init



We support **transport companies worldwide.**

INIT is the worldwide leading supplier of integrated planning, dispatching, telematics and ticketing systems for buses and trains. For more than 40 years, INIT has been assisting transport companies in making public transport more attractive, reliable and more efficient – and helping our customers to achieve their goals.

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Dealing with labour and skills gaps

Public transport providers around the world are struggling with staff shortages. While the political goal – mobility transition – demands service improvements and elevated passenger experiences, reality on the ground is different. In some locations, driver shortages have become such an issue that services have even had to be cut. However, it is not just driver shortages – control centre and back office teams are also experiencing a lack of human resources – a situation that is set to worsen as the baby boomer generation retires.

This creates two major challenges:

· An increased workload for the staff who remain.

 A loss of expertise previously provided by long-term employees.

As your technology provider, our mission is to support your teams with technology solutions designed to tackle the challenges of staff shortages. By automating routine tasks and providing new employees with the guidance and full set of information they need, we help bridge their skills gap.

We can even take over many service tasks, freeing you from the challenge of maintaining highly specialised in-house experts. This allows you to focus on what truly matters — delivering an exceptional service for your passengers — while we ensure your system runs smoothly and efficiently.







The public transport industry is **facing major challenges** «

The shortage of skilled staff is a problem for public transport and also a major challenge for the IT industry. INIT took countermeasures early on to tackle this. In 2023, this led to the creation of a separate Human Resources position on the Management Board. In this role, Jörg Munz is working to continue to attract and retain talent in order to drive forward intelligent and automated solutions for transport companies.

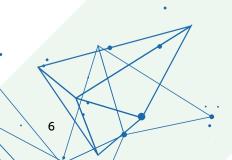


Jörg, you were Head of Corporate Human Resources for five years. Why did INIT appoint you as the dedicated Chief Human Resources Officer?

The company made a conscious decision to create this position because our continued success relies on recruiting motivated employees. We must and wish to remain an attractive employer, not only because of current skilled labour shortages, but also because this has always been an essential part of our success. With the human resources position on the Management Board, we want to emphasise the importance of the INIT Group's employee focus and a strategic, future-oriented, sustainable human resources policy.

Why do you think specialists enjoy working at INIT?

Because we are an innovative company that offers exciting projects and real added value for society. Our solutions help make public transport around the world more efficient and sustainable – two of the fundamental concerns for the mobility transition. This is what gives our employees a purpose and motivates them. We also offer a dynamic working environment with plenty of freedom and an open corporate culture.



How can a company retain employees in the long term?

In addition to worthwhile tasks and individual development opportunities, long-term prospects are an important aspect in retaining talent. This includes career prospects, training opportunities and international projects, enabling our specialists to spend time abroad and gain insights into other cultures. We also promote flexible working time models, a positive work-life balance, a strong team spirit and respectful interaction with one another.

Staff shortages are impacting many transport companies. How dangerous do you consider this situation?

We keep hearing from our customers that they have to cut back services due to staff shortages and various studies have confirmed this trend. However, the mobility transition requires an expansion of public transport services as well as the recruitment of more drivers. This situation is set to worsen as the baby boomer generation gradually retires. In other words, the industry is facing major challenges.

Do you have the sense that transport companies are responding sufficiently to these challenges?

Our customers are aware of these problems and are responding to them – for example, with recruitment campaigns. They also try to improve working conditions so that staff do not migrate to other sectors. Our systems offer support on many levels. Our turn-by-turn navigation, for example, automatically shows the correct route and relieves the burden on drivers who are not familiar with a particular area. Our intelligent rosters take into account employees' personal requests when planning duties. We can also automate processes in operations control centres and workshops, which reduces staff stress levels and ultimately increases employee satisfaction.

Where else do you see potential for transport companies to overcome staff shortages?

There are certain social groups who have not been targeted by public transport companies' recruitment measures in the past. This includes people who come from a migrant background and might have limited knowledge of the local language. They can operate our on-board computer in different languages. An Al-based application that translates text messages between the operations control centre and drivers will also be very helpful. Another group that can fill the workforce gap are female drivers. Because of their traditional role in bringing up children, shift work does not always suit their working requirements. With INIT's IT tools, working hours can be scheduled to accommodate family commitments, which of course is also helpful for male drivers.







