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ELECTRONIC TOLLING & PARKING SERVICE

> Capturing Practical Lessons from Irish Interoperability Experience

Let me introduce myself

➢ **Dermot MacEvilly**

  ➢ **CEO, Easytrip Services Ireland Ltd**

➢ **Email:**   **dermot.macevilly@easytrip.ie**

➢ **Phone:**   **+353-1-861-3203**

➢ **Cell:**   **+353-86-307-2344**

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Agenda

- ➤ **Who is Easytrip**
- ➤ **History of Tolling and ETC in Ireland**
- ➤ **Critical Success Factors for Interoperability**
- ➤ **Opportunity for Independent Service Provider of Transport Related Payment Services**
- ➤ **Challenges and Key Lessons**
- ➤ **Where Do We Go From Here?**

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Who are Easytrip?

➢ **Easytrip (Ireland) is a JV between Egis Projects SA and Electro Automation Group entered ETC market in 2005**

➢ **Independent ETC service provider not associated with any specific plaza but accepted at all plazas**

  ➢ **Operate almost as an national analogue to the European EETS ideal**

➢ **Mission to be a Value Add Multi-Service Provider through a Single Account**

  ➢ **USP is additional driver services via single account**

  ➢ **Electronic Payment for parking in 29 car parks**

  ➢ **International tolling services for HGV**

History of Tolling in Ireland

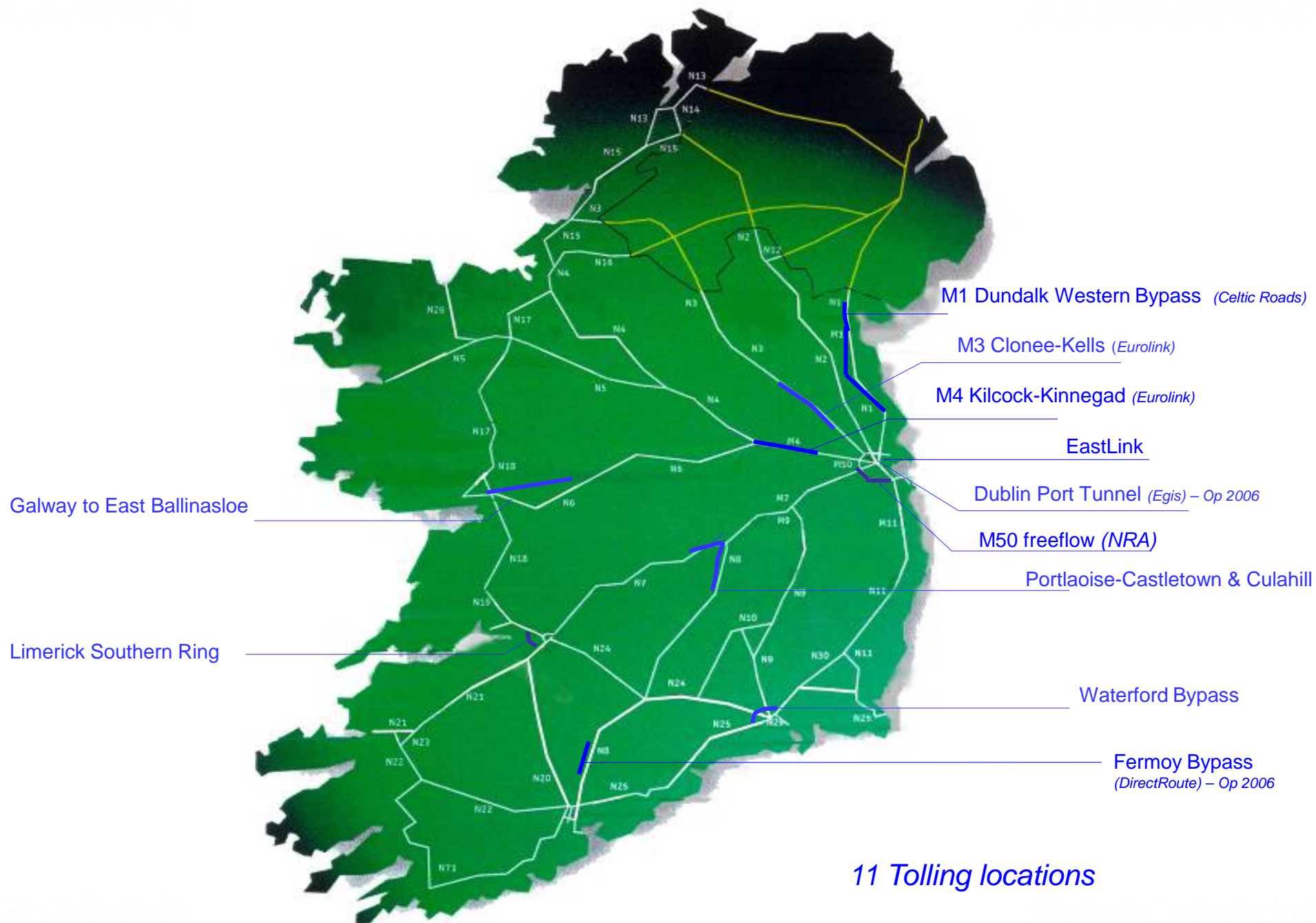➢ **First 2 private roads - EastLink in 1984 & WestLink on M50 in 1990**

