

Novoville

E-TICKETING & SMART MOBILITY PLATFORM



novoville

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The Software - as - a Service (SaaS) licence includes hosting, updates, maintenance & support.

The platform consists of two main subsystems:

A) **Modular Cloud-based Management Dashboard for Authorities.**

- a) Transactions Data & Fares management
- b) Omni-comms & re-engagement
- c) Content Management

B) **Citizen Interfaces** to access modules offered by Authorities.

- a) Mobile Apps (android / iOS)
- b) Web app
- c) SMS

Platform Licence includes

- Access to authority dashboard and modules
- Hosting
- Thorough platform updates
- Support and Maintenance
- Training
- Unlimited authority user licenses
- Tokens for initial sponsored marketing campaigns

Pricing for e-ticketing & smart mobility platform

No. of Monthly Transactions/tickets	Monthly Cost (£)	Commissions	Notes
Up to 20,000	£4,000	8p per ticket activation	Includes 1,000 comms tokens per year
More than 20,000	Negotiable depending on volume	8p per ticket activation	Includes 1,000 comms tokens per year

Notes

-A package of 1.000 communications tokens is approximately equivalent to:

- A reach of 50.000 citizens on social media or
- Sending 17.000 text messages (SMS) to users/citizens or
- Sending 30.000 e-mail messages to users/citizens

-Integration costs with existing systems are not included.

Additional Professional Services

Product	Cost
Technical Consultancy for Line of Business Integration	£600 per day
Engineering & Development services including integration with existing or legacy systems	£600 per day
Digital Consultancy for services redesign	£600 per day
Consultations design and scripting	£500 per day

Training	Cost
Product training (up to 20 staff members)	Free
Product training for additional staff members (up to 20)	£500 per day
Single day content strategy workshop (up to 15 staff member)	£800 per workshop

Remarks

- All costs quoted are exclusive of VAT
- Professional service fees are exclusive of onsite travel expenses.
- Marketing services include:
 - Digital Material design: web banners, ads, etc.
 - Support running sponsored campaigns on social media
 - Printed material design