

Company Overview

Smartran is an exciting, innovative, independent consultancy specialising in e-government, multi-application smart card schemes and related retailing, cash collection, payment, customer relationship management (CRM), public transport ticketing, e-commerce and settlement requirements.

Our highly qualified and experienced team bring extensive experience in the design and implementation of e-government solutions from business case specification through to effective operational service. Our leading role with the National Smartcard Project, our experience in transportation and our expertise in identity management, makes us uniquely placed to help local authorities utilise leading edge technology to deliver priority outcomes and realise Customer Service improvements.

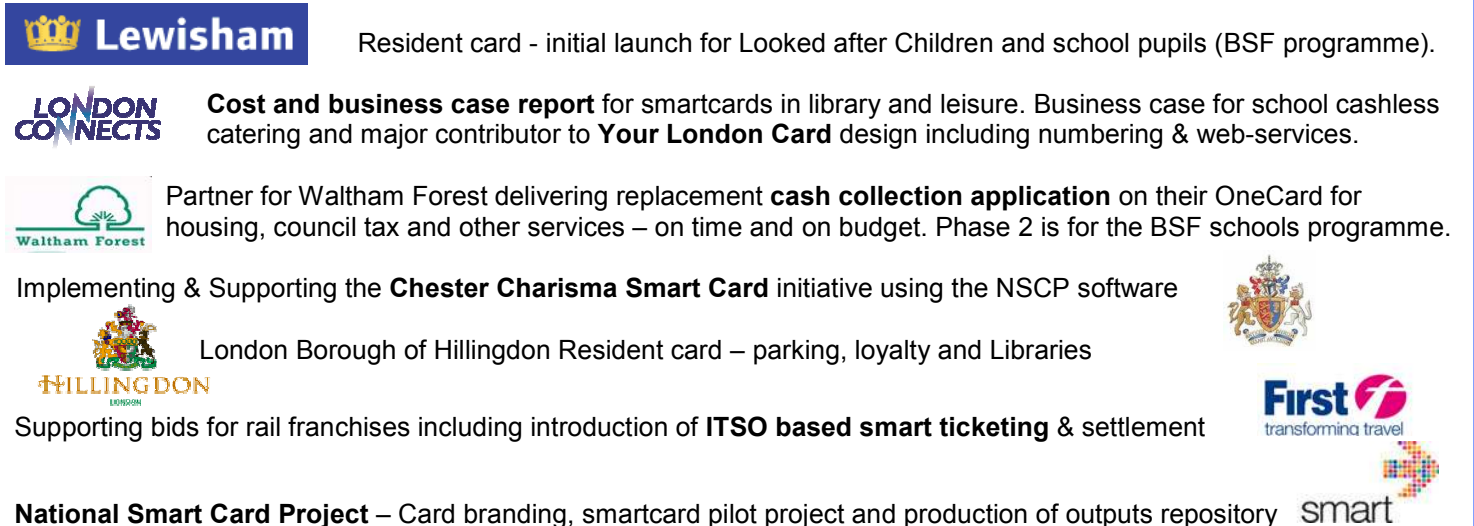
Smartran Clients include:



Smartran delivers multi-application solutions incorporating the following options:

- Accessing leisure services, including checking cards at any location
- Basic resident identification for access to council services
- Enabling more effective delivery of youth services with targeted financial support
- Discounted entitlement with local retailers (loyalty application)
- Cash payment for multiple accounts with one card (eg rent, Council Tax, Sundry and service charge)
- Discounted resident parking at the touch of a card
- Using public libraries, including access to computer resources and self-service
- School cards which can access services within and beyond the school gates
- Encouraging healthier diet and lifestyles through school & leisure reward schemes
- Electronic replacement of cash (e-purse or pre-paid debit)
- Concessionary transport entitlement

Our recent client experience includes:



Lewisham Resident card - initial launch for Looked after Children and school pupils (BSF programme).

