

Case study – Casa Tramway/Bus/Busway

E-Ticketing & Open Payment for Casablanca's public transport system



Context

Casablanca, Morocco's dynamic metropolis, has **an extensive exclusive right-of-way public transport network (TCSP), comprising 4 tramway lines 74km long with 119 stations by 2024, and 2 Busway BHNS lines around 24km long and more than 700 new-generation buses.** At the start of the project, CASA Transports wanted to implement a modern, secure ticketing and payment system.

Objectives

CASA Transports' main objective was to **implement a unified, paperless ticketing solution**, offering an enhanced user experience and enabling optimized management of passenger flows. Casa Transports also sought to:

- Simplify **ticket sales and control** operations.
- Offer a wide **range of tickets** (single tickets, subscriptions, etc.).
- Facilitate **electronic payment** via different channels.
- Improve **data quality** for better network management.

M2M Group's response

To meet these challenges, M2M Group deployed its **MX Move™** solution, an Omni channel platform for managing transport services. This solution has:

- **Unified the ticketing system:** A single ticket is now valid throughout the network, simplifying **user travel and access control** to stations and means of transport.

- **Multiplied channels and digitalized payments:** On-board payment on vending machines for ticket purchases, and **Open Payment** on dedicated validators for credit card transactions to purchase and validate tickets.
- **Optimized fleet management:** The platform provides real-time visibility on the status of the vehicle fleet, enabling better maintenance and more efficient allocation of resources.



Online sales portal



In-station **dispensers** and **validators**
Tramway and **Busway**



Dispensers and **validators**
on buses



Passenger Mobile Application



A single ticket for all



Refillable **passes**



Contactless tickets



Cash and **card payment**
(open Payment)



Multi-language **interface**
(French, Arabic, English)



Benefits for Tramway companies and their clients

For CASA Transports :

- Improved **operational efficiency:** the **MX Move™** solution has streamlined ticket sales processes, reduced management costs and improved service quality.
- **Improved data quality:** Real-time data collection enables refined analysis and optimized network planning.
- Enhanced **brand image:** CASA Transports has positioned itself as a benchmark player in urban transport thanks to an innovative, user-friendly solution.

For passengers :

- **Enhanced user experience:** Passengers benefit from greater flexibility in purchasing their tickets and a simplified customer experience.
- **Reduced waiting times:** Automatic **recharging terminals** avoid queues at ticket offices.
- **Simplified mobility thanks to Open Payment:** the credit card becomes the ticket, and a single credit card transaction is used to purchase and validate the ticket.

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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