

Cubic Urban Mobility Back Office

Unifying Metropolitan Travel

A Versatile Platform, including Modular Software and Services, for Evolving Travel Experiences throughout Metropolitan Regions

The Foundation for Advanced Urban Mobility

The Cubic Urban Mobility Back Office Suite is an essential part of the comprehensive solutions Cubic delivers to support urban travelers. This integrated collection of back office software and managed services powers the customer management and financial operations of multimodal transportation agencies serving some of the largest metropolitan regions worldwide.

Examples of Urban Mobility Back Office Suite benefits for agencies and travelers include:

- Enabling Mobility as a Service (MasS) with a single funding source for managing travel
- Unifying fare collection across complex urban environments by integrating travel modes
- Adding open payment capabilities for agencies and travelers

Integrate with new and existing mobility systems

Cubic provides flexible options for using the Urban Mobility Back Office Suite. It can serve as an integral part of a new Cubic transportation solution including complementary services, software and hardware, or as an upgrade component to an existing system. This flexibility of integration ensures that Cubic continues designing, implementing and supporting the most advanced urban mobility environments.

Support innovation with rich functionality

The Urban Mobility Back Office Suite includes powerful functionality that creates opportunities for advancing metropolitan travel. Examples include accounting support for business partnerships throughout the community, automated credit card fraud monitoring and chargeback processing, and rich data access for identifying trends, influencing travel and developing new revenue streams.

Improve the experiences of multimodal travelers

Multimodal account management provides the convenience of managing travel across multiple transportation service providers with a single funding source, integrated travel history, and the opportunity to take advantage of multimodal discounts and other incentives offered by participating service providers.

Evolve, scale, and extend the urban travel environment

The Urban Mobility Back Office supports the growth of travel environments to very large volumes and introduces innovative service providers. Use of industry standard open APIs ensures a developer-friendly model for integrating new services and devices into the system. Cloud technologies provide an efficient means for scaling up as

needed. A modular architecture provides agencies with greater choice in the selection of technologies, applications and devices.

Automate business processes to reduce workloads

Streamlined business processes with flexible business rules provide operational cost savings, supported by real-time fraud detection, automation of chargeback processing and bank fee monitoring. The Cubic back office also introduces brand-specific aggregation powered by Transport for London (TfL) intellectual property (IP) to minimize bank fees.

Increase customer service and traveler satisfaction

By simplifying fare payments for travelers with support for mobile wallets and contactless bankcards, customer experiences are improved with intelligent missing tap correction and service disruption management. Customers are empowered to resolve basic issues with flexible self-service options and customizable notifications, while the introduction of fare-capping options make travel payments more equitable. Customer service systems also can be leveraged using open APIs.

Expand mobility system integration capabilities

Integrate the Urban Mobility Back Office Suite with existing and future systems using industry standard and open APIs. This simplifies the creation of certified Internet applications, connection to external data sources, and publishing of information to authorized parties. An open and extensible architecture also supports flexibility for choosing external services, applications and devices to enable new revenue stream opportunities.

Simplify agency asset management and monitoring

Asset information can be centralized to create an accurate portfolio including device configuration and status data, and fare collection equipment can be remotely monitored, managed and updated, minimizing the need to dispatch service technicians. Also supported is the ability to collect, track and manage events from field-installed equipment to predict and prevent service disruptions, complemented by integrated data and metrics with asset management tools.

The Cubic Urban Mobility Back Office Suite is an essential part of the comprehensive solutions Cubic delivers to support urban travelers.

Cubic Urban Mobility Office is inspired by NextCity, Cubic's vision for city management and integrated traveler payment and information...



One Account

Urban travelers rely on different modes of transportation to complete their journeys. One Account increases convenience and improves experiences for travelers. It simplifies

management for individuals, couples and families by creating a single funding source for use across buses, trains, ferries, bikes and ride-sharing services. Unifying disparate accounts significantly reduces operational expenses for agencies.



Customer Relationship Management (CRM)

Enabling urban mobility involves developing, improving, and retaining relationships with travelers, partners and others. As a member of the

Microsoft Partner Network, Cubic offers and integrates Microsoft Dynamics for CRM to help agencies manage customer service, call centers, inventories, notifications and more.



Payment Processing

Maintain regulatory compliance with Payment Processing while supporting a variety of payment methods including mobile wallets, contactless credit cards, Automated

Clearing House (ACH), and cash. It meets the Payment Card Industry (PCI) requirements for Data Security Standard (DSS) and Point-to-Point Encryption (P2PE) to secure sensitive data and protect consumer privacy.



Financial Accounting

Streamline accounting with daily reconciliation and settlement accurate to the cent. Financial Accounting is an integrated clearing and settlement system with inter/

intra financial reconciliation. Other features include real-time fraud detection, AR automation with charge-back processing, bank fee monitoring, and transaction level tracking.



Fare Collection

Increase innovation with Fare Collection that includes TfL IP. This solution supports transit open payments, the use of NFC-enabled bankcards as travel tokens, and

fare collection for both account-based and card-based systems. It also minimizes bank fees through aggregation, protects revenue with enhanced debt collection and intelligently handles missing taps.

