

The background of the slide features a close-up of a white fishing net on the left side, set against a deep blue background that resembles water with subtle ripples. The net's mesh is clearly visible, and the overall color palette is dominated by blues and whites.

Mending the Net

*Opening the Tackle Box to Examine
Techniques that Maximize the “Catch”*

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TRANSCORE®

The One that Got Away: How Revenue is Lost

- ▶ Classification errors
- ▶ Lane downtime/closures
- ▶ Inadequate ALPR
(automated license plate recognition)
- ▶ Mishandling unregistered customers
- ▶ Incomplete customer relationship history
- ▶ Disconnected systems
- ▶ Stuck in prepaid-only paradigm



Increase the Catch: **Key Objectives**

- ▶ Capture a greater percentage of total revenue potential
- ▶ Increase operational efficiencies
- ▶ Enhance customer relationships



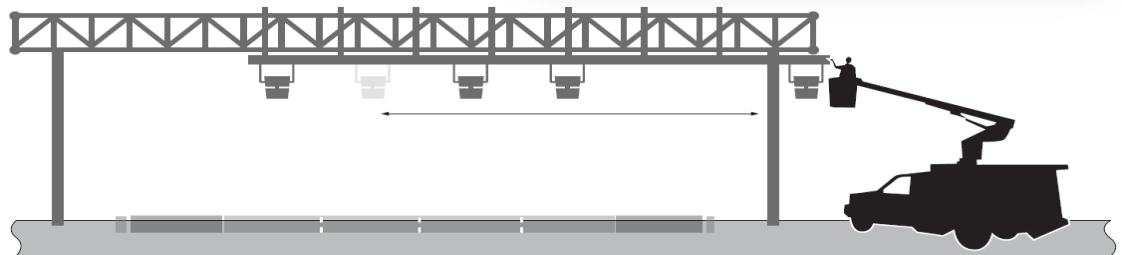
Mend the Net: Reclaim Classification Losses

- ▶ Odd axle positions and configurations
- ▶ Vehicles stopped in classification queue
- ▶ Classification system crosstalk
- ▶ Laser classification issues
- ▶ Treadle classification issues



Keep Your Hook in the Water: **Maximize Lane Uptime**

- ▶ Classification without lane closures
- ▶ Standardized, hot-swappable lane modules
- ▶ Non-disruptive lane equipment repair/replacement
- ▶ Real-time lane performance monitoring
- ▶ Redundancy



Set the Hook: Capture Revenues From All Video Transactions

- ▶ Plate region identification
- ▶ Enhanced character definition
- ▶ Optimized readability and reliability
- ▶ Optical character recognition (OCR) by character
- ▶ Optical *state* recognition (OSR)
- ▶ Automated acceptance of reliable plate numbers



Reel in the Fish, Not Junk:

Process Only Valid Violations

- ▶ Link video transactions to registered customers and known unregistered users wherever possible
- ▶ Reconcile simple mistakes
 - ▷ New car not yet registered in toll system by customer
 - ▷ Tags on wrong vehicle
- ▶ Automatically process non-violation transactions
- ▶ Process true violations efficiently

Keep the Lid on Your Creel: **Maintain Complete Customer Relationship History**

- ▶ Once unregistered owner is identified via DMV, create an account and issue invoice
- ▶ At next transaction, system can look up unregistered customer info in your own database and issue an invoice automatically
- ▶ Unregistered customers who return regularly can be targeted for special promotions
- ▶ No violation notice, no violation fee, just the higher unregistered customer toll

Keep All Your Tools in One Tackle Box: **Integrated CSC and VPS**

- ▶ Single portal CSR access
- ▶ Process all transactions with familiar CSC system tools
- ▶ Full data access for customer and violations processes
- ▶ Invoices can be aged with or without fines, collections
- ▶ True violations processed efficiently
- ▶ Even violations can be paid via customer online portal or automated phone system (IVR)



Know When Fly Casting is Better than Bait Fishing: **Use the Right Process for the Situation**

- ▶ Video tolling and invoicing are integral to AET
- ▶ Accommodate prepaid and postpaid transactions
- ▶ Establish normal accounts receivable processes
- ▶ Target selected users for special marketing and promotions

Increase the Catch:

How to Capture Maximum Revenues

- ▶ Classify vehicles correctly under all conditions
- ▶ Keep lanes open and recording transactions 24/7/365
- ▶ Maximize video reads and conversions to digital transactions
- ▶ Automate as many processes as possible
- ▶ Filter transactions; manually process only true violations
- ▶ Maintain accounts for all users
- ▶ Embrace accounts receivable
- ▶ Integrate CSC, VPS and customer Web/IVR systems

Mending Your Nets

*TransCore can help you mend
your systems to maximize your
customer relationships*

Mending Your Nets: How TransCore Can Help

► Lane hardware

- ▷ IVIS™ (Intelligent Vehicle Classification System)
- ▷ VCARS™ (Vehicle Capture and Recognition System)
- ▷ DVAS (digital video audit system)
- ▷ *Infinity*∞ digital lane system
- ▷ TekTrak™ roadside maintenance system



IVIS



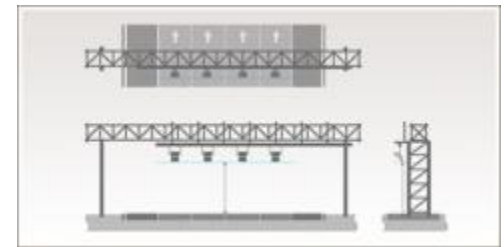
Infinity∞



VCARS



DVAS



TekTrak

Mending Your Nets: How TransCore Can Help

► RFID technology

- Encompass® readers
- eGo® family of tags/transponders

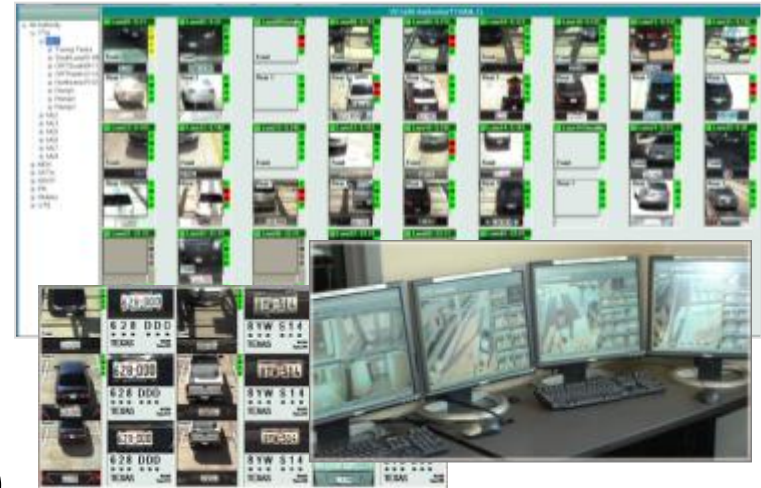


Readers • Sticker tags • License plate tags • Hard case tags • Interactive tags

Mending Your Nets: How TransCore Applications Can Help

► Roadside

- ▷ PPS
(plate processing system)
- ▷ MMS
(master maintenance system)



► Backoffice

- ▷ CAMS (customer account management system)
- ▷ MOMS (maintenance online management system)



Be prepared...

**Once you implement
all the techniques that can help
capture all the revenue
that's been getting away...**

***You're gonna need
a bigger boat...***

Thank you.

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