

The Complete Package

||||| Gemalto rolls out its all-in-one ticket production and packaging solution for travelers in France



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gemalto
security to be free

Gemalto's all-in-one packaging solution

||||| Gemalto ensures with this solution a secure and convenient use of the travel card

Client Overview

The **SNCF Transilien** and the **RATP** are major mass transit authorities in Paris and the surrounding area (Île-de-France).

- > **SNCF Transilien:** 3 Million commuters per day
- > **RATP:** 10 million commuters per day
- > **STIF:** The transport authority that controls the public transportation network in Paris and Île-de-France.

Objectives

- Provide visitors to Paris and Île-de-France with a convenient travel card
- Improve efficiency in ticketing distribution

Why Gemalto?

- Significant industrial capacity and solid experience in packaging solutions
- A complete "End to End" offer ranging from card production, and personalization to ready-to-use packaged travel cards

Gemalto provides a fully packaged travel card solution for Paris and the local region

In 2008, the SNCF Transilien and the RATP partnered with Gemalto, the world leader in digital security, to launch a new contactless travel card in Paris and in Île de France region. The "**Passe Navigo Découverte**" card is aimed at enhancing visitors' travel experience while at the same time improving efficiency in ticketing distribution. Users can enjoy unlimited access to all public transport facilities for the time period of their choice.

Already widely recognized for its leadership in smart card technology, Gemalto's solid experience in packaging solutions is a major factor in the success of the new card.



1.4 Million Travel Cards sold as of March 2009.

More than 50% of Passe Navigo Découverte travel cards are sold at the major airports and train stations in Paris.

The transit authorities had **two specific needs:**

- Adhere to national regulations protecting the privacy of commuters.
- Offer a practical contactless travel pass for tourists visiting Paris and Île de France.

They therefore opted for Gemalto's all-in-one Packaging Solution which covers the production of the contactless travel cards and the identification cards, as well as a packaging service that includes a protective pouch and special wrapping.



Gemalto's packaging solution ensures security and simplifies employees' work loads

Gemalto effectively met the transit operators' needs by providing a contactless travel pass separate from a sequential identification card that is completed by the user.

The solution ensures that the travel cards are securely shipped in easily identified batches that can be separated and sold quickly to commuters even during rush periods. As a result, the transport authorities' employees' tasks are simplified while customers enjoy a faster service. Users keep the cards in a transparent protective pouch that allows for quick, convenient verification.

Gemalto enabled the transport authorities to begin selling the travel card, within just three months of product development.

Testimonials

"Gemalto effectively proved its industrial capability by quickly providing the large volume of ready-to-use, packaged Passe Navigo Découverte travel cards that we required. Gemalto's packaging is practical and conveniently arranged in order to be quickly deployed to our client service desks."

Sylvaine Marcotullio

Ticketing, Tariffs and Distribution Manager, SNCF Transilien

"Gemalto's packaging offer is just what we needed. The transparent pouch and its well thought out design provide usage practicality for customers. We also appreciated Gemalto's active contribution in the product conception stage."

Michèle Germain

Remote Ticketing and Sales Project Manager, RATP