Transit Payment System

By:

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TECHNOLOGIES
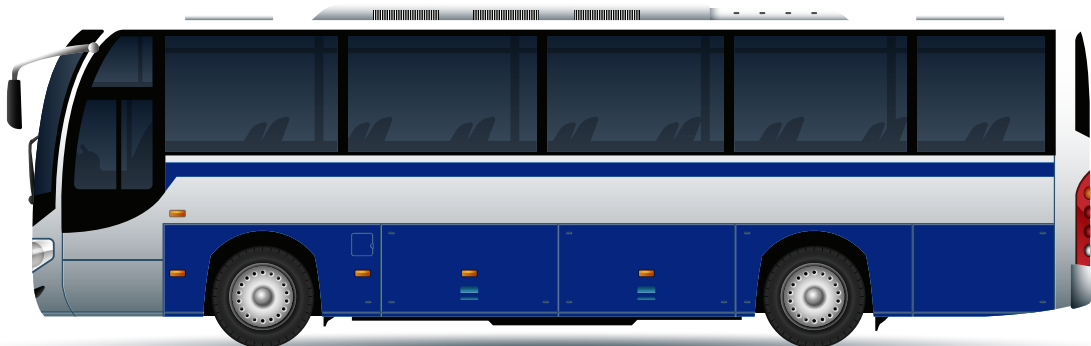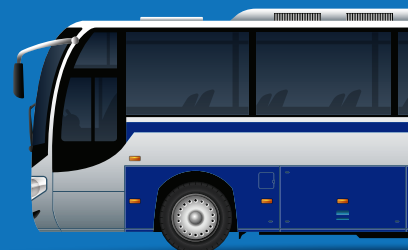
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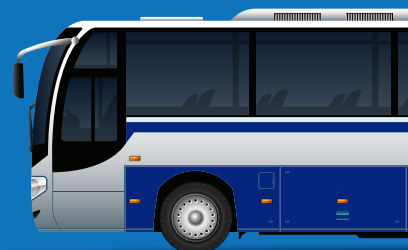T E C H N O L O G I E S

Company History

Botrow Technologies has been providing payment processing to the self serve market for many years. Our technology continues to see substantial growth in the ski hill, charitable donation, and gaming, industries.

We have Botrow kiosks deployed throughout Atlantic Canada, and are now expanding into Ontario, and the United States.

With our background in payment processing and self serve technology, moving into the transit industry was a natural fit.
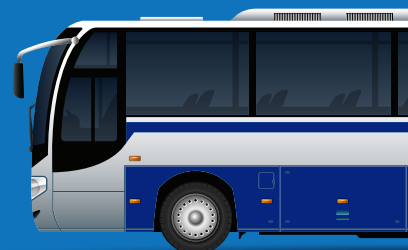
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Industry Findings

• The cost of processing cash on average is 22% of sales, where debit/credit is only 3.5%.

• People are carying less cash these days, making other forms of payment necessary to avoid revenue loss.

• Without the data from when and where fares are collected, proper routes can't be established.

• Cities with a population under a million are looking for affordable transit payment solutions.
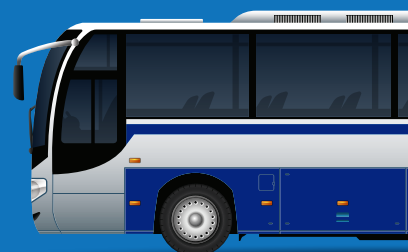
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Overview

Our payment system, developed specifically for the transit industry, helps municipalities save money and make better operational decisions. This is accomplished by moving them away from cash, and providing them with invaluable rider data.

Accepting payment by smartphone, debit and credit, and smart card is a must in today's world, and our system allows you to do just that.

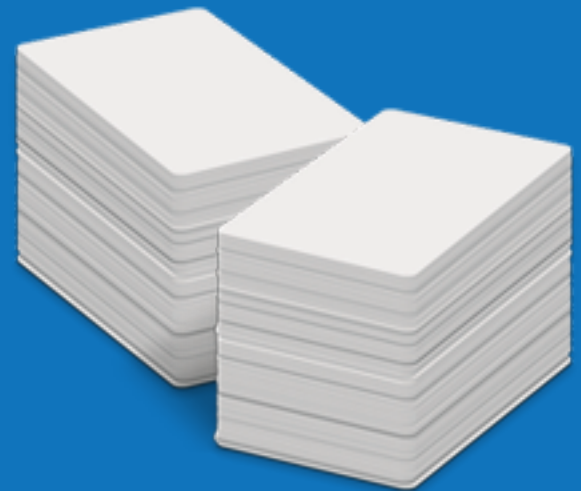Our payment options can be rolled out together, or phased in one at a time.

