

FUJITSU

THE POSSIBILITIES ARE INFINITE

STAR



Rail Retailing
for the 21st century

Transforming the customer experience...

The 21st Century TOC

In today's business climate successful businesses are the ones with a sharp focus on the needs of their customers, but who can also maximise revenues whilst tightly managing costs. This is the ultimate challenge for the 21st Century Train Operating Company (TOC).

The Government and the Strategic Rail Authority want more people to travel by Rail. The UK Rail industry is focused as never before on promoting rail as an efficient, good value and pleasant way to travel.

Many TOCs are promoting their customer services as innovative, transforming the travel experience and delivering to customer expectations, but where is the most frequent point of contact between a TOC and one of their customers?

The Ticket Office

The majority of a typical TOC's ticket income is collected in station ticket offices. So the ticket window is often the first point of contact between the TOC and its customer, the passenger.

However, the administration processes, systems and equipment used in most ticket offices do not help railway staff deal efficiently and effectively with passengers. Paper manuals, stand alone Ticket Issuing System (TIS) equipment, separate bank supplied terminals and other non-integrated IT systems do not make it easy for staff to focus on the customer.



Customer satisfaction is the key to success

And yet, improving customer service is a key objective of the Railways and an essential component of any initiative to build customer confidence. To make matters worse, customers are becoming more and more demanding: they expect faster, more efficient service; they expect convenience - theirs not yours; and they expect a modern retailing service. Their expectations have been set by the high street retailers and, of course, by the Rail Industry. TOCs must now respond.

How can TOCs meet this challenge?

The first priority is to recognise that this shift in customer expectations has been underway for a long time. Traditional retailers have been addressing it and now TOCs can too. There is much that can be learned from the retailers. For example, how could you:

- Improve service with rapid ticket retailing?
- Ensure that staff can focus on the customer, rather than be held back by the limitations of their systems?
- Use every customer interaction as an opportunity to sell your brand, sell your service, and ultimately sell the product?
- Innovate, look for other ways to serve the customer, and widen your offerings?
- Improve your service by using comprehensive customer specific information?
- Personalise your service by getting to know your customers better and building relationships with them?

And, of course how can you do all of this without increasing your cost base?

The answer is simple. All of the things are already being done by successful retailers - with Fujitsu's help.



Fujitsu's Vision for Rail Retailing

Fujitsu is an IT partner to the Rail industry that uniquely understands both rail and retail issues in depth. We have extensive experience of helping retailers to achieve higher levels of customer satisfaction and more cost efficiency at the point of service. We are bringing this expertise to bear for the benefit of the Rail industry.

To this end Fujitsu has created its STAR solution: taking the best from retail and rail practice to offer Rail retailers a solution that revolutionises the process of ticket retailing. STAR offers TOCs all of the business benefits enjoyed by many of our retail customers today and equips them for the challenges and opportunities of tomorrow.

Building on Fujitsu's retail investment

Over the last 30 years Fujitsu has been developing IT equipment and systems that are robust enough to function in the demanding environments of stores: corner shops, hypermarkets, post offices and petrol stations. There are as many different retail environments as there are varieties of stations.

Rail can benefit from the initiatives being driven by retail, by basing their solutions on Fujitsu's industry standard, point of service solutions. Our systems have been developed to support initiatives such as:

- Chip and Pin support
- Customer Loyalty schemes e.g. frequent traveller schemes such as 'rail miles'
- Joint promotions e.g. travel ticket combined with admission to an event
- Extend the reach of the brand e.g. higher TOC profile
- Integration with other industry standard components, e.g. a new ticket printer or a season ticket application, or smart card and ticketless travel
- Access to other supporting applications at the point of service e.g. TOC specific front office applications.

