



CASE HISTORY

ATM S.p.A. Milan Public Transport Company

The “smart” turnstile to get in the subway



The public transport revolution

In a large city, promoting sustainable mobility also means improving the usability of public transport. Not only do new technologies allow to develop modern, efficient and safe infrastructures, but they also provide smart services in line with the users' new habits and expectations.

Among such services, e-ticketing systems play a fundamental role by allowing digital payments, the dematerialization of tickets and the resulting decrease in the use of paper tickets.

A real "revolution" which is changing how tickets and passes are purchased and used in many large cities around the world. In Italy the Atm group, which manages public transport in Milan's urban and interurban areas, has been for years at the cutting edge of the digital evolution of e-ticketing systems, an achievement made possible by the use of solutions based also on Aitek's know-how and technologies.

Goodbye ticket!

Aitek is a technical supporter for Atm in the software development for projects regarding the dematerialization of tickets: a partnership which began in 2015, when Atm developed with Aitek a system for validating tickets in the form of QR codes, allowing users to access the subway simply by placing their smartphones' display on a dedicated reader on the turnstile. Such service, in operation in the entire Milan subway network, represented a first step toward paperless ticketing which users have immediately appreciated, as shown by the over 8 million tickets purchased in this fashion.

The process of innovation is still ongoing, with the deployment on the 4 Milan subway lines of the new payment system using contactless bank cards employing the EMV (Europay, Mastercard and Visa) standard.

A unique digital payment system among Italian public transport companies and one with few rivals worldwide: to date, similar platforms are operating in London, Moscow, Chicago, Singapore and Vancouver.

▶ The contactless system: how it works

At the 113 subway stations, Atm installed 550 turnstiles with POS (Point Of Sale) readers allowing users to pay for tickets simply by placing their card near the reader (smartphones and smartwatches on which a payment card has been digitized can also be used). As part of the project, Aitek has adapted the validation system to manage the POS at turnstiles, adding specific features for Atm ticketing procedures.

The new contactless payment system in operation on the Milan subway marks the beginning of a new public transport travel experience for people living and working in Milan. No more queues for purchasing paper tickets, nor lengthy calculations to figure out which fare is the most appropriate, but there's more: all data acquired by the application are sent in real time to Amt's ticketing system, which charges the passenger with the most convenient fare according to the "taps" performed in the 24 hours starting from the first access to the subway.

A quick, secure and convenient tool, which allows citizens to use public transport in a simple way and contributes to improving the livability of the urban environment.

Feedback from users has been immediately positive. An example? From the analysis of comments on social media it has immediately appeared clear how, since the first operating days, the system's ease of use has been key to its success, as described in one of many posts...

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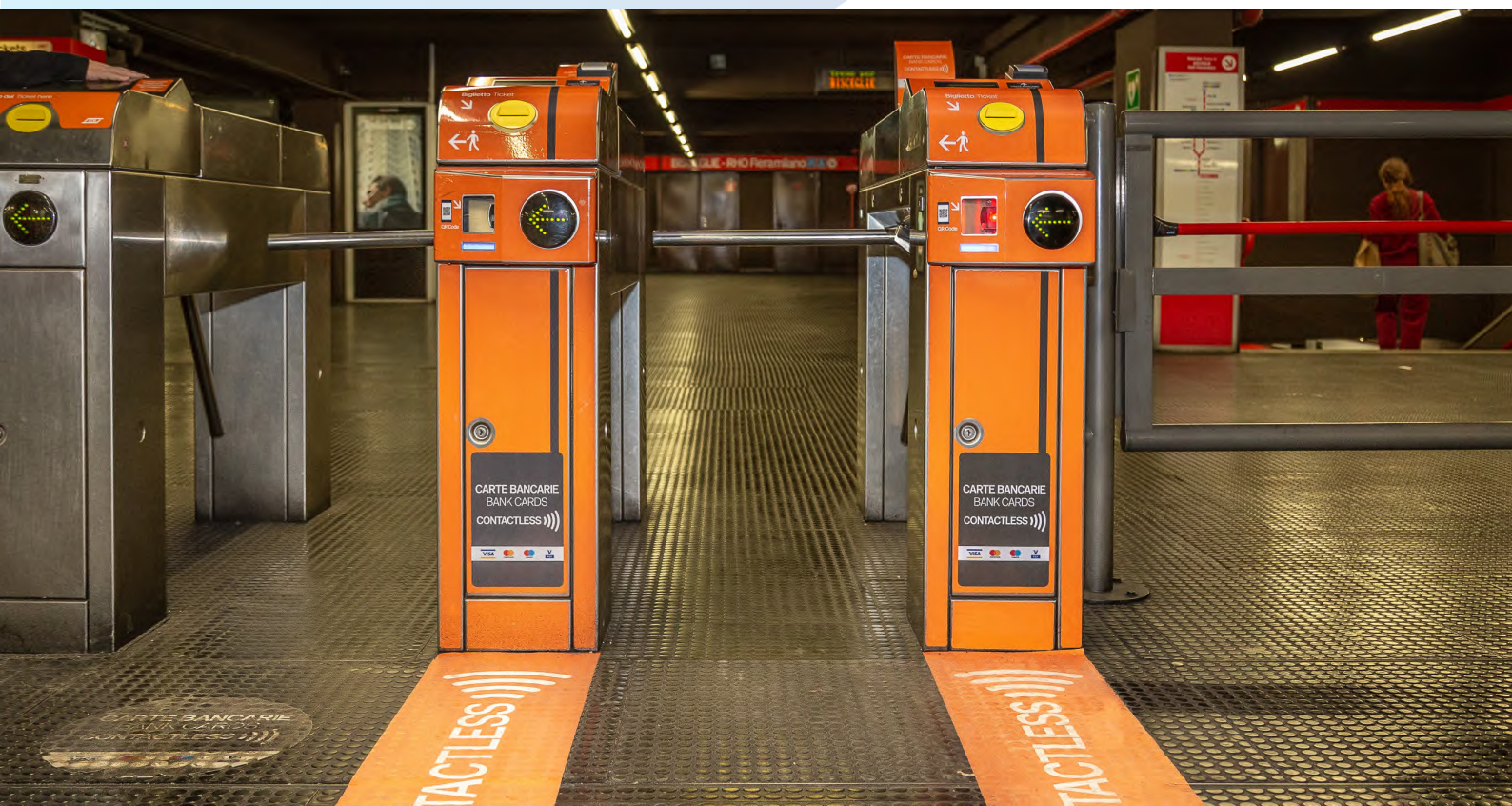
... I tried it yesterday morning, once at Famagosta station I had to buy a ticket, queue at the newsstand, queue at the vending machines, so I remembered about this opportunity and decided to make a test: straight away past the turnstile, and the same this morning... one of those innovations which change your life, for the best!

(posted on LinkedIn)

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Data provided by Atm further confirm this: in the first 6 months since activating the service, about 11 million taps have been recorded, with peaks of over 100 thousand daily taps and a continuously growing trend.

A success made possible in part by Aitek's expertise in the development of software for the management of the entire process of access control, from the integration with e-ticketing and mobile ticketing systems to the management of turnstiles.





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