CASE STUDY: TAF MOBILE GMBH

DIMOCO affiliate TAF mobile GmbH has developed and launched easy.GO, an app for bus, train and tram passengers which provides timetable and traffic information, along with ticket purchase options. Ticket purchase occurs in-app via direct carrier billing and does not require pre registration.

The app can be downloaded free from Apple's App Store, Google Play, BlackBerry App World or Amazon App Shop. It can also be accessed as a web app via http://myeasygo.de.

At the time of writing, it supports passengers of the following transport authorities:

- MDV (Mitteldeutscher Verkehrsverbund) – Halle/Leipzig region;
- MVB (Verkehrsverbund Marego) – Magdeburg region;
- VRS (Verkehrsverbund Rhein-Sieg) – Bonn Cologne region);
- VBB (Verkehrsverbund Berlin Brandenburg) – Berlin-Brandenburg region.

TAF states that as the app is multi client capable, individual app developments can be implemented with easy.GO, as well as standardised developments. The modular structure of the application and individual adaptations allow the solution to be deployed alongside and/or integrated into pre-existing ticketing offerings.

Most recently, in August 2015, TAF developed an application for Transdev GmbH, the largest privately-owned bus and train operator in Germany. The app, 'MittelrheinBahn Ticket & Info' (MRB), allows passengers to find times and ticket prices, and purchase tickets, for MittelrheinBahn buses and trains. The app is available for both iOS and Android.

EASY.GO: MOBILE TICKETING IN GERMANY (VIA DIRECT CARRIER BILLING)