

Case study – Casa Tramway / Rabat Tramway

Digital ticketing Platform

for Rabat & Casablanca's Tramway



Context

Every day hundreds of thousands of Moroccans use public transport for their daily commutes. The 31km tramway line of Casablanca is the biggest of its kind in North Africa when it comes to the number of stations and line length. It links south-western and eastern suburbs to the city center, covering 71 stations along the route and enabling more than 220 000 citizens to get to work every morning.

Objectives

The collaboration between M2M Group and the Rabat-Sale tramway company as well as Casablanca Tramway, aims to facilitate access to public transport by setting up a ticketing system to manage several modes of Public Transport which will be gradually introduced in both cities and their agglomerations; as well as providing various ticketing products. In fact, the goal was to manage ticketing offerings (unit tickets, multi-travel package, subscriptions) , innovative means (contactless tickets, contactless bank cards, wallets, mobile...), and address different profiles (youth, students, all-public...).

M2M Group's response

MX Move™ integrated ticketing platform makes transfers between tramways, city busses and suburban trains totally seamless. Advanced technologies based on **contactless smartcards and Calypso open standards** not only make commute experience more enjoyable to travelers but also significantly **reduce operational costs**. **MX Move™** also provides different types of payments including **contactless credit cards** (Prepaid, Open Payment, Post-paid for pay as you go) and **Near Field Communications**.

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Online sales portal



One ticket fits all
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In-station vending machines



Rechargeable passes
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Cash and card payment



Contactless tickets
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Multilanguage interface
French and Arabic



Traveler mobile app

Benefits for Tramway companies and their clients

To increase ticket sales and facilitate access to the new tramways, each station is equipped with **multilanguage vending and recharge machines** accepting cards as well as cash payments. Multiple **contactless validators with built-in GPS system and passenger counters** can be found inside the tramway for quicker boarding and better customer experience. Each tramway is equipped with several security cameras.

All these devices **are connected to MX Move™ central station** through cellular network for security, reporting and hardware maintenance purposes.

RABAT	CASABLANCA
+33 Tramways	+124 Tramways
+43 Station	+71 Station
+90 Vending machines	+300 Vending machines
+17 Points-of-sales	+35 Points-of-sales
+500 Onboard validators	+600 In-station validators
+110 000 Tickets sold per day	+220 000 Tickets sold per day



Casablanca tramway lines

This collaboration between M2M Group and the Casablanca & Rabat tramway companies is currently continuing with the extension of lines 2, 3 and 4 of Casablanca’s Tramway and BHNS bus lines.

About M2M Group

At the heart of the world’s digital evolution, M2M Group is a global group operating for more than 35 years in dematerialization and management of tickets, flows and secure electronic services. M2M Group supports banks, governments, transport operators, universities and companies to accelerate their digital transformation and offer their customers digital services combining innovation, conviviality and trust. M2M Group is listed on the Casablanca stock exchange.

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