



Meet Umo[®]

We take care of the technology,
so you can take care of your riders.



Umo is an account-based fare payment platform that enables flexible and accessible travel for riders, transit agencies and mobility service providers. It simplifies travel by integrating all regional transportation options – from buses, trains, trams and ferries to rideshare, scooters and bikes – into one experience. Umo is an out-of-the-box solution that automatically enables regional interoperability for improved connectivity, data sharing and the development of regional fare products.

Umo gives your riders a broad set of payment options that ensure equity for everyone. Umo will keep your riders moving efficiently by offering multi-modal journey planning, contactless payment, real-time travel information, rewards opportunities and the ability to engage with their community.

Umo's SaaS (Software-as-a-Service) platform-based approach simplifies transportation management, enabling everyone from the smallest bus operator to the largest regional transport authority to deliver a reliable public transit experience – for a fraction of the cost of bespoke systems.

Our architecture allows agencies to quickly roll out new features across all operators, enabling you and your riders to access new functionalities and system enhancements as the platform evolves in response to the market and technological advancements. This means no costly change orders..... ever.

*Over 70 Transit Agencies
Trust Umo as Their Account-
Based Fare Collection Platform*



Happy Riders. Happy Providers.



Benefits for Riders

- **Multiple Payment Options:** Riders can pay for transit trips whichever way they prefer, including contactless credit/debit cards, mobile app with Apple or Google Pay, a smart card reloadable online or at retail outlets, or cash on board.
- **Seamless:** Travel between transit agencies with a single mobility account.
- **App Engagement:** Provide feedback on bus and train operations and see calories burnt, carbon emitted, and occupancy info for a trip.
- **Notifications:** Travelers can enable alerts, so they never miss their stop or an account top-up.
- **Real-Time Information:** Provide travelers with information about next time arrivals and service alerts.
- **Rewards & Loyalty:** Riders receive loyalty rewards and personalized offers for using public transit.
- **Accessible:** Optimized for the visually impaired using VoiceOver and TalkBack technologies, which allow them to navigate through the app with ease through their text-to-voice programs.

Benefits for Agencies

- **Rapid Deployment:** Launch Umo in your city in 90 days or less.
- **Reporting:** Powerful back-office reporting to drive decision making while minimizing impact on staff resources.
- **Flexible Fare Configurations:** Easily deploy fare capping or other fare policies to encourage ridership and promote equity.
- **Rider Engagement:** Engage riders with in-app surveys, polling and route-based messaging localized for their region and language.
- **Open Architecture:** Umo is pre-integrated with many CAD/AVL and payment providers and offers extensive integration options should you wish to extend functionality further to suit your needs.
- **Automatic Upgrades:** The Umo Platform is updated regularly to provide enhancements for you and your riders.
- **Boost Ridership:** Public transit agencies can personalize campaigns to encourage traveling behavior through incentives and messages to their riders in real-time.

MOBILITY FOR ALL

With Umo, payment options are inclusive and do not require smartphones, credit cards or bank accounts. Our platform leverages universal design principles to deliver accessibility for all.



Every agency on the Umo platform is automatically connected to and pre-integrated with other Umo agencies within the country. Share data, fare products and insights to drive ridership and improve the customer experience.