LONDON CONNECTS **Cost and business case report** for smartcards in library and leisure. Business case for school cashless catering and major contributor to **Your London Card** design including numbering & web-services.

Waltham Forest Partner for Waltham Forest delivering replacement **cash collection application** on their OneCard for housing, council tax and other services – on time and on budget. Phase 2 is for the BSF schools programme.

Implementing & Supporting the **Chester Charisma Smart Card** initiative using the NSCP software

HILLINGDON London Borough of Hillingdon Resident card – parking, loyalty and Libraries

Supporting bids for rail franchises including introduction of **ITSO based smart ticketing & settlement**

National Smart Card Project – Card branding, smartcard pilot project and production of outputs repository



Multi-Application Resident Card

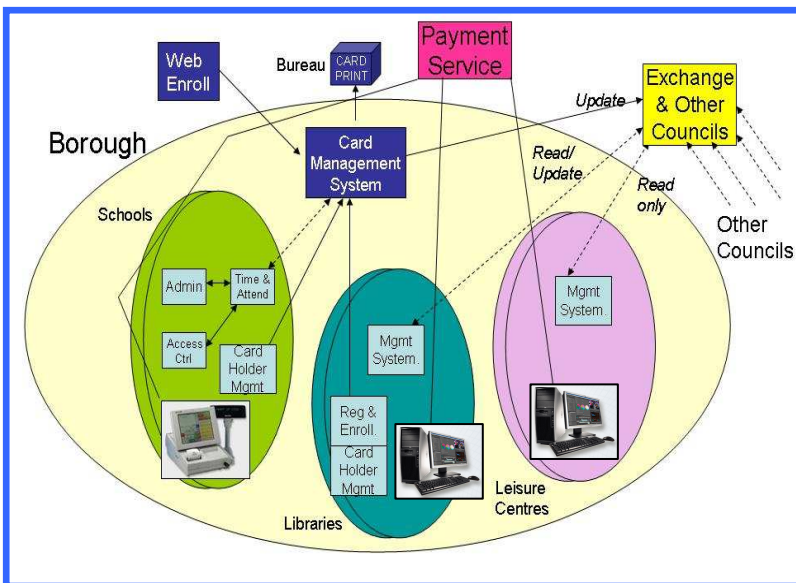
Experience
Expertise
Innovation

The opportunity to rollout a user-friendly, multi-application resident card is now within reach. In the past, the challenge of integrating different applications and services onto one card and anticipated high cost of implementation prevented multi-application resident cards from being deployed. Smartran believes they have overcome these concerns and the vision of a multi-application resident card is now a reality.

Through our ongoing local authority assignments and multiple supplier relationships, Smartran is now offering a full portfolio of applications which can be delivered on local authority resident cards with a sustainable business case. The portfolio allows councils to select and prioritise applications and thereby maximise delivery of benefit and return on investment within 1 to 3 years. This approach can effectively replace multiple resident/membership databases and low quality swipe/flash cards with a single high quality personalised card.

Smartran has delivered multiple applications and solutions and supports clients throughout every stage of implementation. Read on for more information on the services, applications and solutions we can offer.

Typical Local Authority Scheme



Smartcard Handheld Reader & Data Capture Solution

Following on from work for London Connects and several London boroughs, Smartran Ltd has developed a solution for reading smartcards that runs on a small, robust handheld card-reader. It is an affordable solution aimed at schools, leisure centres and youth services to allow easy registration, attendance tracking and data capture. The solution will be a key tool for organisations needing to increase uptake of activities and to reduce the opportunities for fraud, misreporting and non-attendance.

The reader can be used in sites with limited or no connectivity, the menu of activities can be easily configured by the service provider for any relevant purpose and implementation does not require an overhaul of any existing management systems or networks.

Smartran is offering this solution to increase the value and advantages of introducing a smartcard scheme. If you would like any more information regarding smartcard schemes, this solution and other smartcard applications please contact:



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