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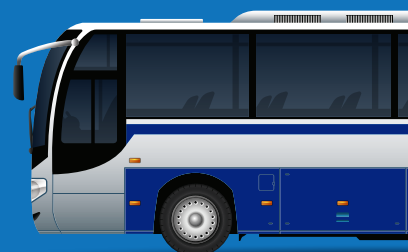TECHNOLOGIES

Payment Options

Smart Cards

Riders purchase their smart cards (mifare desfire ev1) from a kiosk or a human operated POS system. They then tap their card on the bus for payment. Smart Cards are reloaded from a kiosk, POS system, website, or mobile app.

Smart cards can be setup as unlimited ride cards (for a month), deducting balance cards, or both.
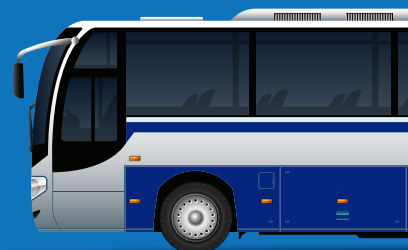
Payment Options

Credit/Debit Cards

Riders can tap their credit or debit card on the on bus payment module to pay for their bus fare.

It is an extremely quick process, that gives the rider a better customer experience. No need to find the correct change before heading to the bus stop.
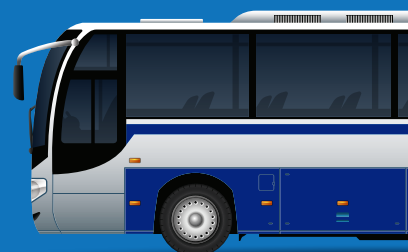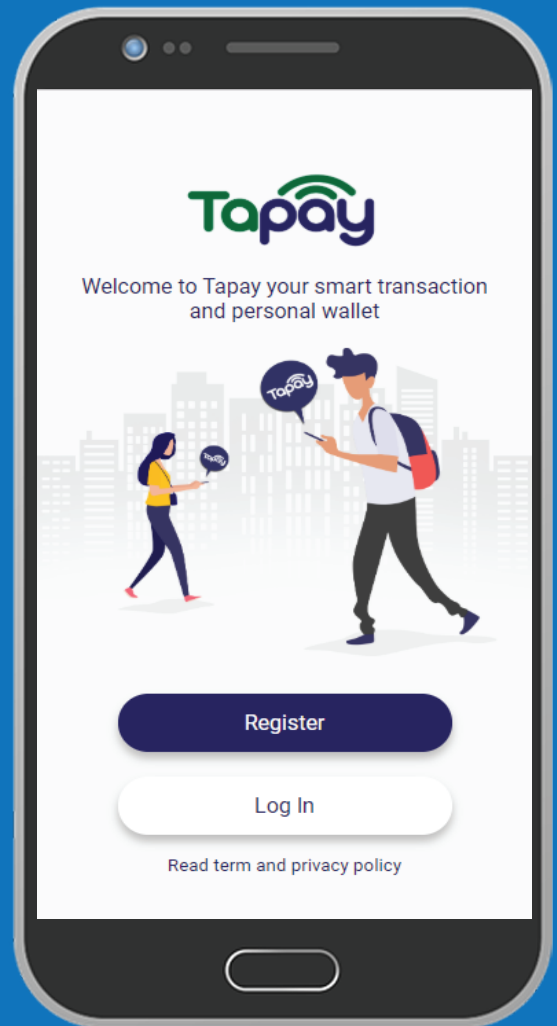
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Payment Options

Smartphone

Riders can tap their smart-phone on the on bus payment module to pay for their bus fare.

Through Tapay, our mobile app, riders can also purchase monthly passes, add funds to their account, or pay with their debit or credit card.

Transit funds can also be transfered from one account to another (Ex. Parents can send funds to children, employers to employees, etc.

