

**From journey data to a journey of discovery...
Accurate insight allows you to pay with confidence.**

What is Fareshare®?

Fareshare® is a hosted, scalable software solution to provide management and operational reporting for all areas of smart travel management.

Various enterprise data sources have been fused together into a single, dynamic and intelligent reporting platform enabling reimbursement for both commercial and concessionary travel schemes. The data collected

and combined includes ITSO HOPS messages, customer information, product entity data along with many other reference sources.

Fareshare® has been designed from the ground up to be fast and scalable. Dynamic reports are structured such that it is always possible to drill from top level KPIs all the way down through to individual transactions involved.

Operator Reimbursement

Fareshare® is designed to facilitate the accurate and speedy reimbursement of bus operators based on smart recorded journeys. This includes PAYG, Commercial and ENCTS as all are recorded and imported via standard ITSO messages.

Integration with accountancy and banking software packages allows for the automation of operator payments.

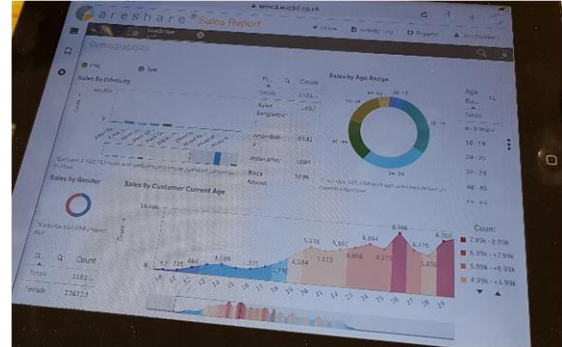


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Management KPIs

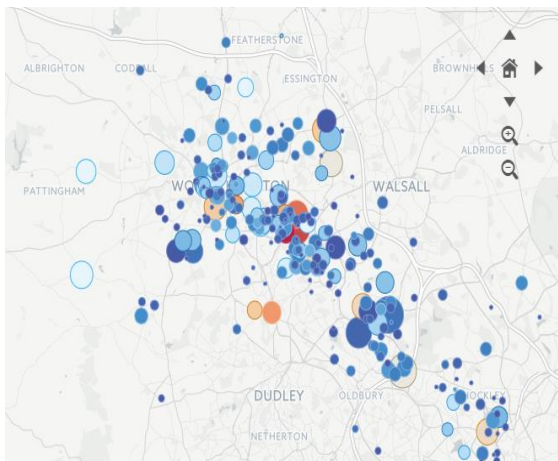
Whether it be commercial sales information, concessionary journey statistics, Operator PAYG performance, Payzone sales or Part 11 remote collection take-up, Fareshare® collates the individual records into drillable KPIs getting you all the information you need as fast as possible.

The solution is easily scalable from a few thousand journeys per year up to hundreds of millions. The reporting allows a level of discovery not seen in



the industry before, highlighting patterns and trends in all aspects of customer travel behaviour.

Geographic Data Mapping



One of the most powerful aspects of Fareshare® is its ability to combine sale

and travel data, with geographic data to report things like sales by postcode, Remote fulfilment collector usage by location and mapped Payzone outlet performance. These logical and concise visualisations enable the fastest possible understanding of the data involved.

The Part 11 remote fulfilment location mapping is particularly interesting as this is a new area within the industry and, as such, still relatively unknown.

The insights Fareshare® is gathering are already proving incredibly useful.



Passenger Demographics

By combining the HOPS sale and journey ITSO messages with records from the customer management system (CMS), Fareshare® can provide a unique insight into the travel patterns, behaviours and purchasing habits of your regular travelling customers.

Having this data at your fingertips enables smarter products to be developed, more suited to the passenger's needs, as well as monitoring the performance of existing products. The interaction allowed within the reports can be



used to monitor the effectiveness of marketing campaigns or non-standard local concessionary schemes.

Understand Your Exceptions



Exceptions happen, particularly when dealing with leading edge modern technology.

Another area where Fareshare® excels is the reporting and analysis of ITSO 0400 exception messages. This ability to monitor and visualise the performance of individual ISAMs is proving invaluable in determining the cause and solution to exceptions.



API and Connectors

External system integration was always at the forefront of our minds during the development of Fareshare®.

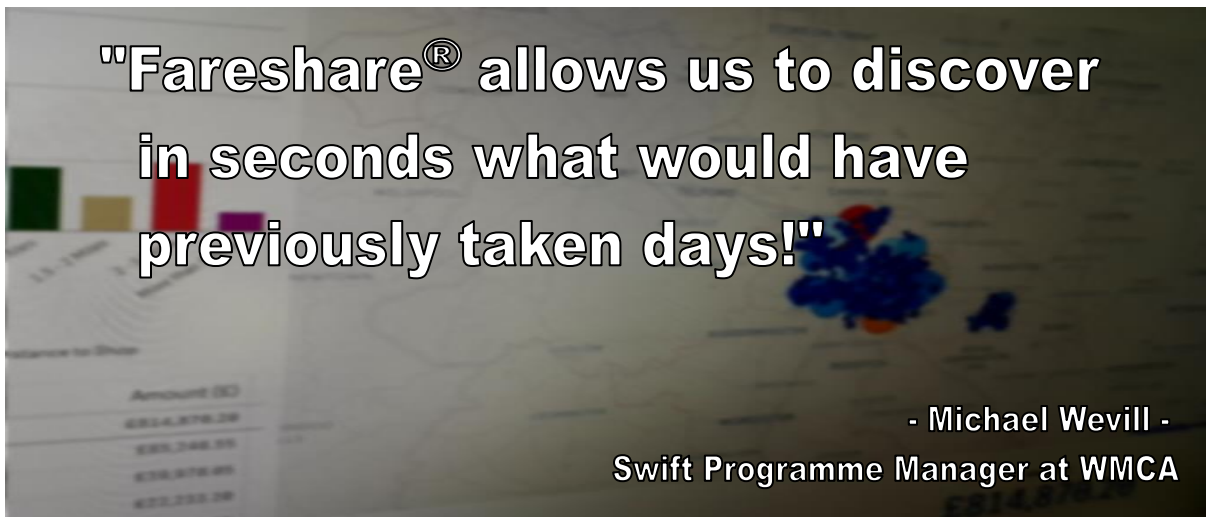
Data can be imported from many different sources, or exported as required.

The system is designed using modern web APIs, and both configuration and report data can be made available to customers via these APIs.

Please ask Euclid about the possibilities to integrate Fareshare® into your existing infrastructure via



some of the many imports, exports and software APIs already developed.



"Fareshare® allows us to discover in seconds what would have previously taken days!"

- Michael Wevill -
Swift Programme Manager at WMCA

Euclid Limited, registered in 1988, specialises in the manufacture of smart / ID cards and supporting systems, including customer management. Its high-volume manufacturing and encoding processes are based upon experience gained across national ID / driving licence projects. Having worked in the international market for many years, the company has focused since 2003 on secure smart / ID card technologies from enrolment & data capture through to card production and fulfilment. Euclid Limited is UKAS certified to ISO 9001, ISO 14001 and ISO 27001.



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