We believe that artificial intelligence and automation will play a key role in tackling the shortage of skilled labour.«

Jörg Munz, Chief Human Resources Officer

As a technology partner, what are you doing to overcome staff shortages?

We recognised this challenge early on and are continuing to develop our offering, as I mentioned, in order to provide transport company employees with the best possible support. I should also highlight our proven training programme and our wide range of customised services. In this way, we take the pressure off transport companies' IT departments, for example if they can no longer recruit enough staff with the necessary expertise. We take on numerous tasks for them, such as system management and device maintenance.

What role do artificial intelligence and automation play?

We believe that artificial intelligence and automation will play a key role in tackling the shortage of skilled labour. They will take over routine tasks, provide relief for employees and give them more time to deal with creative and strategic tasks or to focus on their core competences. Al is not intended to replace people, but rather to support them. In the operations control centre, for example, INIT already offers a system for automating passenger information. As part of a research project, we are developing a digital assistant tool that suggests the appropriate dispatching measures based on similar historical situations. In this way, we use AI to fill the experience gap that new staff have in their first few years.



Artificial Intelligence specialists are particularly in demand. How do you recruit staff in this area?

We have been dealing with this topic in research projects for a long time and have been working hard to recruit qualified personnel for years – for example in partnership with universities. Graduates often write their theses in partnership with our company and then begin their careers at INIT.

Was there a project last year that you are particularly proud of because it made INIT more attractive as an employer?

Firstly, every successful customer project makes me proud of our employees and ultimately ensures that we remain known as an attractive employer. Of course, we are also looking internally at how to be an even more attractive employer. In the last year, the individual companies of the INIT Group continued to do a lot to attract staff to their respective companies. One example that springs to mind is our "Culture of Excellence" initiative, where we are working

to ensure the continuous development of our corporate culture. We attach great importance to the projects associated with this in order to be viewed as a more attractive employer. These projects were actively supported by our employees, which proved just how much they back this cultural development. That makes me very proud.

As a board member, you have a demanding job. What do you personally do to stay productive and motivated in your day-to-day work?

During the week, I don't have much time for hobbies or relaxation on top of the demands of family life, which is already limited. The best place for me to relax is outdoors. Being out in the fresh air and as close to the water as possible – that's the best way for my family and me to recharge our batteries.



Smart supportfor control centres

Operations control centre staff must juggle multiple tasks at once – often under time pressure. When incidents occur, stress levels rise. INIT is developing intelligent systems which are designed to ease this burden on staff, helping them to take appropriate action quickly and safely.



AI-driven support for operations control centres

When an incident occurs, dispatchers must quickly make multiple decisions to restore regular operations as soon as possible. New staff in particular do not usually have the necessary experience. As part of the KARL project (a research project on Artificial Intelligence in the Karlsruhe Region), INIT is collaborating with renowned partners to develop an Al-driven support solution for operations control centres. A digital assistant is being developed to suggest the appropriate dispatching measure based on similar situations that have occurred in the past. This takes much of the strain off staff, and incidents are therefore resolved immediately.

Rapid information in the event of an incident

Operations control centre staff must manage operations while also keeping passengers informed – a demanding and time-consuming task, especially when each communication channel, from websites to displays and loudspeaker announcements, must be updated manually. RESPONSEassist, the incident management and multi-channel information system, offers a much-needed solution. Using pre-defined templates, it enables automated passenger information, ensuring information is seamlessly shared across all channels with just one click. Furthermore, the system integrates dispatching processes and operational documentation, significantly simplifying workflows. Incidents can be handled efficiently using structured forms and clear instructions, easing the burden on operations control centre staff.



Workplace of the future

What does an ideal dispatching workplace look like — one that perfectly aligns with the demands of an operations control centre? This is precisely the focus of the research project IADAPT (Intelligent User Interfaces for Adaptive Control Centre Systems). Experts evaluate current workflows and user interfaces while also analysing information flows. A key area of study is the interaction of dispatchers with the system. The impact of autonomous vehicles is also researched. The findings will be used to help further adapt operations control centre workplaces to current and future challenges.



