

## SUCCESS STORY

### CTS (Compagnie des Transports Strasbourgeois)

The first smartphone ticketing  
app in Strasbourg



Sopra Steria has helped the Strasbourg-based transport company «Compagnie des Transports Strasbourgeois» or CTS launch the U'GO app, an innovative contactless ticketing solution aimed at urban transport users.

#### Context and challenges

CTS (Compagnie des Transports Strasbourgeois) is a mobility service provider that operates in the city and suburbs of Strasbourg. With some thirty bus routes and six tram lines, CTS runs the largest loop network in France.

Since June 2013, Strasbourg transport users will be able to access public transport ticketing services, from wherever they are, and store the information on their smartphones (<http://www.cts-strasbourg.eu/>). Payment via a mobile phone can be made by bank card or directly via the user's phone bill.

To validate the pre-purchased ticket, you simply swipe your smartphone over the TAG already installed on validating devices in tram stations and on buses.

U'GO is free and available on Android. It will be made available to Orange, SFR, Bouygues Télécom and NRJ Mobile customers.

“Used with urban transport, new technologies are simplifying and facilitating the lives of users. CTS is familiar with the 'contactless' concept as it already provides its customers with tagged season-tickets, and since the beginning of 2012 it offers them real-time public transport information (waiting time in stations, availability of the Velhop bike hire scheme, etc.) by means of the Strasplus app. This latest initiative reinforces Strasbourg's position as the nation's leader with its contactless mobile solution that is quality-certified by the State. During the course of the project, Sopra Steria demonstrated its understanding of the transport ticketing business and its expert knowledge of mobile platforms, successfully delivering a complex information system working to a high standard of quality and a tight schedule.”

JEAN-PHILIPPE LALLY,  
Chief Executive Officer of CTS

## Sopra Steria Solution

Sopra Steria has provided CTS with a «turn-key» technical platform which includes an information system, a website, a mobile app to manage NFC (Near Field Communication) tags, and a mobile app for transport users based on NFC technology.

The website, which is multilingual and based on an adaptive design, allows transport tickets to be purchased via a user-friendly and intuitive interface adapted to the new terminals. It also offers editorial content, which is managed by CTS contributors.



“ The success of this project aimed at serving the general public is the fruit of the close and successful partnership formed between CTS and Sopra Steria , as well as a whole range of stakeholders such as telecommunications operators, design firms, hosts, ticket printers, TAG manufacturers, banks, etc. We are proud to be among the first to launch such an offer in France. ”

ALAIN CANTAT,  
Executive Director at Sopra Steria



### About Sopra Steria

Sopra Steria, European leader in digital transformation, provides one of the most comprehensive portfolios of end to end service offerings in the market: Consulting, Systems Integration, Software Development, Infrastructure Management and Business Process Services.

Sopra Steria is trusted by leading private and public organisations to deliver successful transformation programmes that address their most complex and critical business challenges. Combining high quality and performance services, added-value and innovation, Sopra Steria enables its clients to make the best use of information technology.

With 37,000 employees in over 20 countries, Sopra Steria had pro forma revenue of €3.4 billion in 2014.

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