Benefits of Fujitsu's approach

Fujitsu believes that the introduction of modern retailing practices into the rail retailing arena will deliver many of the benefits that other retailers are already enjoying:

- **Improved Customer Service** - a faster service from journey enquiry, to payment and ticket issuing. With add on benefits such as the ability to print a complex journey itinerary as an integral part of the sales process.
- **Improved Productivity** - The speed of service and front office capability allow business processes, such as cash management and ticket issuing, to be carried out more quickly with the potential to reduce operating costs.
- **Better Information** - STAR provides a suite of reports enabling staff to evaluate key areas of business performance. This information is available in real time giving management the opportunity to take timely action.
- **New Marketing opportunities** - Enhanced customer displays to promote branding and new linked promotions give opportunities to drive up revenue.
- **Investment protection** - New functionality such as Chip and PIN capability already provided, so avoiding costly system upgrades and refits in the station. The system will also support the sale of other retail merchandise should this be required in the future.

Integrated rail journey enquiry and ticket issuing...

The STAR Solution

STAR = **S**tation **T**erminals for **A**dvanced **R**ail retailing.

STAR is Fujitsu's new ticket issuing system. It has been developed from our experience in the rail industry, gained from the RJIS and TTWS projects, and from our extensive knowledge of the retail sector - where we are proud to have some of the world's leading retailers as our customers.

STAR is fully integrated with RJIS, offering the first truly comprehensive and integrated rail journey enquiry and ticket issuing system. It also streamlines the capture of warrant and voucher information for submission to the Travel Trade and Warrants Service, TTWS.

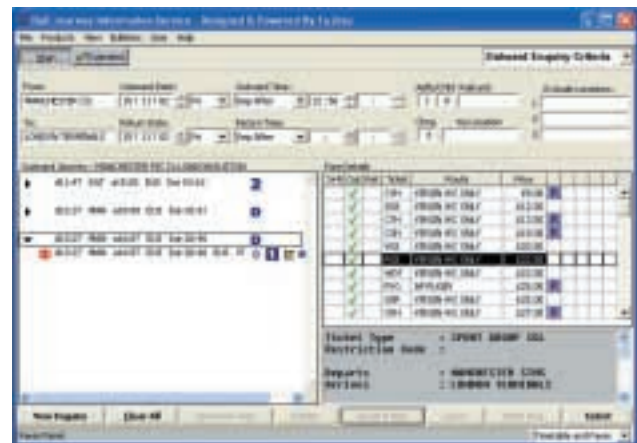
STAR represents a new approach to the provision of TIS. It is a fully-fledged Retailing System that sells National Rail tickets as well as anything else you wish to offer your customers. The traditional approach of simply developing ticket issuing software and loading it on to ordinary PCs does not offer the same level of functionality, flexibility or robustness.

As a Retail system, STAR will support TOCs in introducing innovative retail marketing initiatives, for example providing linked marketing offers such as discount vouchers for entry to top attractions on family travel tickets from London. Equally, it will support innovative retail formats for smaller stations such as combining newsagent kiosks or cafés with ticket offices.

Using Fujitsu's strategic retail hardware and software application, STAR benefits from the substantial

investment made by Fujitsu over the last 30 years.

The systems are also well proven in thousands of retail outlets across the world and are designed to meet the variety of demanding retail environments. Comprehensive management reporting is built in to support the Front and Back Office processes of retailing organisations. Support for the retailing activities is built in from day one, rather than having to be bolted on afterwards.



STAR works closely with RJIS

- The fares data comes directly from RJIS
- Credit Card Authorisations are performed by RJIS
- Customer Transaction Records (CTR) are created and retrieved from RJIS
- Complex enquires are handled directly using the familiar RJIS "GUI" interface (see above).

RJIS users have long been asking for the ability to sell tickets directly from the RJIS enquiry screens; STAR makes this a reality.



