> Capturing Practical Lessons from Irish Interoperability Experience
Let me introduce myself

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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?
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

- Galway to East Ballinasloe
- Limerick Southern Ring
- Portlaoise-Castletown & Culahill
- Waterford Bypass
- Fermoy Bypass
- M1 Dundalk Western Bypass (Celtic Roads)
- M3 Clonee-Kells (Eurolink)
- M4 Kilcoy-Kinnegad (Eurolink)
- EastLink
- Dublin Port Tunnel (Egis) – Op 2006
- M50 freeflow (NRA)

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
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
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 conciliat body would help (difficult issues get kicked down the road)
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 it’s 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
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 ENGINEERING problem
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
Thank You

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ELECTRONIC TOLLING & PARKING SERVICE