Everything at a glance

INIT's MOBILE-ITCS nextGen Intermodal Transport Control System provides dispatchers with the very best support to manage their demanding tasks. The clear, uncluttered user interface features a colour scheme that avoids over strain, which minimises

scheme that avoids eye strain, which minimises errors and simplifies tasks – even during



Support in extreme situations

When critical situations such as extreme weather occur, extensive intervention becomes critical. For dispatchers, this can cause intense pressure and stress. But how should a semi-automated incident management system be designed to provide the right support? The goal of the ADOP (Automated Dispatching and Operation Planning for Incident Management) research project is to find the answers. The participants of the research project are developing an algorithm to quickly create emergency plans in crises. Using real-time position data, blocks are automatically adjusted to the new conditions, enabling a swift switch from the regular timetable to a replacement or detour timetable.



More support for drivers

Many transport companies are already being forced to cancel journeys due to staff shortages and the situation is set to worsen with an impending wave of retirements. Innovative technologies help address this challenge by enabling new staff to be deployed more quickly while reducing their work pressure. This not only enhances safety and job satisfaction but also helps reduce staff turnover.

Getting new drivers up to speed

Transport companies increasingly have to rely on inexperienced drivers. INIT's on-board computers provide crucial support, helping entry-level drivers hit the ground running more quickly and gain the experience they are lacking. Intuitive operating concepts — similar to those on a smartphone — significantly shorten training times. Drivers with limited proficiency of the local language can easily switch the on-board computer to Turkish, Czech, Polish or Ukrainian for example. Looking ahead, an Al-based assistant translates operations control centre messages in drivers' native languages. Turn-by-turn navigation also helps those who are unfamiliar with the

routes. As a result, drivers quickly become ready for the job so they can be assigned to routes with greater flexibility.



Reducing customer interaction

The driving alone is already quite demanding for staff, so the added responsibility of selling tickets and advising customers only increases this pressure. Account-based ticketing helps ease this burden by allowing passengers to check in and out independently at a validator. They can simply use their debit or credit card, smartphone, or even a (virtual) customer card — while the back-office system automatically calculates the best price. This eliminates the need for drivers to sell tickets or explain fare options, allowing them to focus entirely on driving and it helps avoid language barriers.





Many INIT systems help make a career in driving more attractive.



Our personnel assignment system makes it much easier for employees to juggle work and family life.«

Johannes Käppeler, Head of Sales, INIT Mobility Software Solutions GmbH

Support for burdensome tasks

No matter how carefully a driver operates a vehicle, damage can still occur – and must be reported. With FleetLog, accessible on any mobile device, drivers no longer have the hassle of manually filling out forms. A user-friendly menu simplifies the reporting process, allowing drivers to quickly document any defects. They can even attach photos of the damage, enabling the workshop to immediately assess the urgency of repairs. FleetLog also provides status updates on reported damage, reducing the need for follow-up calls and easing the workload for workshop staff. Duplicate reports are also avoided.

Employee-friendly duty planning

Balancing work and family life is problematic for drivers due to the challenges of shift work. This is especially true for women, who still often carry out the main caregiving responsibilities in the family. INIT's personnel assignment system offers a range of tools to better accommodate the needs of different groups of people. Drivers can enter their preferred daily duty profiles via a PC or smartphone. Shifts are assigned based on company-defined rules to ensure fairness and high fulfilment rates while meeting both operational and legal requirements. A duty pool makes it easy to accommodate last-minute requests or arrange shift swaps independently. This results in greater job satisfaction and enhances the appeal of the driving profession – leading to lower sickness rates.





Digital assistants for dispatching and planning

In transport companies, dispatchers play a key role in ensuring smooth operations by efficiently coordinating personnel and vehicle assignments. Planners, meanwhile, are responsible for creating robust timetables, blocks and rosters while ensuring shifts are manageable and employee-friendly. INIT's advanced systems help both planners and dispatchers achieve optimal results.





Next-level personnel assignment

Efficiently managing limited staff resources is a challenge for dispatchers that demands exceptional IT support. With its optimised, simplified workflows and enhanced performance, our newly developed personnel assignment system creates the conditions for an even more rapid, efficient and comfortable working experience. It seamlessly integrates trusted functionalities with innovative solutions to enhance productivity and user satisfaction. With its web-based design, users can access real-time information anytime, anywhere. The DispoCenter module, available now, streamlines the assignment, exchange and reassignment of duties so that users can complete these tasks quickly and easily. Its all-in-one interface allows users to manage all data and applications within a single window. Even less experienced dispatchers can quickly find the best possible support, e.g. they can arrange replacements for absent staff.