Tapay

Welcome to Tapay your smart transaction and personal wallet

Register

Log In

Read term and privacy policy
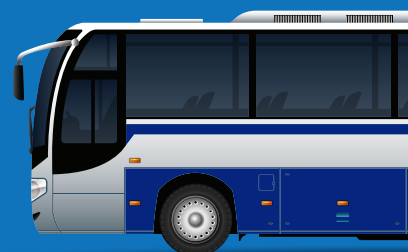
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Hardware

Kiosk

Botrow kiosks sell smart cards to riders, which they will later use to board the bus.

Riders can also reload their smart cards from the kiosks.

Kiosks can also be used for other applications, like paying parking tickets, or displaying targeted messages to transit riders.
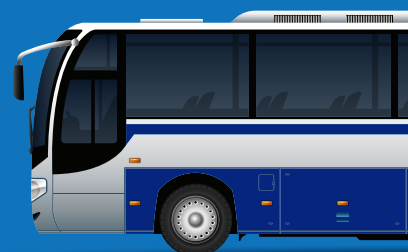
Hardware

On Bus Payment Module

The on bus payment module allows for riders to tap their smart card, debit or credit card, or their smartphone to pay for their fare.

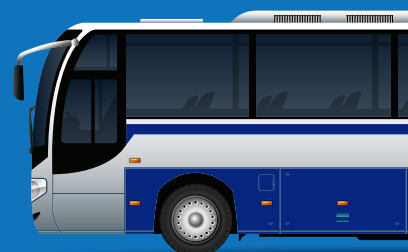This module can be mounted to your existing cash box, or on a bar/post.

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Hardware

Card Printer

Botrow's thermal rewritable printer is connected to a PC and allows riders to purchase smart cards from a human, instead of from one of our self serve kiosks.
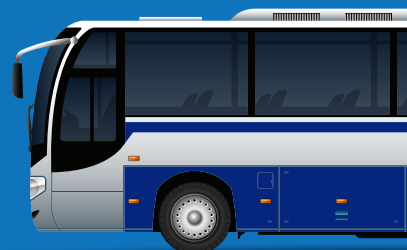
System Requirements

Bus

- **Cellular Internet (modem must have ethernet port)**
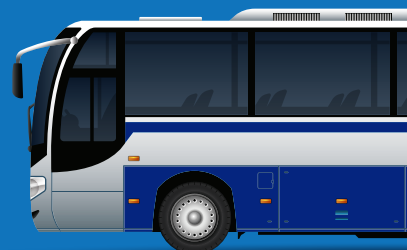
- **POE Injector**

- **Cell Signal Amplifier (booster)**

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System Requirements

Kiosk

- **Secure Internet Connection (wired)**

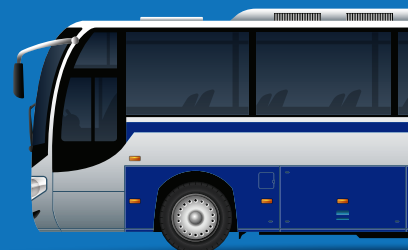- **Power Outlet (120v/60Hz)**

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System Requirements

- **PC (web browser)**

- **Secure Internet Connection (wired)**

- **Power Outlet (120v/60Hz)**

- **Card Dispenser / Thermal Printer / Payment Pin Pad**
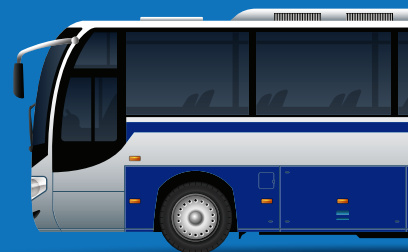
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Data Collection

Our System collects rider data so that transit authorities can make better decisions when it comes to route planning and fares.

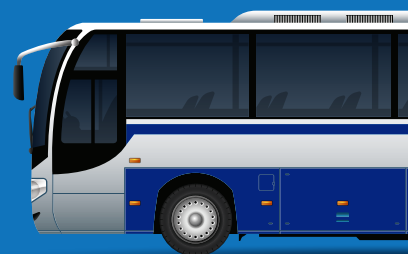## Some of the information we can provide based on data collected:

- GPS coordinates of where riders pay their fares
- Gender and age of riders
- Time it takes the bus driver to complete their route
- Total fares collected at each stop (Day/Month/Year)
- Total fares collected by the driver on their route. (If a driver is consistently collecting less fares on a route, you can determine they are letting people ride for free)
- Number of times a rider takes the bus (Day/Month/Year)

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Security

We at Botrow take security very seriously. All components to our system are PCI DSS compliant and no card data is stored on Botrow Servers.

Contact
Information

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