The STAR offering

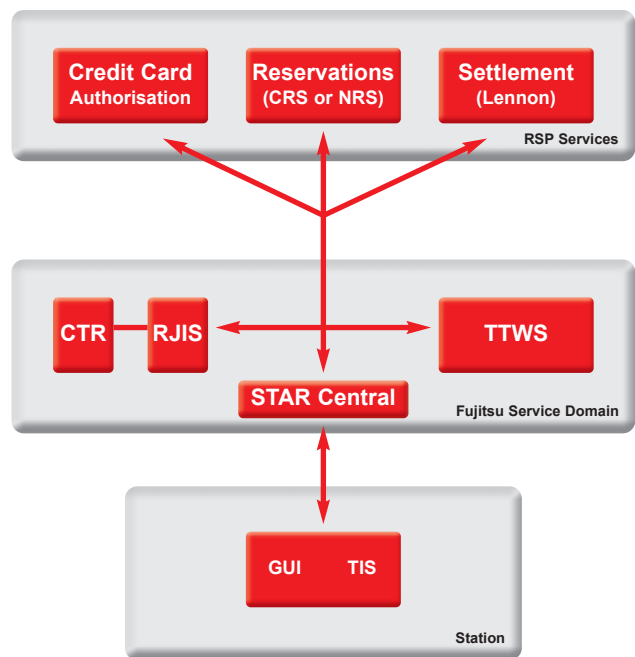
STAR is more than a TIS; it is a comprehensive package of services from Fujitsu. The primary components include:

- A modern Ticket Issuing System software application, closely integrated with RJIS.
- Supporting Retail software that enables innovative TOCs to transform the customer interaction with their passengers.
- Robust retail Point of Service equipment for installation in manned ticket offices.
- Specialised printers to produce Accredited Rail Industry Tickets in Credit Card Sized Tickets (CSST) and/or ATB formats.
- Central connections to integrate the TIS to National Rail administration and settlement services such as Reservations, Lennon, Credit Card Authorisation, and the Customer Transaction Record database for Ticket on Departure.
- A comprehensive range of support services to cover Roll out and Implementation, Training, Integration with a TOC's systems and processes, ongoing day-to-day operation, and future developments.

STAR is a complete solution that supports 21st century retailing, creates opportunities for customer service improvements and offers efficiency savings. Building an effective TIS takes a lot more than simply adding a ticket printer to a PC.

Peak Instant Fare						
Select Instant Fare or Cancel						
Pay with	RR1 - £143.00	S45 - £44.10	S12 - £3.00	S00 - £40.00	S18 - £0.00	
Fast Cash	RR1 - £143.00 London Tyneside Adult (Weekend)	S45 - £44.10 S45 PERMITTED Daily Zone 1/2/3 Adult (Weekend)	S12 - £3.00 S12 PERMITTED Daily London Adult (Weekend)	S00 - £40.00 S00 PERMITTED Daily London Adult (Weekend)	S18 - £0.00 S18 PERMITTED Daily London Adult (Weekend)	
Cash	S05 - £85.88 S05 PERMITTED Daily London Tyneside Adult (Weekend)	S41 - £82.20 S41 PERMITTED Daily Zone 1/2/3 London Adult (Weekend)	S12 - £3.00 S12 PERMITTED Daily London Adult (Weekend)	S00 - £40.00 S00 PERMITTED Daily London Adult (Weekend)	S18 - £0.00 S18 PERMITTED Daily London Adult (Weekend)	
Credit Card	S05 - £85.88 S05 PERMITTED Daily London Tyneside Adult (Weekend)	S41 - £82.20 S41 PERMITTED Daily Zone 1/2/3 London Adult (Weekend)	S12 - £3.00 S12 PERMITTED Daily London Adult (Weekend)	S00 - £40.00 S00 PERMITTED Daily London Adult (Weekend)	S18 - £0.00 S18 PERMITTED Daily London Adult (Weekend)	
Charge	S05 - £85.88 S05 PERMITTED Daily London Tyneside Adult (Weekend)	S41 - £82.20 S41 PERMITTED Daily Zone 1/2/3 London Adult (Weekend)	S12 - £3.00 S12 PERMITTED Daily London Adult (Weekend)	S00 - £40.00 S00 PERMITTED Daily London Adult (Weekend)	S18 - £0.00 S18 PERMITTED Daily London Adult (Weekend)	
Warrant	S05 - £85.88 S05 PERMITTED Daily London Tyneside Adult (Weekend)	S41 - £82.20 S41 PERMITTED Daily Zone 1/2/3 London Adult (Weekend)	S12 - £3.00 S12 PERMITTED Daily London Adult (Weekend)	S00 - £40.00 S00 PERMITTED Daily London Adult (Weekend)	S18 - £0.00 S18 PERMITTED Daily London Adult (Weekend)	
Checked Later	S05 - £85.88 S05 PERMITTED Daily Zone 1/2/3 London Adult (Weekend)	S41 - £82.20 S41 PERMITTED Daily Zone 1/2/3 London Adult (Weekend)	S12 - £3.00 S12 PERMITTED Daily London Adult (Weekend)	S00 - £40.00 S00 PERMITTED Daily London Adult (Weekend)	S18 - £0.00 S18 PERMITTED Daily London Adult (Weekend)	
Clear						