- **WestLink very congested**
- **Very poor QOS**
- **First stage of M50 orbital motorway around Dublin**
- **ETC introduced in 2000 as part of Y2K upgrade and to improve throughput**
- ***But* at the same time Government looks to address national infrastructural deficits**

Rapid Progression

- From 2001 National Roads Authority starts programme of building extensive network of inter-urban freeways

- As part of programme, they procure 10 Public Private Partnership (PPP) toll roads

- In PPP mandated ETC Interoperability :
  - Each PPP must issue Tags to customers
  - Each PPP must accept each other tags

- Roads opened from 2004 to 2010

- In 2008 state "nationalises" West-Link and converts it to free flow tolling

- In under 10 years go from introduction of ETC to interoperable network of 10 barrier plazas + 1 free flow

Toll road network in Ireland

M1 Dundalk Western Bypass *(Celtic Roads)*

M3 Clonee-Kells *(Eurolink)*

M4 Kilcock-Kinnegad *(Eurolink)*

EastLink

Dublin Port Tunnel *(Egis) – Op 2006*

M50 freeflow *(NRA)*

Portlaoise-Castletown & Culahill

Galway to East Ballinasloe

Limerick Southern Ring

Waterford Bypass

Fermoy Bypass
(DirectRoute) – Op 2006

11 Tolling locations

Interoperability Success Factors

➢ **To achieve ETC interoperability NRA standardises**

  ➢ **ETC DSRC Technical Standards**

  ➢ **Contractual Structure for all PPPs**

  ➢ **Defined Settlement Structure**

  ➢ **Agreed dispute and adjustment processes**

➢ **Provision for Information Exchange Agent (IEA)**

  ➢ **Data hub for consolidating tag valid lists and exchanging charging information**

  ➢ **Simple interface for all parties to plug into**

  ➢ **Unerringly accurate settlement statements**

  ➢ **All parties had confidence in the IEA**

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Success Factors for Motorist

- ➢ **True interoperability via a single account from 2007**
  - ➢ **Centralised detailed billing with VAT recovery for business users**
- ➢ **Each ETC service provider's tags accepted equally at all plazas**
  - ➢ **No complicated local rules favouring one provider over another - universally simple**
- ➢ **ETC automatically extended as each new plaza added to network**
  - ➢ **No need to re-educate motorist, they got it**
- ➢ **Savings on M50 transactions and express lanes in other plazas**

