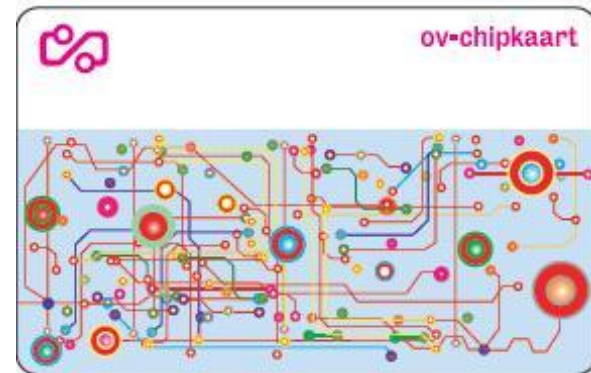
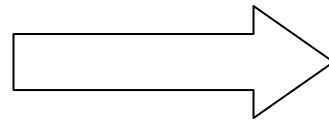


“OV-chipcard”



1. Unique selling points



‘One card for bus, metro, tram and train’

Passenger:

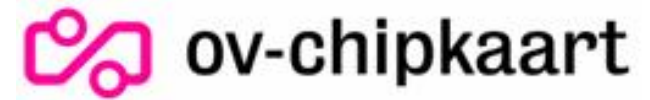
- easy and fast
- faire
- safe and reliable

Public transport companies

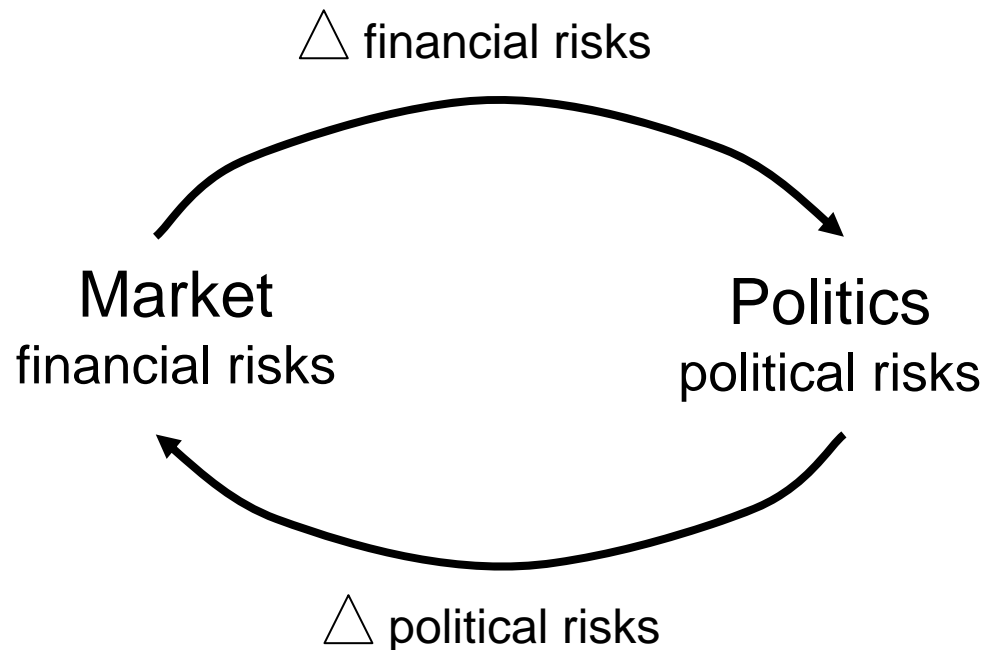
- transport data
- clearing and settlement

Final implementation is planned for January 2009

2. Starting point



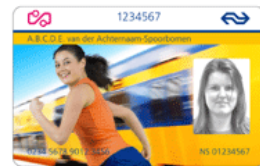
- Open market vs “Poldermodel”
- Local authorities are key players
- Many other relevant parties
- Iterative process:



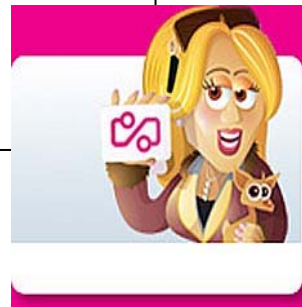
3. Context / playingfield



Public Transport companies



Developing companies



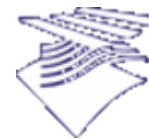
Interest groups



Rocov



Governmental involvement



4. Risk-management



- Time: Top priority
- Finance: "MKBA"
- Quality: "MKBA"

- Distribution: hardware and internet
- Railway: NS vs local railway companies
- Tariffs: setting local tariffs
- Financial: cash flow, remnant value
- Planning: roll out
- Privacy: use of personal information

5. Conclusion



1. Keep it simple!
2. All parties have to be willing and ambitious to overcome problems
3. At the start there has to be transparency on:
 - process & risks
 - how are responsibilities divided
 - who is in charge of regulations, budget and time
4. Communication
 - in order to 'sell' the OV-chipcard, all interested parties have to communicate with their travellers (more than we did)

Questions?