

# Transforming Tolling through Innovation

High performance. Delivered.

## IBTTA

82<sup>nd</sup> Annual Meeting & Exhibition

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accenture

Strategy | Digital | Technology | Operations

## Accenture's vision of tolling in the future

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Innovation  
Transforming  
Tolling



# Digital commerce changes consumer expectations of tolling agencies

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- Customers are now interacting with companies more through social media than voice communications
- Interoperability is driving new technologies into tolling
- World of how people pay is expanding, particularly through mobile channels



Embracing these trends can lead to significant benefits for toll authorities, i.e., greater customer satisfaction and cost savings

# Mobile tolling caters to the consumer desire to pay for more services with their mobile phone

## Mobile Tolling

The **Accenture Mobile Tolling Solution** requires **no tag** and is downloadable to **mobile phones** and **connected vehicles**.



#	Event	Date/Time GPS (h)	Speed (Km/h)	Lat.	Lng.	Sys. Date/Time (h)
1	✓	27-11-2011 15:39:01	1.00000	43.871232	10.241666	27-11-2011 15:39:41
2	✓	27-11-2011 15:39:21	12.00000	43.871081	10.241380	27-11-2011 15:39:41
3	✓	27-11-2011 15:40:01	0.0			
4	✓	27-11-2011 15:40:31	24.0			
5	✓	27-11-2011 15:41:01	24.0			
6	✓	27-11-2011 15:41:31	27.0			
7	✓	27-11-2011 15:42:01	38.0			
8	✓	27-11-2011 15:42:31	0.0			
9	✓	27-11-2011 15:43:01	24.0			
10	✓	27-11-2011 15:43:31	29.0			
11	✓	27-11-2011 15:44:01	31.0			
12	✓	27-11-2011 15:44:31	7.00000	43.003595	10.243037	27-11-2011 15:45:07

## Mobile Enforcement

**Accenture Mobile Enforcement** can be installed in toll **Enforcement Patrol Vehicles** to identify **Vehicles Of Special Interest**.



### Mobile Enforcement Patrols



# Mobile Enforcement Platform

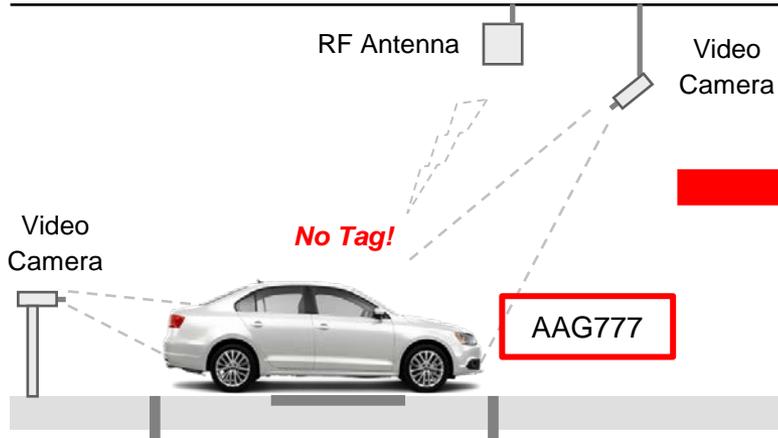
## Mobile Enforcement Patrols



- Automatic identification of vehicles with toll debts
- Payment collection
- Monitoring of Toll Points infrastructure
- Patrol vehicle tracking
- Patrol shift management

# Mobile Tolling App

Free-Flow Toll Lane ABC @ 27-09-2011 12:51:32



License Plate Image



Image Processing



ALPR



- accenture**  
High performance. Delivered.
- GPS enabled
  - GSM data transfer enabled
  - Configured road and toll points topology
  - Registered license plate



Mobile App Event

Automatic Correlation

Billable Event!

