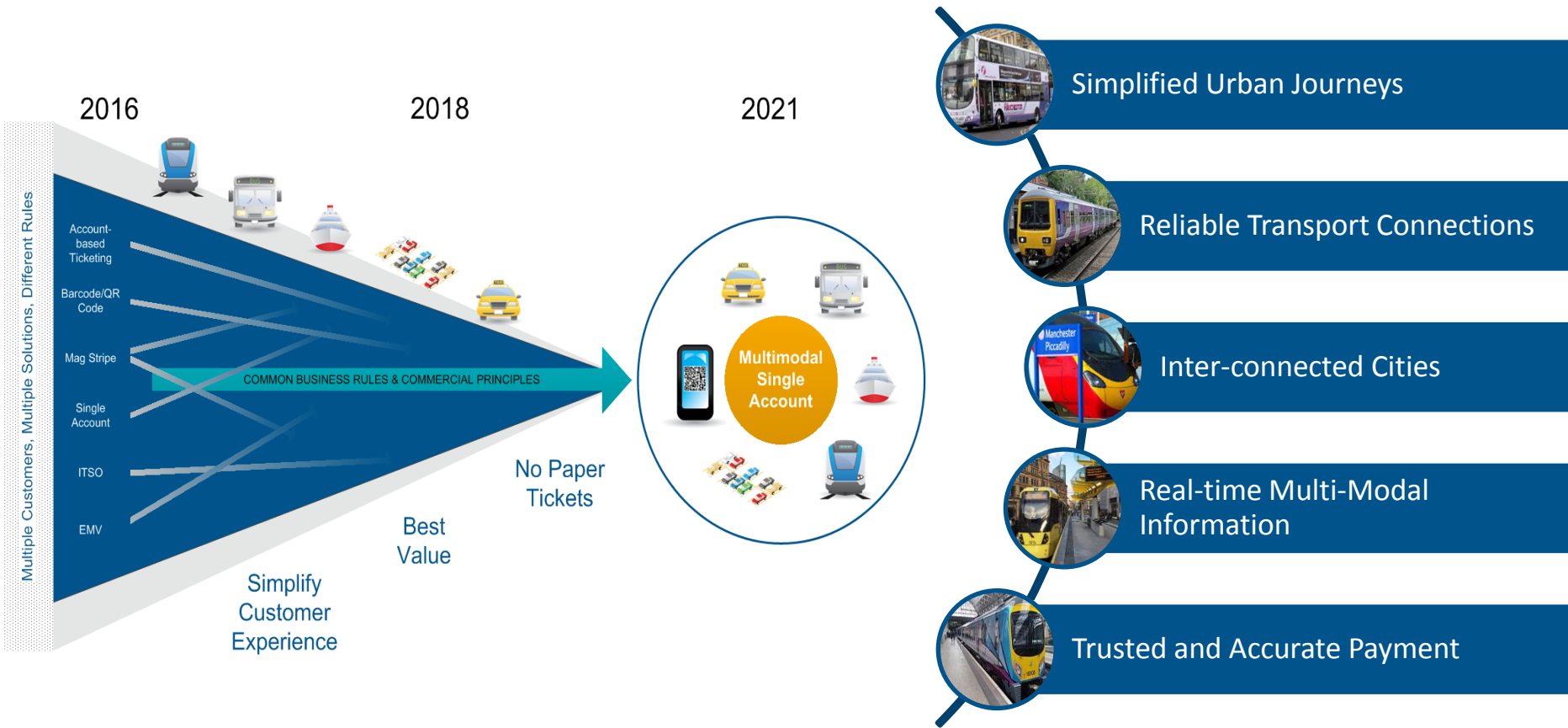
The customer experience should be no different to purchasing goods and services from the likes of Amazon



The proposition should be simple, consistent and trusted



Common Goal, Effective Mobility, Boosting the Economy



Requires clear leadership & direction to deliver the right outcomes

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Intelligent Travel Made Real®