



Integration
Middleware
for Mobile

Convenience



SmartWare™
MOBILE RELOAD

Introducing SmartWare™

Snapper developed SmartWare™ in 2012 to enable passengers in Wellington, New Zealand to instantly and conveniently top-up their smartcard using an Android NFC smartphone.

This now represents more than 25% of all top-up transactions in the Wellington bus network - a significant shift away from expensive retail channels.

SmartWare™ (white-label mobile app and middleware) is now also implemented in Dublin, Ireland with the Leap Card. This has quickly become the preferred self-service channel for Leap card users, processing over €6m in reloads every month.

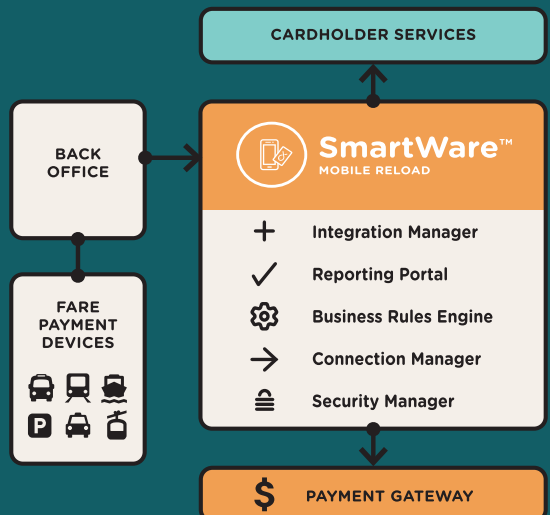
SmartWare™ continues to evolve, and now supports iOS, offering a complete mobile reload solution.

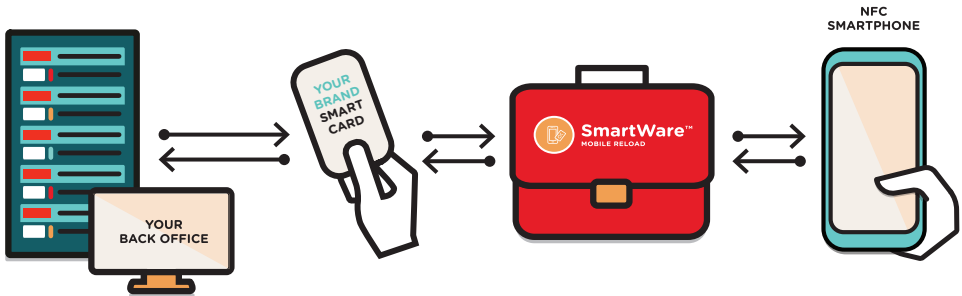
What's in SmartWare?

SmartWare™ is more than just a mobile reload application, it is a platform that acts as an interface to connect your ticketing system to third-party providers.

EXTEND YOUR SYSTEM, AND GIVE PASSENGERS ACCESS TO:

- Instant smartcard top-up (reload) via a NFC mobile phone with support for both iOS and Android.
- Instant online reload with the Snapper Desktop app.
- Retail reload and self-service kiosks.





HOW IT WORKS

SmartWare™ integrates with the Transport Authority's back office AND a contactless smartcard, using an NFC Smartphone running either Android or iOS (iPhone 7 or later).

Improve the passenger experience



Deliver happy passengers

- Deliver instant top-up using NFC.
- Convenient anywhere, anytime.
- Remove the inconvenient burden of physically topping up (and perhaps queuing up).
- Provide real-time transaction history.

Reduce the costs of fare collection



Leave your capex budget in the bank

- There's less reliance on a physical top-up infrastructure and the need to pay agent or retailer fees if passengers prefer to self-serve.

Simplify existing ticketing integration



Make transport ticketing easier

- SmartWare™ is a bolt-on solution. It will work in harmony with your existing system.
- Extend the life of your existing ticketing system without worry of changes or disruption to business.
- There is no need for costly, time-consuming hardware upgrades.
- An open and flexible platform will make it easier to provide innovative services.

What you'll enjoy about working with Snapper

WE'RE PASSENGER CENTRIC

We focus on modernising transport ticketing for an improved customer experience. Transport Authorities can then reap the benefits of happy passengers.

WE'RE PROVEN INNOVATORS

From Down Under to Dublin, we've been successfully bringing our kiwi ingenuity to transport ticketing for over a decade (since 2008) with solid results.

WE'RE NIMBLE IMPLEMENTERS

We have agile development and design capability. We can power up your ticketing capability quickly and efficiently. Then we'll grow with you – keeping you ahead of innovations in transport ticketing.

WE KEEP CAPEX LEAN

We're about helping you leverage the systems and hardware that you already have. Wherever possible, we'll innovate with solutions that make it fast and efficient to evolve - without the usual costs.



Reduce the
costs of fare
collection



Improve the
passenger
experience



Simplify new
technology
integration