Always up to date

The DashBoard personnel assignment module gives a comprehensive overview of the current workforce status. Users can customise the interface to combine functions so they can instantly view key data, such as current sickness rates, the number of staff on leave and which employees have started their shift on time. The DashBoard is a crucial tool to ensure management remains informed about essential KPIs related to personnel planning — all within a single browser window, accessible on any mobile device, no matter where they are working.





Optimum planning ensured

Efficiently planning blocks and duties is a tricky task. These steps are normally performed one after the other, often leading to less-than-ideal results. With INIT's powerful optimisation module, however, both blocks and duties can be created in a single step. This system considers legal requirements, collective agreements and individual company framework conditions – all of which can be weighted differently. The result? Maximum overall efficiency in block and duty planning, along with huge time savings. Balancing timetable stability with socially responsible duty assignment becomes effortless. With the ability to generate and compare multiple scenarios in parallel, MOBILEopti² also acts as a strategic management tool, helping to anticipate future developments and implement appropriate measures. In addition, timetables can be integrated into the optimisation process. This threefold approach simplifies the planner's task of creating optimised timetables, blocks and duties – all while considering every key parameter – and in a fraction of the usual time.

Conflict-free holiday planning

Fair, personalised and forward-thinking holiday planning helps prevent workplace conflicts and boosts staff satisfaction. HolidayPlanner is designed to support dispatchers in this process. All processes are coordinated with each other: the module pulls employee data and vacation balances directly from the system. Once leave is approved, absences are automatically transferred to the roster in the personnel assignment system, giving users a clear overview while significantly reducing paperwork. For example, vacation periods are factored into shift planning from the outset, eliminating the need for manual checks later on.



Boosting efficiency with **streamlined sales processes**

Whether frequent travellers, commuters or occasional riders: introducing and managing tailor-made offers for individual customer groups means enormous effort for transport company sales teams. The solutions from INIT and its subsidiary HanseCom help to reduce staff workloads, enhance service quality and make sales processes more efficient.



Greater flexibility with Abo-Online and Jobticket Portal

With Abo-Online, transport companies enable their customers to manage their monthly passes themselves 24/7: from ordering to processing and issuing them as a digital ticket on their mobile phones. This saves manual processes and reduces the workload for customers and transport company service centres alike.

With the Jobticket Portal, monthly passes, customer data and contracts are managed centrally. Employees from participating companies can purchase their ticket independently and use it as a digital ticket on their smartphone. Billing is automated, including standardised reports, e.g. on revenue sharing. This saves time and effort for employers and employees and relieves the burden on transport companies' sales teams.





Full overview of overall sales process

A centralised system for managing customer data, sales channels and fare structures streamlines transport companies' operations and reduces staff workloads. The customer management and sales back-end system, PTnova, enables this holistic approach. With this system, contract data are easily handled, from initial registration to ticket issuance. Fare and sales data are consolidated across all channels for easy entry and access. Customer service is flawless thanks to the modules for contact and complaints management. Built on SAP standard functions, PTnova ensures automatic sales data transfer to SAP financial accounting. Its ability to integrate various offers and fares also makes it a solid foundation for different mobility platforms, simplifying all sales processes.

Introduce account-based ticketing quickly and easily

Transport companies' sales departments are facing growing pressure due to customer expectations. Passengers no longer want to spend time searching for the right fare and when purchasing public transport tickets, they expect to use the same payment methods that they use for other purchases, such as credit/debit cards, smartphones and smartwatches. This is possible with the SaaS solution TapNGo. It also quickly

integrates with existing systems, not only sparing transport companies the time-consuming effort of managing cash transactions but also attracting new customer groups by offering additional payment options. They can view all transactions and evaluate their data.

>> FOR MORE DETAILS, SEE P. 10, "REDUCING CUSTOMER INTERACTION"



INIT services – freeing you to focus on your core tasks

We go beyond delivering our systems – we're here to support you on a wide range of tasks. Tailored to your operational needs, our customised service solutions ease your employees' workload, allowing them to focus on their core responsibilities. Overall, they offer a smart, effective way to overcome staff shortages.



