



# Cubic Services

Effective, Efficient, Performance-based



# Cubic Services

Delivering best-in-class services that keep you and your customers happy

**Cubic has excelled for over 45 years in providing Support Services, Financial Services, IT Operation Services, Asset Management and Professional Services to transit and tolling agencies, and traffic management authorities worldwide.** From servicing and maintaining transportation field devices, to implementing and operating back office systems and managing all channels of customer service communication, we're committed to providing unparalleled support for our customers. And yours.

◀ FOR 45 YEARS OUR AGENCY PARTNERS HAVE ENTRUSTED US WITH PROVIDING SERVICES RANGING FROM EVERYDAY REVENUE MANAGEMENT OPERATIONS TO DIRECT CUSTOMER SERVICES TO THEIR TRAVELERS.



◀ **CHICAGO TRANSPORTATION AUTHORITY**  
**CHICAGO, ILLINOIS**  
IN 2015 ALONE OUR CUSTOMER CALL CENTER HANDLED 27.8 MILLION WEB CONTACTS, 4.6 MILLION IVR CALLS AND 640,000 LIVE OPERATOR CALLS

## NextCity – building a smarter tomorrow

Cubic Services are 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 system 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 touchpoints, 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.

## Cubic Services – bringing the best to customers

We view our client relationships like the traveler's journey; as a whole, and every step along the way. Whether we're partnering in a comprehensive system or delivering individual services, experience and innovation guarantee performance that meets or exceeds the industry's highest standards. Our goal is to provide effective, efficient, performance-based services — now and into the future.



## Support Services

At the core of our service offerings are Support Services; the management of day-to-day operations — ensuring an excellent customer experience across all channels and a high overall system availability.

### Customer Contact

Comprised of all interactions with the customer including Interactive Voice Response (IVR), web — desktop and mobile — live operator and face-to-face walk-in centers. From IVR decision trees to web frequently asked questions to customer service representative (CSR) scripts, the objective is to provide a consistent, positive customer experience that respects the customer's time.

Options include a customer call center whose role is to provide answers to program inquiries, perform product sales or resolve issues over the phone, through an interactive video link or live chat. We also supply brick-and-mortar customer walk-up centers or self-service solutions that provide assistance through interactive video response, or through a website or mobile app.

### Sales Channel Management

Involves managing the media and distribution channels for the agency-issued fare media, as well as special fare programs for seniors, disabled, universities and other schools, and non-profit organizations.

As media distribution and management becomes increasingly complex, Cubic's worldwide experience can help with media procurement, encoding, packaging and distribution, and inventory control and management.

Creating a retail network of grocery, pharmacy and convenience stores, currency exchanges and other locations for the distribution and sale of fare products is an important consideration. We can help ensure a successful customer experience by providing any or all of the following services: sales and risk evaluation of retail locations, training, product sales collection and a support desk.

Our focus is to help you pair the right media to the customer in a way that is controlled, secured and optimizes the customer experience.

### Violation Management Services

Supporting tolling specifically, we provide dispute and fine assessment including Department of Motor Vehicles processing, account aging and image review, in addition to evidence package preparation and fingerprinting.

### Service Desk

Providing 24x7x365 system monitoring (including front office and back office), phone and dispatch services for all operational, maintenance and system issues. Technicians are highly trained in the transit, tolling and traffic management programs served, services contracted for, and the performance requirements.



### Financial Services

By providing accurate and timely revenue management, Cubic Financial Services are focused on protecting revenue.

### Revenue Management

Furnishing all of the processes and accounting associated with deposits from sales of fare and toll products, the allocation of revenue among all stakeholders in a regional program, the management of refunds, adjustments, chargebacks and associated research. As multimodal solutions are adopted, setting up a single account to pay for various modes of transportation and tolling becomes vital to the success of regional programs.

### Accounting Services

Managing the day-to-day clearing and settlement accounting functions for financial transactions including payment receipts, fees, refunds, customer adjustments and chargeback processing.

### Fraud Management

Determining fraud-reduction strategies and managing implementation and integrations with third party solutions, as well as monitoring and analyzing possible fraudulent activity.



◀ **TRANSLINK  
BRISBANE, AUSTRALIA**  
LAST YEAR \$378 MILLION IN REVENUE WAS PROCESSED AND APPORTIONED AMONG 17 PARTICIPATING REGIONAL OPERATORS



◀ **METROPOLITAN  
TRANSPORTATION COMMISSION  
SAN FRANCISCO BAY AREA**  
THIS SYSTEM SUPPORTED 20 REGIONAL TRANSIT OPERATORS AND 254 MILLION RIDES LAST YEAR ALONE

### IT Operation Services



From system and network infrastructure, hardware, software application and infrastructure security management and everything IT related to running a transport payment and information delivery system, IT Operation Services is the highway of the transportation world. Our unrivaled record of designing, implementing and operating advanced infrastructure can help you reduce overhead, simplify management, maximize performance and increase revenue.

