

### **The SMS ticket – a convenient option for transport**

For many people, SMS reminds them of their mobile experience pre-smartphones. Those were the days when you could only store ten messages at a time, and pictures were still a dream. Nowadays, messaging has moved on and people use more sophisticated platforms like WhatsApp, Kakao, Line and WeChat to talk to their friends. Person-to-Person SMS is in decline, with SMS traffic peaking in 2012 according to [Portio Research](#).

Yet the SMS is still incredibly useful and companies are always coming up with new ways to make the most of the service. As we've [mentioned before](#), SMS is great because it is available to all mobile users, no matter the phone, it's always on, and it's secure.

We've seen brands and restaurants use SMS to great effect in commerce and marketing. But while receiving deals via SMS is fantastic, the SMS can do even more. Local governments and companies around the world are using SMS to make a difference in how we can go about our daily lives.

### **Netsize's Mobile Ticketing**

In Florence, Netsize and Italian transport operator ATAF launched text message ticketing in 2012. Supported by TIM, Vodafone, Wind and 3, the four major telecoms companies, passengers can text a shortcode to receive a message that acts as a bus ticket.

All the passenger has to do is show the driver the SMS, and they are admitted onto the bus. This simple solution has had a dramatic impact on the city. Not only has it sped up journey times because people aren't waiting for tickets to print or fiddling with change, but it has encouraged more people to use the buses.

By the end of 2013, in Florence, the service was very popular and successful. Following the launch of the service in Florence, 18 other Italian public transport companies, including ATM in Milan and AMT in Genova, have successfully launched SMS ticketing with Netsize and more are on the way. By autumn 2015, over ten million SMS fares have been sold.

For these bus operators, an added benefit has been the reduction in fraud. The ticket buying solution is so elegant that it has managed to change consumer behavior. As people can now buy tickets so easily, they are less likely to jump onto a bus without one to avoid the queues.

Some transport operators such as ATM in Milan has taken this one step further. With a simple click on a link inside the SMS ticket the users can turn any SMS ticket into a QR code and extend their ticket to underground.

### **Netsize's Mobile Parking**

In major metropolitan cities, parking can be a nightmare. Even when you find a space, you tend to have to have a lot of change available to pay the meter. Thankfully the mobile revolution has changed that and now you can often pay via mobile. The problem now comes with many

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municipalities partnering with different technology providers, each of which requires a separate app and a specific account registration. So now, when you arrive at your parking space, you have to download a new app and register, making it as inconvenient as not having enough change.



Here's where Netsize's SMS parking can help. You simply text a shortcode with the parking bay's location number and your plate number and that's it! You will even receive a reminder SMS when your time is almost up, so you can avoid a ticket.

The clever part about both the transport and parking services is that they are universal and ubiquitous services charged directly from your mobile phone bill. This is great for consumers as they don't have to register their details again with another app or service, they don't need a credit card and they can access the service anytime and anywhere, no matter the mobile device they use and its configuration. It's also likely to provide a much needed revenue-stream for mobile operators who have seen P2P SMS revenues decline over the last three years.

If you think that sending SMS feels too "old school", then you're in for a treat. Netsize's SMS ticketing solution is also embedded in the telecoms companies' Apps or the public transport companies' Apps.

In future, we're likely to see more of these types of services emerge, as sending a text is so easy, and paying automatically via your bill so simple. Indeed direct carrier billing will provide telecoms worldwide with more than \$12 billion in revenue in 2022 according to [Analysys Mason](#). And Juniper Research believes this will already be \$7.1 billion in Europe alone by 2017.

Marco Moretti, Netsize Italy's managing director will discuss this topic further in his speech at Smart Mobility World 2015, join him for a session full of facts and inspiration.

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