

Case study – Casa Events & Animation

Issuing and managing Smart City multiservice cards



Context

Casablanca, a metropolis on the move towards a **futuristic Smart City**. With over **4 million inhabitants**, a large working population and millions of visitors/tourists every year, Casablanca is a forward-looking city that is investing heavily in **modern infrastructure projects**.

Objectives

As part of its strategy to make the city of Casablanca more **attractive** and **improve mobility** and **entertainment services**, **Casa Events & Animation** wanted to provide residents and visitors with a technological means of **digitizing services** provided by the city.

M2M Group's response

M2M Group's **multiservice city card solution** was chosen by Casa Events thanks to the **various applications** it enables, and its **openness to electronic payment transactions**.

Indeed, M2M Group proposed a **program of customizable city cards backed by**

payment accounts, offering a wide range of **digitalized services** within and outside the city of Casablanca.

- Electronic payment functions

The multiservice city card is based on a **dual offer combining a prepaid card** for payments (merchants and E-commerce) and withdrawals; and a **mobile application** for instant operations such as top-ups, money transfers, consultations and settings.

- Dematerialized services

The multiservice card integrates **numerous applications** for **identification** and **access** to **dematerialized services**, including public transport, sports and cultural events, and museums; and offers its holders **various discounts** as part of **loyalty programs** with participating partners.



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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