IT hosting: everything under one roof

For transport companies, IT management can be a drain on time, money and staff resources. With INIT's IT hosting, you eliminate the need for costly initial and renewal investments in your own IT infrastructure — while ensuring you always have access to the latest technology — also with regards to cybersecurity. INIT handles all the maintenance, so your team doesn't need to develop comprehensive, specialised IT expertise. Our selected, cutting-edge data centres ensure secure operations, with an intelligent system design that minimises downtime. Through INIT's nextGen campaign, we're gradually making our systems available in the cloud.

Smarter decisions with tailored data analysis

How many passengers travel every day? How do different ticket types and sales channels affect revenue and are punctuality levels satisfactory? With INIT systems, you gain access to a wealth of data and reporting tools — providing a solid basis for management decision-making. We work with you to define the KPIs that matter most to you, delivering regular reports. This enables your management team to make informed choices, streamline operations and boost revenue — without your staff having to familiarise themselves with complex data analysis.

Discover our full range of services today: initse.com/services





E-mobility without the extra workload

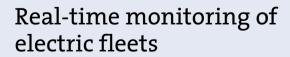
Efficient fleet deployment is already a challenging task, but the growing number of electric buses adds even more complexity. That's where INIT's systems come in – supporting depot staff and minimising service disruptions.

Optimised processes in the depot

The MOBILE-DMS system has a track record of helping transport companies to efficiently manage depot processes, reducing the burden on employees. The software assigns vehicles to appropriate blocks and allocates them suitable parking spaces, allowing them to exit the depot without needing to manoeuvre. With the eMOBILE-DMS extension, specific e-mobility requirements and processes have been integrated. The system considers each

vehicle's current state of charge and the range needed for its next block, ensuring parking and block assignments align with charging schedules. This ensures depot staff can manage both diesel and electric fleets effectively, therefore overcoming the challenges of e-mobility.





Depot and workshop teams still have limited experience maintaining electric buses and successfully resolving possible incidents and faults. MOBILEvhm provides monitoring of vehicle conditions, even when they are in operation, therefore reducing the risk of interruptions and breakdowns. In the long term, this avoids additional work and saves repair costs.

Our Vision:

Shaping mobility. Advancing transport companies.

For over 40 years, we have been committed to making mobility easier. For transport companies and passengers alike.



Alongside transport companies worldwide, we are shaping the success story of innovative mobility that connects people all over the world.«

Dr. Marco Ferber, Chief Financial Officer, init SE





Solutions for every public transport challenge

INIT is currently the only provider offering an overall solution for transport companies, covering all operational tasks such as planning, dispatching, operations control and ticketing.

The demands placed on transport companies are increasingly complex. So it's good to have a technology partner who not only understands your company's specific requirements, but also takes dependencies into account. Even if you opt for just one module from our comprehensive product suite MOBILE, you can always rely on our expertise and innovative strength as well as on our comprehensive understanding of your processes and the interoperability of our systems. Integrating your existing infrastructure is not a challenge for us; it's what we do best.



Planning & Dispatching

From planning timetables to optimised deployment and management of vehicles and drivers – we provide you with the tools to get the most out of your resources.

Ticketing & Fare Management

Whether smartcard, debit and credit card, EMV, Apple Pay, Google Pay, Samsung Pay, check-in / check-out or paper ticket — INIT makes it easy for passengers to pay the right fare while you enjoy our easy-to-use fare management software. Account-based ticketing makes this possible.

Operations Control & Real-Time Passenger Information

Keeping an eye on the traffic situation, increasing punctuality, fixing disruptions quickly and automatically keeping passengers well-informed in real time: higher service quality ensures greater customer satisfaction — and therefore higher passenger numbers.

Analysing & Optimising

Customer Support & Operations

Even after we have installed your INIT system, we continue to support you with many services. From monitoring to maintenance, from data management to reporting. Cloud options, hosting and platform solutions are also available. This ensures that your solution is not only tailored to meet your needs, but it remains future-proof.





Innovative concepts drive public transport forward

Innovative solutions are key to modern mobility. They also determined our path from a university spin-off to a global market leader.

Today we are still actively engaged in many research projects and use the findings in the development of our products with our customers' objectives always taking top priority. We conduct our research on an international scale, think outside the box, know the sector inside out and steer new ideas for the benefit of our customers.

Autonomous driving will fundamentally change mobility. This also applies to local public transport. We have been working with our partners on the topic of autonomous driving since 2016 – and are currently involved in the ABSOLUT II and ÖV-LeitmotiF-KI research projects.