WORLD-CLASS EXPERIENCE



We have extensive experience in deploying advanced and complex systems in some of the most challenging transportation environments in the world, including major cities like Chicago, Vancouver, London and New York. We support large transaction volumes and a high level of multimodal complexity. Our fare engine has done it all and we can configure our system to support the most demanding requirements.



Open APIs

Simplify integration with existing and future partners and service providers. Open APIs support a modular architecture with a greater choice of technologies,

applications and devices. This allows for agencies to integrate their choice of CRM and GL software, for example. APIs are managed by a trusted, third-party service provider to strengthen security, support scalability and expand access.



Data Management

Improve business processes and achieve operational cost savings by collecting and analyzing transit-related information. Data management

options include data transfers in near real time or periodic batches. Data encryption and anonymized transactional data allow for greater security and protection of Personally Identifiable Information (PII) while still supporting drill-down capabilities for transactional data. Data extraction for external data warehouses means access to data for ad hoc reporting and advanced analytics.



Device Management

Remotely configure and update transit devices deployed in the field. Device Management streamlines the process of remotely monitoring and managing

signs, displays and other hardware systems installed in vehicles or at stops. API support provides access to device metrics for data aggregation, metrics tracking, data analytics and information reporting.

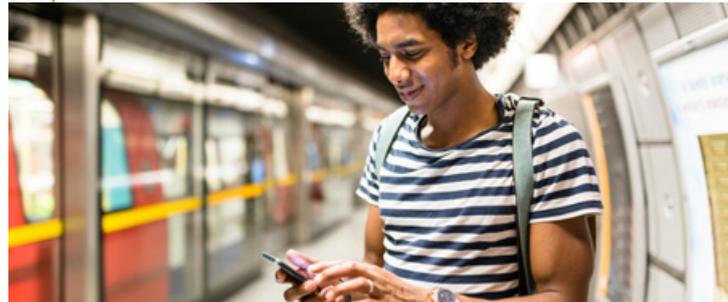


Partner Management

Support successful business relationships with retailers, institutions and employers. Partner Management helps agencies to create and maintain

partner networks to benefit travelers, extend student discounts and offer employee benefits. Advanced functionality includes API-based options for integration and flexible business rules for service, clearing, settlement and invoicing.

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Our license agreement with TfL allows us to deliver superior value to our customers across the globe. By bringing them TfL's expertise, its best-in-class features and functionality – combined with Cubic's own technological innovations – we deliver an unprecedented level of performance for public transit payment solutions.

Opening up to the future

To offer passengers a cohesive travel experience, transportation management and IT team leaders need to reconsider how they manage operations, customer-facing services and revenue management, and look for solutions that can bring together all of the key back office functionalities for improved operations, better quality services and decreased costs. Cubic is here to help each step of the way.

NextCity – building a smarter tomorrow

Cubic Urban Mobility Back Office is inspired by NextCity, Cubic's vision for city management and integrated traveler payment and information that centers on three core principles: the delivery of an integrated customer experience, one account and integrated operations and analytics.

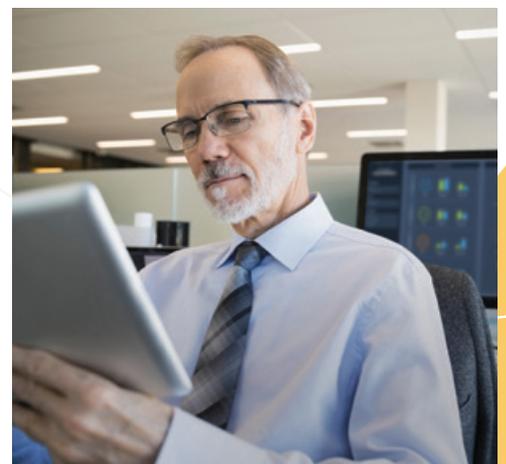
As the world's population moves to urban centers, the result is greater traffic congestion, frustrated travelers and lessened productivity. Intelligent and actionable information is the key to ensuring that everything is running as smoothly and efficiently as possible within the travel networks — and will empower travelers to make smarter, more informed decisions based on facts. NextCity provides a roadmap for a coordinated framework — using legacy and emerging payment methods and information systems to integrate all travel information and payment, customer experience, operations and analytics in the region for all modes of transportation.

The NextCity vision is built on a model for real-time data gathered across a transportation network through payments, sensors and other touch points, increasing travel efficiencies without losing individual authority flexibility. For travelers, this means personalized, actionable information sent directly to their mobile device, all supported by a single account to pay for their entire trip.

Cubic – a leader in intelligent travel solutions

At Cubic, we believe our identity is intrinsically linked with our customers, and the people our customers serve. How they get from one place to the next — how that impacts their lives, their fellow travelers and their cities — and how it feels along the way.

That's why we're passionate about developing transportation solutions that improve the way we move throughout cities. Innovation is in our culture, and our history speaks for itself. In our 45-year history, we've delivered state-of-the-art public transit and traffic management systems to over 450 operators in major cities and regions on four continents.



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