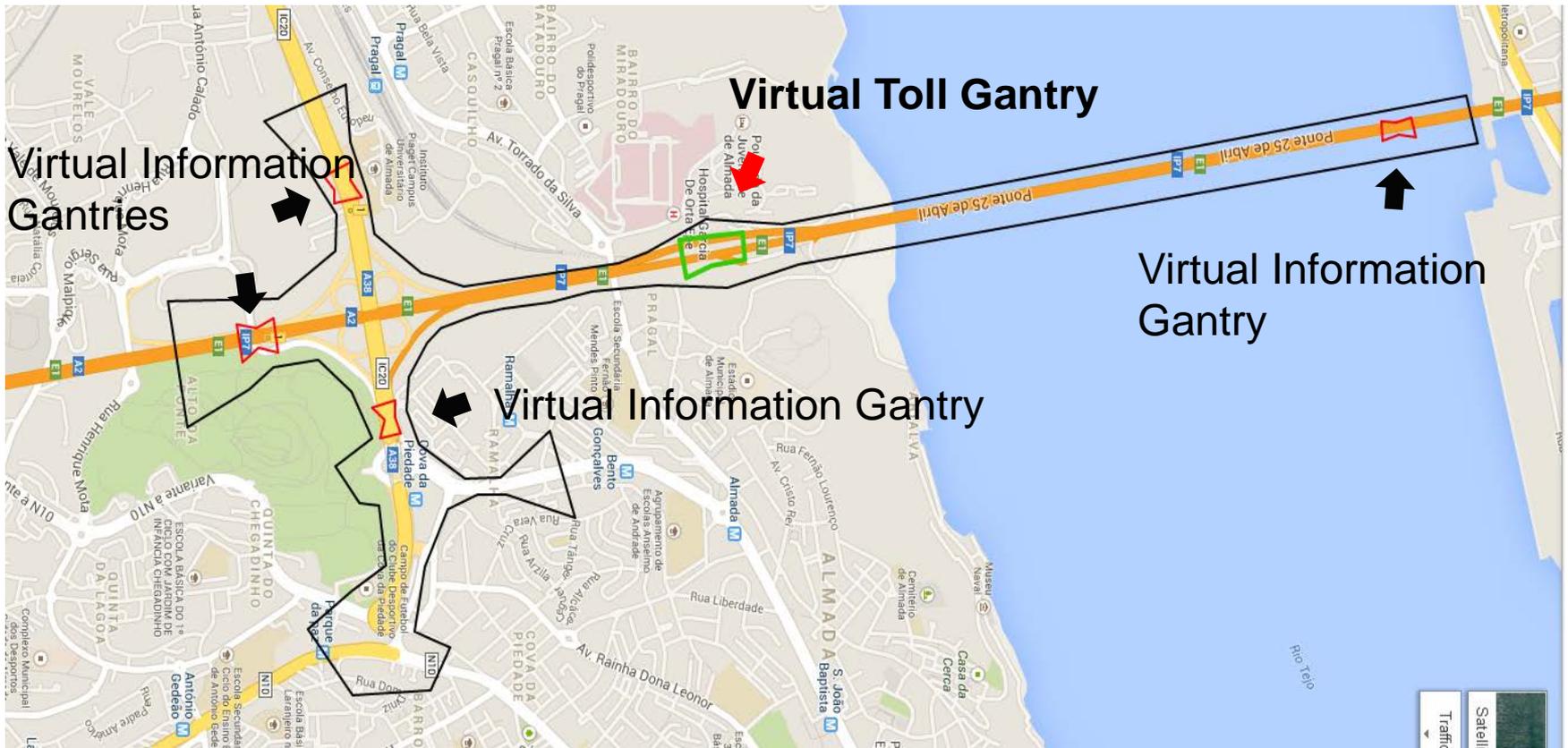
# Mobile Tolling Demonstration

Mobile toll collection in the  
*25 de Abril* Bridge, Lisbon



# Geo-fence and virtual gantry configuration

— Geo-fence     Virtual Gantry     Virtual Toll Gantry



# Toll payment using a smart phone delivers several business outcomes

## Customer

- Provides customers not currently in transponder pool a mechanism for accessing toll lanes
  - Non-transponder customers
  - Drivers using car share programs
- Shift video toll customers to a lower cost alternative
- Customer can interact with toll authority without having to call the CSC

## Toll Authority

- A mechanism to achieve national interoperability
- Eliminate inefficiencies inherent in the video toll process
  - DMV look-ups
  - Skip tracing
  - Mailings
- A direct channel to interact with customer, reducing mailings

**Mobile Tolling App is intended to augment the transponder**