In the KARL research project, we are involved in the development of an **Albased assistance system** to support the operations control centre. >> SEE PAGES 8/9

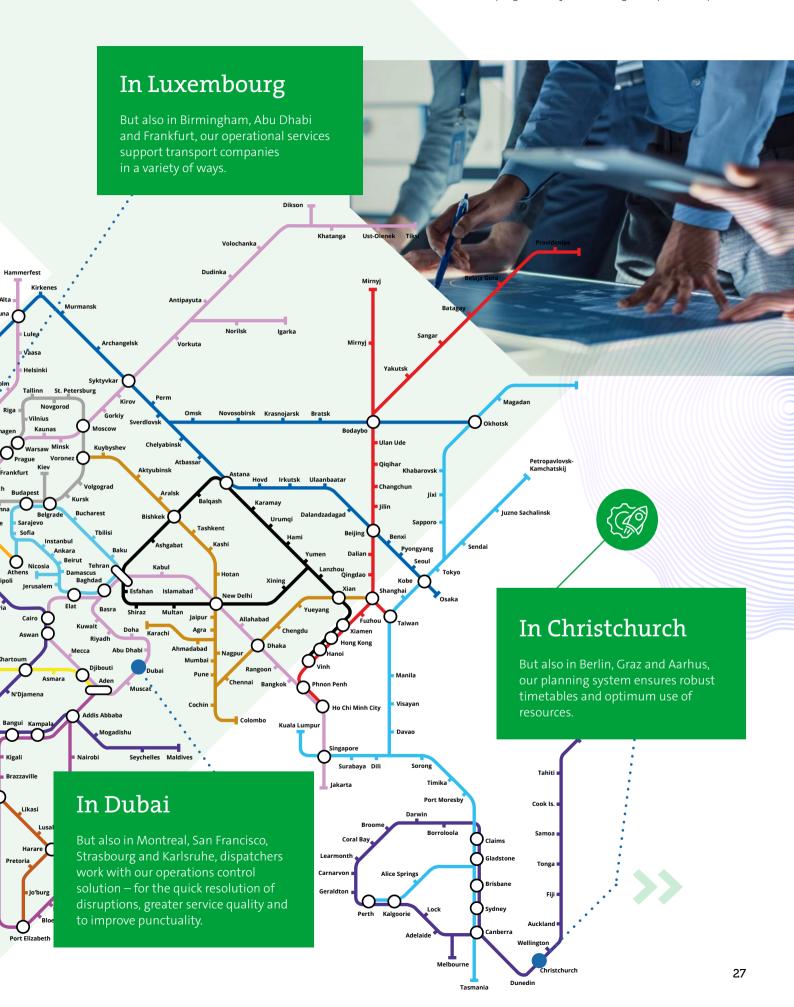
We are working on optimising the operations control centre workstation in the IADAPT research project. >> SEE PAGES 8/9

In the **Mobile Data Fusion research project**, we are working with our partners to develop methods to determine passenger demand so that transport companies can offer more targeted services. Various data sources such as WiFi and Bluetooth data are used for this purpose.



Successful worldwide





Delivery of new technology for London's bus system

INIT has been awarded a contract for the delivery of a new technology system for London's buses, providing on-board, back office and support services for Transport for London (TfL). INIT will be providing an on-board computer (OBU) and ancillary devices for all buses in TfL's vehicle fleet.



INIT's technology

will be used by TfL to help manage operations on more than 8,000 buses running around 700 bus routes and serving over 19,000 bus stops across Greater London. The existing system, which is the current Automatic Vehicle Location (AVL) system for the London bus network will be replaced under this new contract. The result of the new system will be enhanced reliability of service and high-quality customer information.

The design philosophy

for the replacement system is based on an open architecture modular platform, built around Application Programming Interfaces (APIs) and open state-of-the-art IT standards such as MQTT or ITxPT. The system can evolve over time as customers' needs and technology trends evolve, allowing flexibility to add modules without the need to redesign existing core solutions.

