

SERVICE DEFINITION

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Novoville

E-TICKETING & SMART MOBILITY PLATFORM



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Overview

The Novoville e-Ticketing & Smart Mobility platform is an out-of-the box solution which allows local authorities to offer a single ticketing and journey planning application for all modes of transport in their local area. This drastically improves customer experience, increases revenue, makes enforcement more efficient and positively impacts the quality of life in the locality.

To provide a single point of access to all mobility services, Novoville integrates all relevant public and private mobility service providers, offering a robust multimodal routing solution that supports intermodal trip planning and diverse payment options. Users can:

- Book and buy public transport tickets
- Look for the best mobility options around them (live occupation, vehicle tracking, etc.)
- Plan intermodal trips
- Compare different types of transport
- Book and pay for taxis, rental cars, bikes, scooters, etc.
- Find and pay for on-street & off-street parking
- Get incentives, including discounts or free travel for using eco transport options
- Pay for fines and permits
- Receive messages & notifications from the local authority or transport operators

Our e-Ticketing & Smart Mobility solution is part of Novoville's highly modular Software-as-a-Service (SaaS) platform, which allows for integrations with existing systems. It supports secure data-exchange and is fully GDPR compliant. It is offered as a cloud-based solution hosted on Amazon Web Services (AWS), resulting in low implementation time and costs.

Typically, we are able to deliver and implement a complete solution in 30 to 90 days, depending on scale. Subscription packages range from months to years.

The platform uses multiple interfaces to suit users' needs (mobile app, web app, SMS), supported by a cloud-based management dashboard for local authorities and transport operators. The dashboard provides complete control of e-ticketing & mobility operations, including ticketing options, customer data, ticket volume, rates and

transactions, as well as real-time visibility of organisational performance with enhanced data analytics and service delivery KPIs.

To benefit from Novoville's technology, authorities can either:

- Enhance their existing applications by integrating Novoville modules and interfaces, or
- Replace existing apps with any of the available Novoville modules

Novoville is a UK business that has been helping authorities significantly increase engagement and customer satisfaction since 2016. By accelerating channel shift using smart mobility solutions, we deliver cost savings over short timescales for our public sector clients. Our team has extensive experience in local and central government, data analytics, behavioural economics and software development. We have received multiple awards and are one of the top 10 GovTech startups in Europe, serving over 100 local authorities and 3.5m citizens across 4 European countries as of January 2026. If you are interested in discovering our other solutions for local authorities, please visit our website.



Product Description

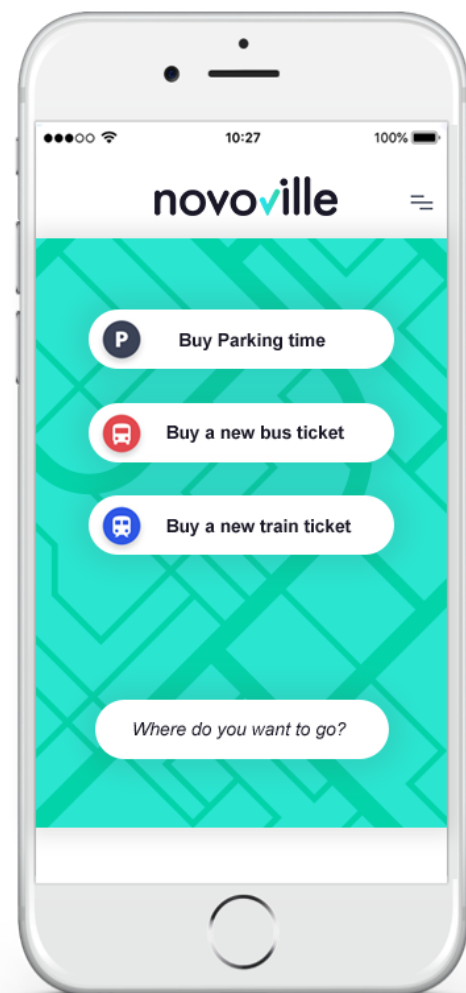
The Novoville e-Ticketing & Smart Mobility platform is hosted on cloud infrastructure (AWS) using UK data centres. This comes with GDPR compliance out-of-the-box and guarantees maximum security and high privacy-compliance standards. Our product is designed to be simply integrated with a large number of existing or legacy systems, as well as data from all modes of transport & IoT sensors.

The platform is fully customisable and appropriate for any scale. As a result, we can provide each authority with the configuration that best meets their needs. One authority might opt to use our full product suite, while another might choose to operate certain elements of our solution (such as mobile ticketing).

