



# Cubic Urban Mobility Back Office

Innovative Revenue Management  
with an Eye for the Future

# Cubic Urban Mobility Back Office – Open and Interoperable

As passengers' preferences shift towards multimodal travel, the future of intelligent urban transportation lies in a deeper and wider integration, enabled by open architecture and underpinned by a single travel account that manages all of a passenger's travel needs.

To accommodate the demand for third-party transportation devices and services, our customers are increasingly looking for solutions that will not only help them manage complex, multimodal transportation networks, but will also provide the flexibility to choose products and services that reduce operational costs as well as support new mobile payments and related innovations.

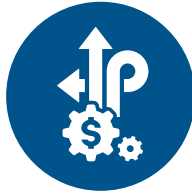
That's why we have developed Cubic Urban Mobility Back Office — a comprehensive back office suite that can handle revenue collection, payments processing, customer, partner and device management, financial accounting and data analytics. Cubic Urban Mobility Back Office has a modular open architecture with open application programming interfaces (APIs) to enable interoperability between different services and hardware, giving transit service providers the flexibility of choice and providing extensibility that will allow them to leverage new payment technologies and innovations as they become available.



**Our comprehensive suite of back office functionalities will satisfy every customer and every need.**

## Cubic Urban Mobility Back Office platform overview

Our comprehensive back office designed to ease traveler mobility throughout the transit network, integrates key components, which communicate with each other in a modular fashion, giving customers the ability to manage and optimize even the most complex travel networks.



### Transaction processing

Urban Mobility Back Office supports fare calculation and transaction processing for all transit payment instruments, such as tokens, closed-loop cards or open payment, in both card-based and account-based transactions. Customers benefit from our extensive experience in delivering successful large-scale system deployments across the globe.



### Payment processing

Urban Mobility Back Office has a comprehensive payment processing subsystem, supporting many types of payments. It includes a PA-DSS certified payment gateway that permits transit specific credit transactions such as payment aggregation. With a modular design, the payment subsystem can readily support adapters to different financial partners based on our customers' needs.



### Customer management

Customer management is provided for customer-assisted service centers and call centers, as well as IVR, website, mobile and other self-service portals. Secure, role-based access to customer data ensures protection of PII data, and an open use case-based API is provided to enable our customers to choose alternative CRM applications.



### Partner management

Transit agencies typically have a variety of partners including retail network partners, employers providing pretax benefits, schools offering student passes and other

institutional partners. The Partner Management module provides flexibility to configure a variety of business and financial rules, and an open API is available to enable self-service partner websites or mobile apps.



### Financial accounting

Urban Mobility Back Office offers comprehensive automated financial accounting support. We make our customers' accounting easier through a host of automated

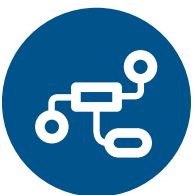
accounting functions. A comprehensive clearinghouse rules engine supports complex apportionment and financial business agreements, with an open API for automated general ledger postings providing the flexibility to work with an accounting provider of their choice.



### Data management

Transportation systems are heavily data driven. Data security, accuracy and traceability are key attributes of the Urban Mobility Back Office. System data is

required for time sensitive system functionality and for standard reporting on ridership, revenue and other operational functions. Data is also valuable to our customers for improving service and optimizing operations, facilitating future planning and decision making, allowing our customers to spot trends and act accordingly.



### Device management

Urban Mobility Back Office offers extensive, automated device management functionality that is proactive in nature, helping customers keep their devices up

and running and anticipating any upcoming issues. In addition, our Urban Mobility Back Office comes with automated device configuration, central monitoring and control for any type of device, including gates, validators, ticket vending machines, fare boxes, driver control units and more.

## 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.

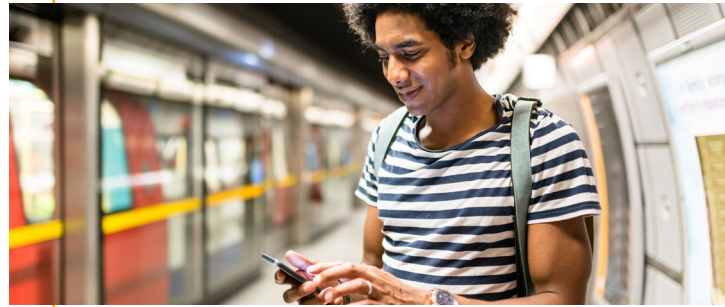
**Our next-generation system built on proven modern software architecture provides customers with the right level of flexibility and control**

### 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.



## NOW WITH TRANSPORT FOR LONDON (TfL) FEATURES



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.

## NextCity – building a smarter tomorrow

Cubic Urban Mobility 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.

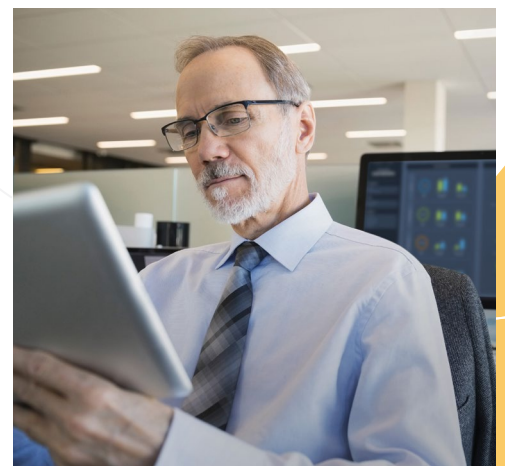
The NextCity vision is built on a model for real-time data gathered across a transportation network through payments, sensors and other touch points, increasing travel efficiencies without losing individual authority flexibility. For travelers, this means personalized, actionable information sent directly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

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## 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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