STAR Architectural Model



Functionality highlights

A selection of facilities available in STAR:

- Fast Ticket transactions; Instant fares (peak and off peak); All walk up fares offered for operator selection.
- Integration with RJIS allowing the familiar 'GUI' to be used for complex requirements, eliminating the need for a separate PC.
- Integrated payment process for all tender types: cash, cheque, debit/credit cards, warrants, vouchers, and even support for additional currencies such as the Euro €.
- POS printer used for receipts and credit card slips, reducing stationery costs significantly. It can also print out customer itineraries from RJIS.
- Front Office module providing: cash management, management reporting, user options and comprehensive transaction audit facilities.
- Comprehensive reporting and management information capability covering areas including ticket sale analysis and operator performance.

STAR offers a total business solution...

STAR Solution: Hardware



STAR utilises TeamPoS 2000, Fujitsu's family of EPoS terminals. These are specifically engineered for demanding Retail environments and the resilience and robustness they provide enables STAR to support the wide variety of station environments, whilst minimising the need for expensive shop-fitting work.

There is a comprehensive range of configurations available to support all retail environments using standard components including:

- Touch screen operator display
- Customer displays (two line and/or full screen)
- Thermal PoS receipt printer
- Scanner
- Magnetic stripe reader / chip card readers / PIN pads
- Cash drawer with or without locks
- Newbury 4020 ticket printer.

STAR Solution: Software

STAR runs on the industry standard Microsoft Windows operating system and Fujitsu's retail application, GlobalSTORE. Specific additions for UK Rail functionality have been made to support ticket issuing - including instant fares. The RJIS GUI is used for advanced booking/reservations. GlobalSTORE provides the generic tendering module and back office modules for cash management and reporting.

STAR has a single integrated software solution combining all the benefits of Rail specific functionality with generic Retail capability. This gives the seamless integration that co-resident approaches can only aspire to.

STAR Services

As a complete business solution STAR offers a comprehensive range of services to support TOCs through the full TIS lifecycle. From 'Getting you started', to 'Keeping you going', and ultimately, 'Taking you further'.

Our experience in the retail sector has taught us that such a comprehensive set of services is not a luxury; it is a pre-requisite for the effective deployment of any Point of Service solution. Having the finest hardware and software is not enough. The service element is what ensures real success.

GETTING YOU STARTED

- Station Site survey and preparation
 - Configuration, hanging, delivery and implementation
 - Systems Integration
 - Training

KEEPING YOU GOING

- STAR Central
- Help Desk
- Hardware maintenance
- Software support

TAKING YOU FURTHER

- Consultancy
- Systems enhancement and integration



Why Fujitsu?

Fujitsu can supply the total solution; a true prime contractor. There are no 3rd parties, no co-residency, no complicated support routes. Fujitsu can respond directly to TOC business requirements, and there are no JVs or committees to satisfy.

Fujitsu has a track record of working with National Rail through developing the RJIS and TTWS services for ATOC and National Rail. Fujitsu is able to provide enhanced support from RJIS and will integrate TIS with TTWS, reducing manual processing for warrants and vouchers.

Fujitsu has done this before: deploying 25,000 ticket issuing terminals for the UK National Lottery, 39,000 counter systems for the UK Post Office, and 12,000 EPoS Terminals for Marks & Spencer.

Fujitsu is the first choice IT Partner for the major retailers. We have the infrastructure and capability to support TOCs throughout the operational life of ticket issuing systems. As TOCs develop their own retailing strategies, Fujitsu is the natural partner.



FUJITSU SERVICES

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