Our solution operates either autonomously or in conjunction with existing systems. An API can be supplied to allow third-party software, e.g Automatic Vehicle Location (AVL), to interface with the Novoville web services directly. Alternatively, we can supply data in standard formats (such as XML or JSON) to third-party software. All the above are fully documented and secure.

Cisco Kinetic

Novoville has partnered with Cisco Kinetic for Cities to make the full range of IoT data picked up by sensors immediately actionable and viewable in the Novoville apps and dashboard. This makes users benefit from live, accurate data readings on everything from traffic, to pollution, or noise, and makes it possible to build extra features on Novoville for relevant local use-cases (e.g. where to jog depending on current pollution levels).



e-Ticketing & Travel Information

Our app provides users with real-time data for all public transport options in their area, including trains, buses, trams and subways. It also displays available rideshares, Ubers, taxis, rental cars, bike-shares, etc. Using their device's GPS, users can input the location that they are headed to, Novoville pulls up their transit options and their estimated time of arrival, as well as the cost of travel.

Public transport tickets can be purchased in seconds simply by topping up their wallet in-app, using any credit or debit card, Apple Pay, Google Pay, or Paypal. All their tickets are kept in one place to be activated or used when needed. No need to worry about carrying cash or finding exact change.

Ticket types, including pay-as-you-go, travelcards, parking or transport permits etc., can be configured as required by the local authority and transport operators. Full and discounted fares, carnets, tickets with peak/off-peak availability, etc. are pre-loaded and freely configurable by the authority. Child and student users can access discounted travel through verified accounts on the app, including taking a photo of themselves.

Local residents enjoy multiple benefits from our solution, including:

- Improved customer satisfaction levels through an easy-to-use interface
- Reduction in boarding times
- Convenient journey planning and ticket purchase

For councils, this is also a chance to test marketing and pricing initiatives and benefit from significantly lower total transaction costs compared to processing other payment methods (e.g. cash, smartcards).

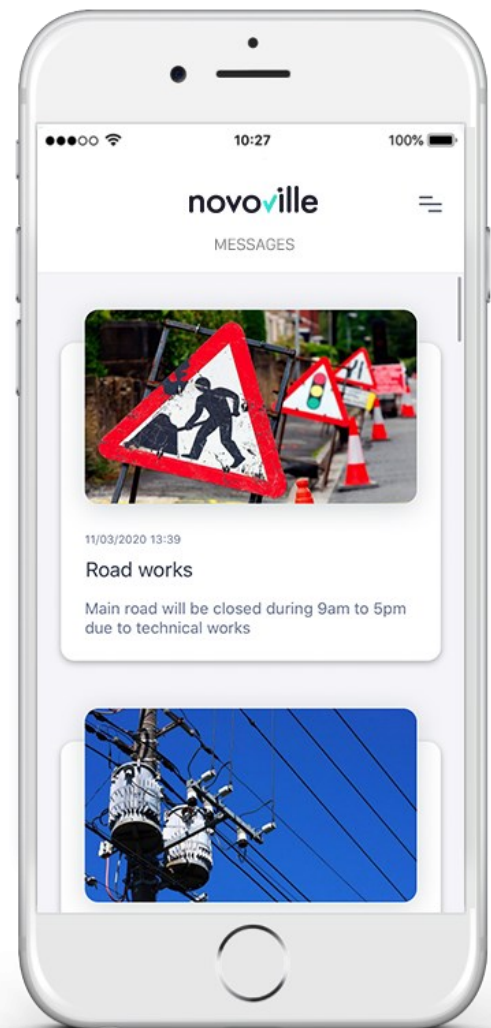
Messages & Notifications

On top of mobility services, our application comprises a messaging system to enable local authorities to communicate with users instantly regarding important announcements, such as line closures and service updates, events, local information, or marketing initiatives. In-app messages and alerts are created in seconds on the authority dashboard, using pre-defined templates to save time if required.

App users access this information by visiting the 'Messages' section on their app. They can also sign up to receive push-notifications about service disruption that may affect their journey. This results in increased customer satisfaction, reduced traffic congestion and improved marketing opportunities for local authorities.