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Active Competitive ETC Marketing
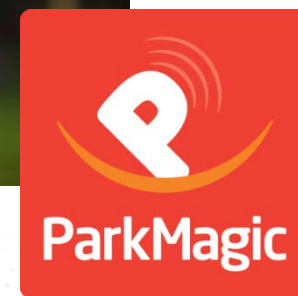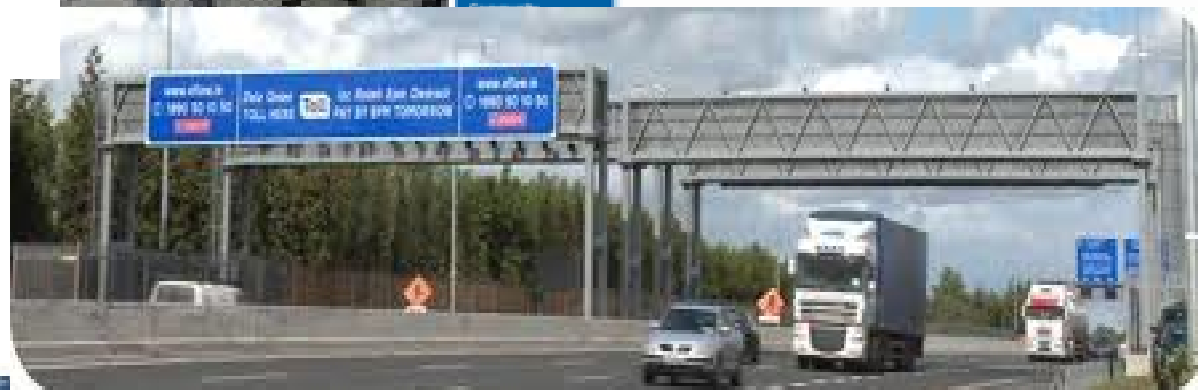
Easytrip's Scale

➢ **Structure in Ireland enabled Easytrip to enter market as independent service provider**

➢ **185k tags issued**

➢ **2.4 million tolling and parking transactions processed per month on behalf of toll plazas and car parks**

➢ **€74 million in revenue collected for clients per annum**

➢ **Highly automated business processes**

➢ **Provide a range of value added services via a single account**

➢ **Certified ISO 2008 and PCI Compliant**

Challenges and Key Lessons

➢ **Customer education is initially very important but less important with incremental changes**

  ➢ Necessary when move to Free Flow

➢ **As the Independent Service Provider, you bill the customer then billing issues are your problem**

➢ **Managing the corner cases**

  ➢ Dispute resolution – what is the mechanism for this and how to resolve quickly to the customer satisfaction

  ➢ Late transactions – who bears the risk and for how long

  ➢ Penalty for temporarily suspended customers

➢ **Learning through doing – cannot foresee all issues**

➢ **Need for co-operation – Inter-op workshops**

  ➢ Not always possible to resolve all issues – a conciliar body would help (difficult issues get kicked down the road)

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Challenges and Key Lessons (Cont)

➢ **Motorists are happy to source ETC payments services for parties other than Road Chargers**

➢ **Pricing visibility and continuity important for ISP's ROI**

  ➢ **Many plazas in Ireland not issuing tag as its more economical to accept other party's tags**

  ➢ **Fees need to reflect risk/security, service provided, benefits received and all users perception of value**

  ➢ **ISP will not provide services to toll chargers at cost and look to make money off value added services**

  ➢ **Service providers can deliver significant benefits to toll chargers**

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Challenges and Key Lessons (Cont)

➢ **For Interoperability to work put the MOTORIST'S needs at the center of all decisions**

➢ **THEY pay all our bills**

➢ **So we need to learn how to LISTEN and COMMUNICATE**

➢ **Interoperability is first and foremost a CUSTOMER SERVICE challenge and not just an ENGINERRING problem**

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Where Do We Go From Here?

➤ **Easytrip will look to be with our customer on their journeys via value added services**

   ➤ **Launched our Charge to Mobile service with O2 (mobile teleco)**

   ➤ **Extending our payment services into off-street parking**

      ➤ **50k customers enabled for parking in 29 car parks across Ireland and looking to extend**

      ➤ **Looking to extend into on-street parking**

   ➤ **Offering Pan-European tolling payment service via a single Easytrip account**

      ➤ **Strong drive to address French EcoTax opportunity**

   ➤ **Launched our breakdown assistance App**

   ➤ **Extend our turn-key client solution business**