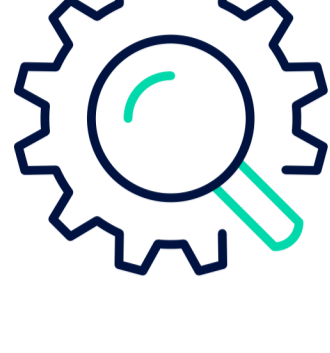


Is Software-as-a-Service the right choice for your public transit agency?

A 10-STEP GUIDE TO HELP YOU DECIDE



1. Evaluate Your Current System

- Begin by assessing your agency's existing technological infrastructure and systems.
- Identify pain points, inefficiencies, and areas that require improvement.
- Determine if your current systems are scalable and can adapt to evolving needs or if they are limiting your growth potential.
- Consider the agency size, complexity of operations, and specific features and functions required in the system.



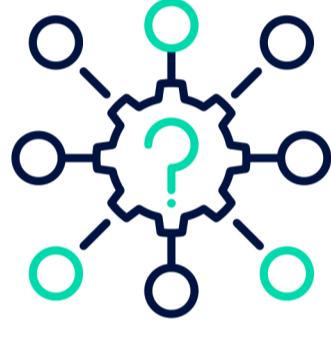
2. Define Agency Objectives

- Clearly outline your agency's short-term and long-term objectives.
- Ideate objectives. For example, if a goal is to increase ridership, a scenario would be: "Allow us to create special fare products for institutional partners and empower them to easily sell those fare products directly to their rider base."



3. Outline the Costs

- Evaluate your agency's budget constraints and financial capacity.
- Consider upfront costs, maintenance, and ongoing expenses.
- Compare the total cost of ownership (TCO) of implementing a SaaS solution versus maintaining or upgrading your existing systems.
- Consider the scalability and flexibility benefits of SaaS pricing models versus that of a bespoke solution pricing model.



4. Assess Capabilities and Needs

- Assess solution capabilities against your scenarios to help determine if an existing SaaS solution meets your requirements without needing to be a design-build or full-customized solution.
- Assess which solutions can best accommodate growth and fluctuations of your operations and ridership.



5. Consider the Rider Experience

- Recognize the importance of providing a seamless and convenient experience for riders.
- For a more comprehensive and flexible mobility solution, explore how a SaaS solution can enhance online booking, trip planning, mobile ticketing, real-time information, and payment options.



6. Evaluate Administrative and Operational Efficiencies

- Consider how SaaS can streamline administrative and operational tasks, such as route planning, scheduling, fare collection, operator and customer interactions, performance measurement, and reporting.
- Evaluate the potential for automating manual processes to reduce errors and save time.



7. Determine Data and Analytics Needs

- Leverage data analytics to gain insights into service performance, rider behavior, and trends.
- Determine if a SaaS solution offers robust analytics capabilities to make data-driven decisions.



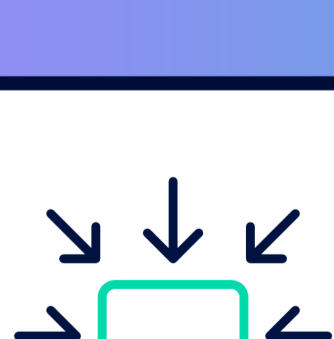
8. Assess Maintenance and Support Needs

- Evaluate the level of maintenance and support required for a SaaS solution. Typically, SaaS vendors manage maintenance and updates reducing the burden of the agency's IT staff, allowing them to focus on other priorities.
- Assess if your agency has the internal resources to manage updates, security, and user support for an on-premises system.
- Measure the benefit of automatic updates and continuous innovations offered by SaaS providers allowing for significantly reduced system downtime and the latest advancements in technology without the need for costly upgrades or migrations.



9. Review Integration Capabilities

- Examine existing systems and workflows to determine potential areas of integration.
- Evaluate the simplicity of integration and identify any potential obstacles or constraints.



10. Collect Input and Recommendations

- Reach out to other organizations or industry peers using the SaaS solution.
- Consider their perspectives and experiences in informing your decision-making process.