Cloud-based Dashboard

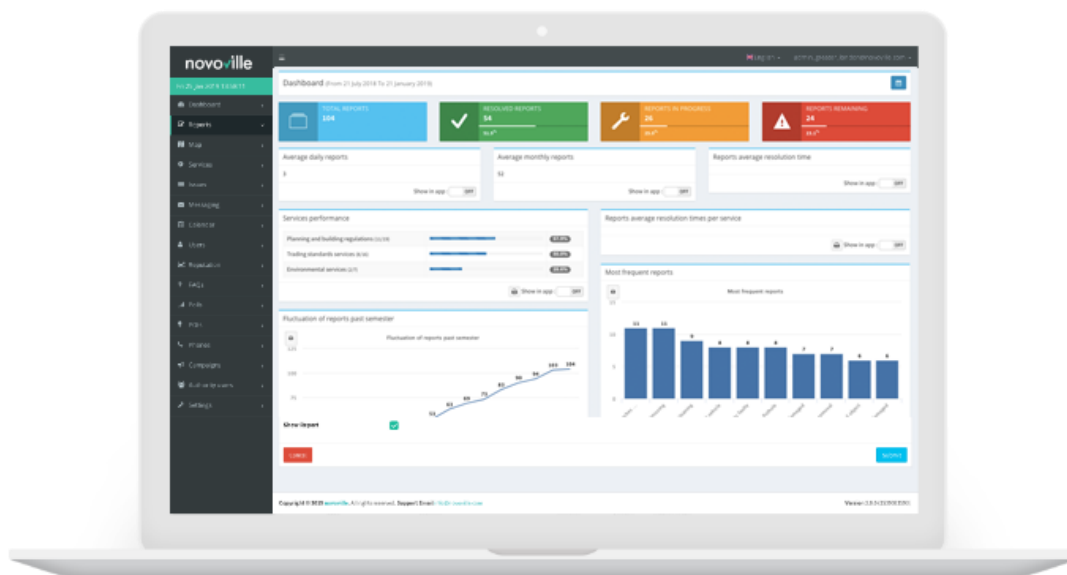
Novoville brings all the management of the app and communication with app users together in a single dashboard, giving local authorities and transport operators complete control of their e-ticketing & mobility operations, a comprehensive picture of their ecosystem. This includes managing tickets and fares, viewing customer, revenue, sensor and IoT data accessing map visualisations.



Data Management

The cloud-based dashboard allows for a rapid, low-cost implementation while ensuring security and privacy compliance. It gathers, structures and provides access to real-time information for the whole organisation.

Managing the app from the dashboard requires no technical skills. Changing pricing, for instance, is effortless. The dashboard contains a dynamic list of products, allowing authorities to easily add, remove or edit a public transport option displayed on the app. Novoville is therefore an end-to-end application which does not only serve tickets, but allows authorities to optimise their offerings and pricing on an ongoing basis as well. By gathering all public transport options and information in the Novoville app, authorities provide commuters and casual travellers alike with a comprehensive and hassle-free means of getting around while reducing their handling costs and improving revenue collection.



Omni-Comms & Re-engagement

The dashboard also allows authorities and operators to improve communication with customers and boost community engagement by promoting the brand, introducing loyalty schemes, creating polls, etc.

The available messaging tools demystify the process of reaching customers on their preferred medium. With only a few clicks, authorities can reach customers across multiple channels, including SMS, push notifications, emails, in-app messages and social media posts.

The system automatically detects the preferred, cheaper and available interface to contact a person. It also converts the message to fit the specifications of each channel (the system uses the correct formatting appropriate for an SMS or an email depending on the delivery method) so you can save time.

Messages can be created on the Novoville dashboard and shared with the target audience instantly. There is no need to create different drafts for each channel or hire communication professionals.

By contacting citizens using their preferred medium, local governments can significantly enhance the impact, reach and effectiveness of their communications.

Advanced Analytics

There are times where an out-of-the-box solution doesn't fit our clients' needs. This is why Novoville provides the ability to use an experienced team of behavioural psychologists to further interpret the responses for you.

Interfaces

Novoville's e-Ticketing & Smart Mobility solution comes on multiple interfaces out-of-the-box, so users choose the one they prefer. They are:

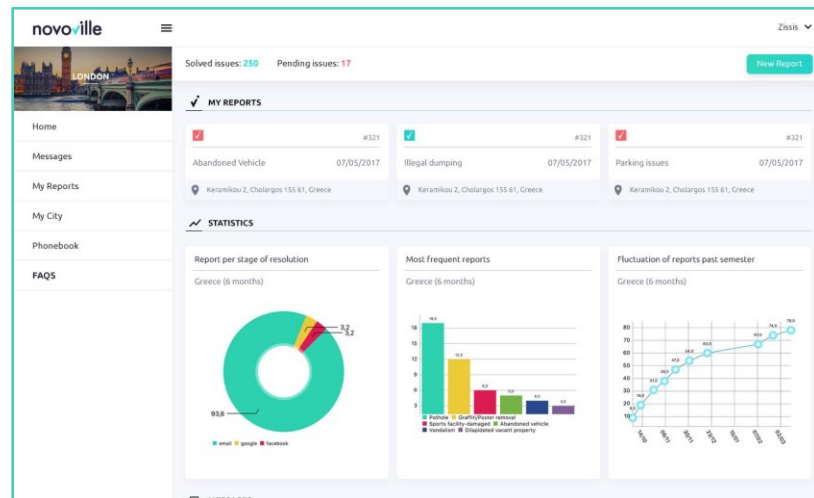
Mobile App

The design of the mobile app allows quick access to all the Novoville e-ticketing and mobility services that are delivered in an area, straight from the user's smartphone. Alternatively, it can serve as a frontend to third-party services that Novoville integrates with.