Parliament Square / Westminster / Bus Stopping

INIT's use of industry standards

ensures maximum interoperability, security and ease of integration with existing systems:

- Open architecture based on RESTful APIs 3rd party integration
- Horizontally scalable the correct size for every customer
- Near real-time data processing for operational performance measures
- Data broker and open APIs for real-time passenger information (MQTT)
- ITxPT standards for the most flexible vehicle architecture



Singapore: managing drivers and vehicles **more efficiently**

Public transportation in the city state of Singapore sets global standards for efficiency and innovation. Smooth processes and motivated employees are essential for this. With the help of a new, integrated system from INIT, SMRT, one of the local public transport operators, hopes to further improve driver and vehicle dispatching and therefore achieve savings.



Efficiency gains through integrated IT

The primary goal is to increase efficiency regarding drivers, vehicles and depots. To this end, INIT will replace the previously isolated systems with one integrated solution that uses standardised VDV interfaces. This uniform database is the key to perfectly coordinated processes, which will also reduce the workload for dispatching staff and cut operating costs. In addition, INIT will provide a central app for drivers, which will simplify many of their processes.



Via the app, drivers confirm the start and end of a trip. This allows SMRT to monitor compliance with the mandatory headways and ensure service quality with a reliable offer for passengers. This is important because the transportation contract with the regulatory authority contains penalty rules that apply if trips deviate from the specified headway.





Innovative tools for greater employee satisfaction

The new system also offers many advantages for driver dispatching: changes to standard working hours are automatically recorded and taken into account when calculating wages and the system will automatically intervene in the event of violations of working time regulations. In the future, a significant improvement for drivers will be their ability to alter their duties independently themselves — for example, they will be able to exchange or auction their duties via the app. The service planning also takes into account the fact that in Singapore, drivers often share rides to get to work: a pairing function can be used to schedule shifts at the same time for drivers who travel to work together. There is also an efficiently designed application system that facilitates vacation planning, for example. It ensures greater fairness in the assignment of duties — especially during the Chinese New Year, which is a major event for many people.



All these features have a significant effect on employee satisfaction – and ultimately on the success of public transport in Singapore.

Atlanta ready for kick-off

Mega events like the FIFA World Cup 26™ put immense pressure on public transportation systems, requiring them to move hundreds of thousands of people in a short time. In 2026, when Atlanta hosts eight FIFA World Cup 26™ matches, visitors from around the world will be able to tap their credit cards to seamlessly travel on public transport. With INIT's cloud-based smart ticketing system, they'll always receive the best fare—without the need to worry about selecting the right ticket.



Pay as you go

In the future, approximately a quarter of a million passengers will continue to benefit from the new system every day, even beyond the FIFA World Cup 26™. Traditional ticket purchases will no longer be necessary — travellers can simply tap a credit card, closed-loop card or mobile wallet on any of the 1,809 terminals located at stops, gates or on-board vehicles. Once checked in, the fare is automatically calculated at the best available rate. Passengers can conveniently track their journeys and charges through the Metropolitan Atlanta Rapid Transit Authority (MARTA) website.

Flexible at the core

In Atlanta, passengers can still pay for tickets in the traditional way if they prefer to. This is because the implementation includes 278 ticket vending machines where passengers can pay by contactless cards or with bills and coins. The machine dispenses the correct change and is also able to load money onto closed-loop cards.

Thanks to its open system architecture, MARTA can expand and adapt the INIT ticketing system for future regional partnerships. The agency also has the flexibility to configure various fares, like company discounts, reduced fares for senior citizens and students, as well as discounts for travel to specific events.

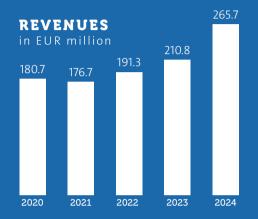
With a population of **6.1 million**, the Atlanta metropolitan area will now have an easier and more convenient public transportation ticketing experience.

Practical and secure

MARTA's cloud-based fare system provides many advantages. Firstly, maximum IT security is guaranteed because protection is provided centrally by INIT experts. Secondly, additional services can be easily integrated, including journey planning or alternative forms of mobility such as ride sharing or car sharing

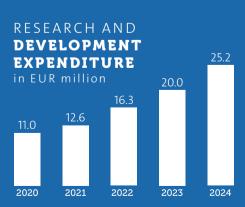


Key figures











Locations

The INIT Group's network spans the globe. With more than 40 offices and branches worldwide, we offer our customers a first-class service. Whether in Europe, North America, MENA or Asia-Pacific, you will find us wherever our customers are.





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