### Hosting

Delivering either cloud-based or on-premise hosting that meets customers' needs for an efficient, cost-effective solution. Our goal is to take infrastructure out of the equation and focus on evolving the system to meet the demands of a regional transit program.

### System Operations

Assuring high availability and reliability of systems to meet the demands of users while mitigating risk. Services range from network configuration and management to back office systems administration and software application maintenance.

### Security Management

Protecting customer information is the top priority of Cubic's security team – keeping a pulse on what attacks are happening in the broader IT world means proactively fortifying the network and systems. Continuous analysis of intrusion attempts, security patching and PCI/PII audits results in the highest levels of data protection. Identifying fraud trends both in payment and transit-use transactions protects your revenue.

### Business Continuity/Disaster Recovery

Working with our customers to ensure adequate plans are in place in case of unforeseen events, with the emphasis on ensuring priority services are restored as quickly as possible.



### Asset Management

By focusing on a demand model meeting high-availability rates, the most visible aspect of your operation – your installed assets – couldn't be

in better hands. From vending machines and fare gates to road signage and traffic management tools, our comprehensive, all-inclusive Asset Management carry out continuous advanced diagnostic remote monitoring, ongoing preventive maintenance, and rapid corrective maintenance. Our main objective is keeping transportation system devices (vending machines, station gates, ferries and bus equipment) at the highest level of availability.

### Field Maintenance

Leveraging global best practices to focus on routine preventive maintenance, while providing full remedial service as needed.

### Device Support

Monitoring and supporting optimal device availability which maximizes revenue streams and ensures the best possible traveler experience. Workshop repair services provide device and original equipment manufacturer (OEM) repair, device certification and inventory control options.

### Spares and Life Cycle Management

Minimize long-term asset costs by tracking spare inventory; managing OEM supplier obsolescence and ensuring adequate risk mitigation is in place for all devices and components.

### Cash Collection and Money Room Operation

Providing secure optimized collection from all locations: bus depots, station vending machines and customer walk-up centers, accurate cash counting and reconciliation, timely bank deposits and discrepancy processing.



◀ **TRANSPORT FOR LONDON**  
**LONDON, UNITED KINGDOM**  
 DEVICE SUPPORT INCLUDES  
 SERVICING OVER 23,000 PIECES  
 OF BUS EQUIPMENT, ALMOST  
 5,000 RETAIL TERMINALS AND 315  
 STATIONS WITH 3,500 PIECES OF  
 STATION EQUIPMENT

# 17

## SERVICE OPERATIONS AROUND THE GLOBE



◀ **DATA ANALYTICS**  
 DATA ANALYTICS HELP  
 TRANSPORT OPERATORS  
 LEVERAGE THE DATA THEY  
 COLLECT TO DRIVE OPERATIONAL  
 EFFICIENCIES AND IMPROVE  
 SERVICE QUALITY

### Professional Services



Since analytical and operation management services are key to understanding and communicating with travelers, our Professional Services department can provide the planning, marketing communications and outreach required for best-in-class performance.