Novoville mobile apps are available to download for free on Google Play and the App Store. Data created using the mobile app are seamlessly transferred between interfaces.

Web App

The web app allows easy access to all the Novoville e-ticketing and mobility services that authorities are delivering, from any website. Alternatively, it can serve as a frontend to third-party services that Novoville integrates with.



Integration of the Novoville web app is a breeze. Using two lines of code, authorities and transport operators get a sticky button that follows the user on all relevant pages on the website. Clicking on it reveals the full Novoville experience with all of the supported services. The same button can be installed on partner sites to enhance the reach of the local council and the set of digital services it provides.

Data created using the web app are seamlessly transferred between interfaces.

SMS

For commuters who do not wish to download the mobile app or use the web app, or in case they do not have an active internet connection, Novoville offers the ability to purchase transport tickets by SMS.

Commuters can send a text to a designated number just before they travel, and receive a confirmation text back that they can show to the driver or ticket inspector when required. The ticket price is debited directly from their prepaid card or charged to their phone bill.

In addition, should they choose to, commuters can receive communications from their local authority via SMS, such as announcements, service updates, events, local information, etc.

Project Scope

Novoville has designed a three-step process to successfully launch and support the platform at each new Local Government. The goal is to deliver immediate results (in 6 weeks to 3 months) and drastically reduce implementation time. This process consists of the following:

1. Exploration & Requirements Analysis
2. Integration & Launch
3. Support

This approach is the result of a deep understanding of the needs of the Local Government and its citizens, and draws upon our expertise in successful implementations in over 70 councils across Europe.

Exploration & Requirements Analysis Phase

Typically, this phase lasts up to one month and kicks off with a workshop to understand what the authority or transport operator objectives are.

As part of defining the working solution, we will consider the vision for the customer journey and the processes and data that exist currently. Optimising the journey will include onsite visits and focus groups with staff as well as commuters.

Key outcomes of this phase include:

- A. gathering and categorising all available data and where it coexists;
- B. a needs-assessment report;
- C. the customer journey and data flow;
- D. an outline design of the initial service;
- E. selection of relevant key performance indicators;
- F. a draft marketing plan to ensure optimised uptake of the platform.

Integration & Launch Phase

This phase typically takes a month or more, depending on requirements.

The components of the customer journey will be created on the app and dashboard and made available to the authority or transport providers. This process is straightforward and at its basic version consists of the following:

1. Processes: Providing the customer service or support teams with an understanding of the processes and the information required at each stage of the process. Where manual intervention is required, for example to refund a duplicated fare or change charges, to explain how these activities are performed using the dashboard.
2. Local information: The authority or transport provider selects what additional information needs to be uploaded to the apps (FAQs, POIs, phones numbers, etc). This minimises customer service calls and emails.
3. Integration: Novoville provides a roadmap to integrate legacy systems with the core product. It will then only require a web browser to operate.
4. Testing and training: Once the product is fully integrated and used for training by customer service teams, Novoville tests the functionality in its own sandbox environment. Once signed off, we conduct a short closed user trial period to test that everything works in the way that the authority or transport provider expects. We then will deliver onsite training to all stakeholders.
5. Marketing: we typically work with the authority or transport provider's press teams during the launch phase to coordinate our efforts. This includes designing marketing materials and creating online ads on their behalf.

After a few weeks of operation, the Novoville team will make suggestions for further optimisation of service.

Support

Novoville provides a single level of support, which is built into the subscription cost.

It includes an online help desk and ticketing system available 24/7, as well as telephone support during business hours (9am-5pm, Monday to Friday, except UK Bank Holidays).

On-call support will respond to critical availability issues outside of standard business hours. Our support SLA is included in the terms of service document.

Our help desk is staffed with dedicated support engineers, with system admins and other technical experts becoming involved to resolve support issues as necessary.

Each authority or transport provider has a designated account manager and will receive dedicated support for any issue.

For further details please follow the Terms of Services section.

Confidentiality Statement

The information contained in this document is confidential, privileged, and only for the information of the intended recipient and may not be used, published, or redistributed without the prior written consent of Novoville Limited.

Company Details

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The logo for Novoville, featuring the word "novoville" in a lowercase, sans-serif font. The "v" is stylized with a teal checkmark shape integrated into it.

Powerful Cities, Empowered Citizens