

switchio

Switchio – A Visa and Mastercard Partner for cEMV Payments in Public Transport

Visa Ready for Transit – Accelerate Adoption of cEMV Payments

Switchio is Visa Transit Ready.

- Public transit operators around the world are upgrading their payment experience to give riders more freedom and convenience
- Visa Transit, a robust global network of leading payment technology providers, accelerates implementation of cEMV payments in public transport
- Switchio, a unique all-in-one cEMV payment solution, meets Visa's exacting global standards for quality and reliability

In a world where urban commuters are increasingly demanding speed, security and convenience in public transit, Visa-certified Ready for Transit partners are committed to providing the latest in cEMV payment technologies in line with Visa's exacting global quality and



reliability standards.

Open Loop for a Superior Urban Mobility Payment Experience

Public transit network operators often use proprietary ticketing and fare collection systems based on closed-loop payment cards issued for a specific network or mode of transport. While these cards may work well within the given system, they are effectively useless anywhere else, and that makes them highly inflexible. Moreover,

the infrastructure required to administer them is costly and complicated.

When switching from a closed-loop system to an open-loop one, transit operators who turn to a Visa Ready for Transit partner such as Switchio free themselves of the immense financial and time burden stemming from the development of a modern cEMV payment infrastructure. They can devote more resources to other key aspects of their business, like growing ridership by offering the best-possible commuter experience.

The Best Technologies and Expertise in One Place

Visa Ready for Transit gives operators easy access to a wide variety of certified technology partners to speed up implementation of new payment systems, including terminals, back-office infrastructure and flexible payment gateways.

Switchio is unique in that its innovative payment technology is delivered as a comprehensive off-the-shelf solution encompassing everything operators need to upgrade their system and begin saving money.

“Technologies that enable contactless open-loop payments are already positively impacting the lives of millions of commuters worldwide,” says Jaroslav Stuchlík, Head of Switchio’s Transport and Parking Division. “Having a consolidated selection of the best technologies certified by Visa is a major step forward in the global digitalisation of payments in public transport. It’s never been easier to go digital.”

Visa Ready for Transit

Visa Ready for Transit is a robust worldwide network of partners certified by Visa to accelerate the implementation of innovative payment solutions and services with the ultimate aim of improving the urban mobility payment experience for operators and their customers. The network is underpinned by new standards that simplify the certification of payment solutions for operators and transit solution providers.



Digital Solutions

Switchio, a Mastercard-Certified Transit-Ready Partner

Switchio is accelerating the transition to cEMV payments in public transportation.

Mastercard’s Transit Partner Program is an extensive global network of urban mobility experts and technology providers working within a framework of established global standards to accelerate the adoption of contactless EMV payments in public transportation by removing barriers to implementation.

The Czechia-based firm Switchio develops an innovative payment gateway that saves transit agencies considerable financial resources by enhancing their rider experience with modern contactless payment options. The solution is designed to let transit agencies move from a closed-loop system to a fully operational open-loop fare collection infrastructure complete with PCI DSS certification within as little as three months.

Helping Transit Agencies Overcome Challenges so They Can Focus on Moving People

Existing fare management and collection systems are costly, and the infrastructure underpinning them is difficult to future-proof. Moreover, they present many unnecessary barriers to rider convenience, such as overly complex ticketing options, long queues at peak hours, delays due to excessive dwell times (i.e. vehicles having to wait at stops as passenger transactions are processed) and a lack of interoperability with third-party service providers.

By tapping into Mastercard Transit & Mobility Solutions, agencies gain access to innovative solutions such as Switchio’s all-in-one cEMV payment platform, delivering a wide range of benefits:

- Higher revenues
 - Sustainable ridership growth
 - Increased travel frequency
- Greater speed and security
 - Less congestion, fewer delays during rush hour

- Significantly reduced risk of fare evasion

Lower operating costs

- No cash and coin handling costs
- Smaller transaction fees through aggregation

Enhanced image, better rider outlook

- Digital tickets are more eco-friendly than paper tickets
- Superior ridership tracking and reporting capabilities

A Holistic Approach to Cities

Mastercard's transit and mobility network brings together technology leaders from across the urban transit ecosystem who understand that public transit users are not mere riders but are also residents, schoolchildren, parents, business owners and tourists who

must interact with multiple civic services every day. Mastercard-certified transit-ready partners are an essential component in a unique holistic approach to cities designed with a primary focus on people and the community to bring about greater financial inclusion, community reach and engagement while making essential everyday services as accessible and convenient as possible.

Jaroslav Stuchlík, who heads Switchio's transport and parking division, sees immense value in this type of network. *"Technologies that enable contactless open-loop payments are already changing the lives of millions of commuters worldwide," he says. "Giving transit agencies a comprehensive selection of the best technologies certified by Mastercard is fundamental to accelerating the adoption of cEMV payments in public transport. Switchio is proud to be part of it."*

About Mastercard Transit & Mobility Solutions

Mastercard has more than a decade of experience engineering innovative urban mobility solutions and reshaping public transit experiences.

Certified partners from across the ecosystem adhere to global standards to accelerate the adoption of contactless payments in public transportation. Cities and transit agencies turn to this robust network to address challenges in realising efficiencies, supporting public health and safety, and providing new levels of convenience for transit users.

Click [here](#) to watch our video with new team member Eric Pitts.