### Community Outreach and Customer Education

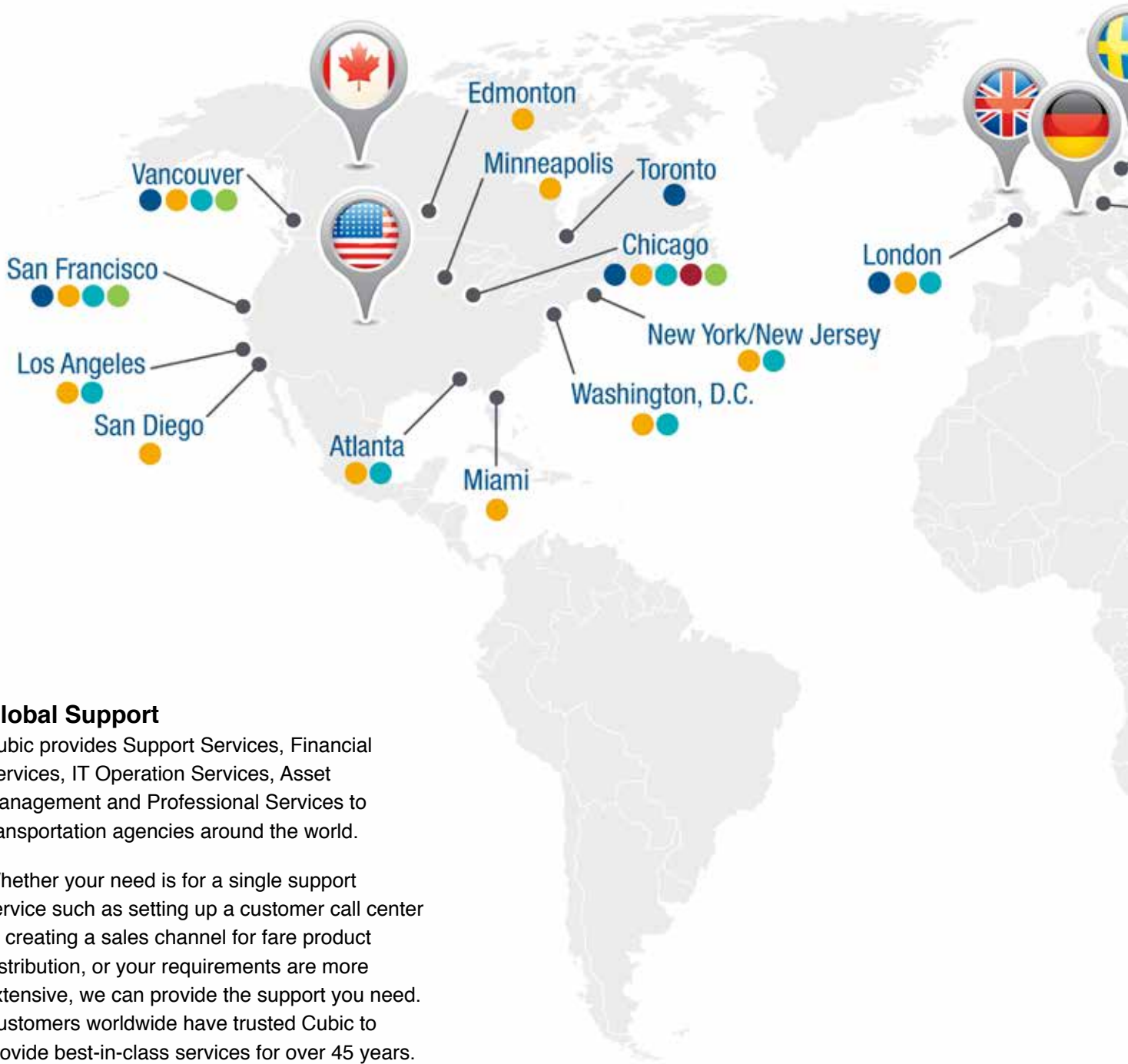
Leverage Cubic's global experience in public outreach and marketing to maximize customer awareness across all channels.

### Operational Planning Assistance

Engage us to assist with planning services, from consulting on due diligence, planning by your transit authority and regional policy-making organization, to operational plan reviews.

### Data Analytics

Utilize our services of data discovery, assessment, research and management to apply advanced data analytics making improvements in real time.



### Global Support

Cubic provides Support Services, Financial Services, IT Operation Services, Asset Management and Professional Services to transportation agencies around the world.

Whether your need is for a single support service such as setting up a customer call center or creating a sales channel for fare product distribution, or your requirements are more extensive, we can provide the support you need. Customers worldwide have trusted Cubic to provide best-in-class services for over 45 years.



◀ **TRANSPORT FOR NEW SOUTH WALES SYDNEY, AUSTRALIA**  
 SERVICES PROVIDED ACROSS 44,000 SQUARE KILOMETERS OF MULTI-MODAL TRANSPORT INCLUDING TRAIN, BUS, FERRY AND LIGHT RAIL



◀ **LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY**  
 LOS ANGELES, CALIFORNIA  
 FIELD MAINTENANCE ON 1,200 RAIL DEVICES RESULTS IN 99.5% OR MORE AVAILABILITY



**38+ MILLION**  
PASSENGERS USING CUBIC SYSTEMS DAILY



< **TRANSLINK**  
**VANCOUVER, CANADA**  
950,00 GENERAL CSCS, 1.2 MILLION LIMITED USE AND 500K SPECIAL CONTACTLESS SMART CARDS (CSCs) ISSUED THROUGH OUR MEDIA FULFILLMENT



< **METROPOLITAN TRANSPORTATION AUTHORITY**  
**NEW YORK, NEW YORK**  
CUBIC SUPPORT SERVICES HELP MOVE OVER 11 MILLION RIDERS DAILY

## Cubic - Who we are

Cubic is a leading integrator of payment and information services to create intelligent travel solutions for transportation authorities and operators.

# 8.7 MILLION IVR CALLS

2.7 MILLION BY LIVE CSRs, 39 MILLION WEBSITE SELF-SERVICE HITS

# \$50+ MILLION

IN REVENUES IS COLLECTED DAILY

# 20+

REGIONAL BACK-OFFICE SYSTEMS IN OPERATION

# 450+ PROJECTS

IN 40 MAJOR MARKETS ACROSS 4 CONTINENTS

# \$4.5+ BILLION

IN CONTRACTS AWARDED

### 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 safely throughout cities. Innovation is in our culture, and our history speaks for itself. In our 45- year history, we've delivered transit fare collection systems to over 450 operators, including 20 regional back-office systems, and traffic and transportation management systems for major cities and regions on four continents.

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