



# UR UbiRider

## Unlocking Real-Time Transit: Why UbiRider Is the Future of Public Transport in the UK

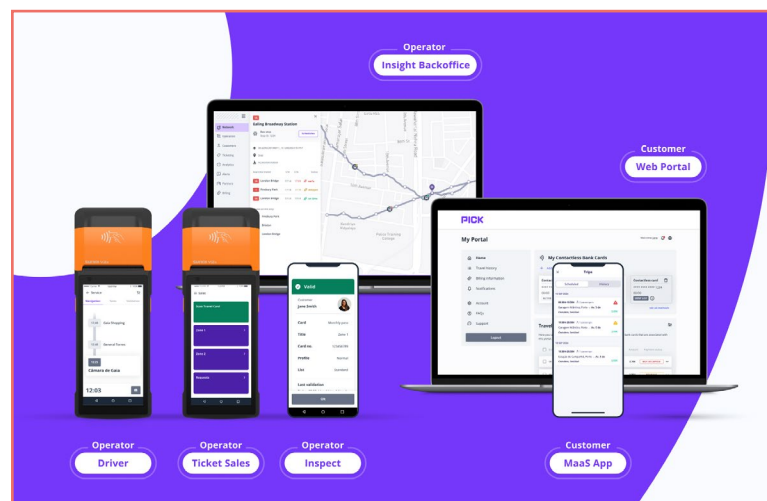
In today's cost-sensitive transit landscape, UK bus operators and local authorities are under intense pressure to do more with less – deliver reliable service, modernise infrastructure, improve equity and meet BSIP (Bus Service Improvement Plan) goals, all while keeping costs in check.

Enter UbiRider: a mobile-first, cloud-powered operating system that's transforming how buses run, how passengers ride and how agencies manage public transport.

Unlike legacy systems that are expensive, siloed and slow to deploy, UbiRider integrates fare collection, operations and rider engagement into a single, real-time platform that scales from 10 to 1,000 buses in just weeks – not months. Think of it as the 'iPhone moment' for transit tech: ticketing, driver management, payments, CRM and financial reporting – on one intuitive dashboard, with no costly hardware or vendor lock-in.

### What sets the UbiRider Platform apart:

- **All-in-One Functionality:** Combines fare collection, operations management, CRM and reporting in a single cloud-based platform
- **Real-Time Data:** Live dashboards for operators and authorities allow instant visibility into fleet performance, route adherence and ridership; accessible everywhere with just an internet connection
- **Tap-to-Pay Simplicity:** Riders can pay with a contactless bank card, smartphone or digital wallet – no app or ticket machine required
- **UMA Account-Based Ticketing:** A unique mobility account that enables fare caps, discounts for specific groups and seamless travel across cities and modes



*The UbiRider Platform: A complete digital toolkit for modern transit. From driver tools and ticket sales to real-time insights and MaaS apps,*

- **Hardware-Agnostic:** Runs on standard Android devices – no need for expensive proprietary validators or gates, lowering maintenance costs and with over-the-air (OTA) updates, your fleet doesn't need to stop
- **Fast Deployment:** Fully operational in as little as six weeks, with minimal training and infrastructure required
- **BSIP-Ready:** Built to support BSIP-compliant services, including co-managed routes and demand-responsive transport

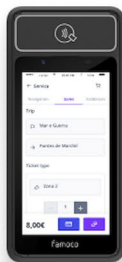
Already adopted in cities like Faro and Cascais – where contactless usage increased by over 35% – UbiRider is proving its impact across Europe. Now purpose-fit for the UK market, it helps agencies and operators streamline services, improve oversight and deliver a more inclusive and modern passenger experience.

UbiRider isn't just digitising public transport – it's unifying it. In a world where every second and every rider counts, it gives transit leaders the tools to run faster, leaner and smarter.

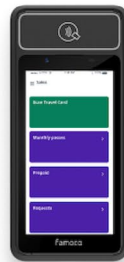
Learn more at [www.ubirider.com](http://www.ubirider.com)

# UbiRider leverages smart mobile and cloud software to turn real-time data into valuable insights for operators and travellers

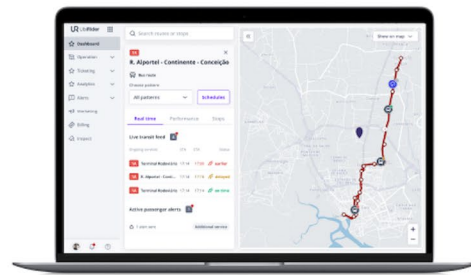
## OPERATOR (B2B)



App for Driver

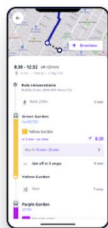


App for Ticket Office

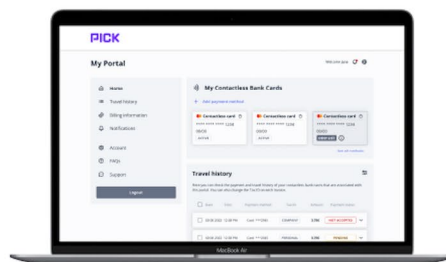


Backoffice

## TRAVELLER (B2C)



Travel App PICK



Passenger Portal



**UR** UbiRider  
Platform

Cut hardware costs and eliminate operational rigidity - it's time for transport to benefit of the power of software, real-time data, and AI.

# UbiRider gives transport operators the digital edge to run smarter and deliver a service that wins more passengers



## Operators

- Actionable operational real-time insights;
- Secure, real-time and digital fare collection;
- Interoperability with other transport modes;
- Passenger insights to boost ridership.

Just smart, efficient management.









## Travellers

- Real-time trip information for better control;
- Use smartphones or contactless card as ticket;
- Interoperability to travel across transport modes;
- Fares & benefits tailored to each traveller's profile.

Focus on the purpose of the trip, hassle-free.

Travelling by tapping a phone or contactless bank card is highly convenient and streamlines fare collection, for operations of any size

	UbiRider's Tap-on-Phone system	Traditional contactless payment systems
 Installation	Easy	Complex
 Fare collection	Real-time	Mostly offline
 Deployment	Few weeks	Months
 Investment	Residual	High
 Scalability	High	Limited
 Hardware needed	Off-the-shelf Android devices	Proprietary devices

Book a demo: [hello@ubirider.com](mailto:hello@ubirider.com)

[www.ubirider.com](http://www.ubirider.com)