



The Hub

# Step-changing capabilities

## **Delivers world-class digital capabilities rapidly to step-change business performance**

The Hub Platform offers a suite of proven capabilities to step-change your functional and business processing needs and in doing so exceed customer's expectations. The Hub is operating in-market today processing millions of transactions successfully at lower operating and capital costs. The Hub Platform can be deployed rapidly to integrate legacy applications as well as providing leading-edge digital capabilities to capitalise on market innovations and transform the way you do business. This establishes a pathway for businesses to unify and navigate between your hybrid technical landscape; effectively providing 'a foot in today, as well as a foot in tomorrow'.



# The Hub Platform capabilities connecting your legacy world with the future



## 24/7 mission control dashboard:

Core to The Hub is a permission-based, central control mission control dashboard which remotely manages 24/7 any networked device and touchpoint. This mission control also can analyse performance and processes in real-time. The mission control is used by help desks as well as all involved management. At the same time, users can also be given access to control their account details which can define and then automate a unique personalised service.



## Account set up:

The Hub offers secure online and over-the-air customer registration and account set-up using industry certified Know Your Customer (KYC) processes critical to Account-Based Ticketing (ABT) and financial services.



## Personal Identification, certification and issuance:

The Hub offers a configurable and secure personal profile and certification capability accessible online and via authorised access and validation. The Hub Platform can issue any ticket (standard and smart) plus open and closed-loop cards and mobile using its' secure encoding protocols as well as personalising of the card or device in terms of look and feel.



## Tokenisation and ticket issuance:

The Hub has issued over 40m tickets over the last decade and remotely managed a variety of ticketing form factors from plain paper to plastic magnetic stripes, barcodes or QR codes. Over the last 10 years, these ticket form factors have rapidly become smart tokens with contactless chips embedded in them and contactless readers validating them as ID or tickets.



## Wayfaring and journey planning:

The Hub provides a suite of journey planning capabilities from planning through ticket selection and confirmation, receipting ITSO for smart card ticket load and EMV for smart card payment reads.



## Omni-channel retailing:

The Hub creates all capabilities in the back office to ensure that the dynamic nature of the content is automated to all channels. Equally, if some devices are zonal then this can be managed centrally saving huge costs in omnichannel management.



## Access and validation:

The Hub ensures all data and devices are secure using a variety of security techniques such as RSA or other private/public key exchange models. In most cases (e.g. EMVCo) we are required to pre-certify with a combination of digital encryption and physical security that meet PCI DSS standards and most importantly in an end 2 end solution.



## Location-based Promotional Campaign:

The Hub enables operators to deliver location-based advertising and promotions along with personalised messaging and promotions.



## VIP and loyalty:

The Hub provides capabilities to register, communicate and manage VIP and loyalty programmes, including ticketing, access control and payment in an integrated digital wallet for members and guests.



## Dynamic pricing and promotion:

The Hub provides a suite of pricing and promotion services to support a tailored, flexible price and promotion architecture to maximise revenues. Operators can manage pricing easily and immediately without the need to call on technical or field personnel.



## Ordering inventory and delivery:

The Hub offers an extensive set of digital customer ordering, inventory management and delivery capabilities to enable retail eCommerce and pop-up retailing and merchandising requirements. The Hub has recently developed a specific SME home delivery solution after developing the first-ever track and trace global solution for DHL in the year 2000.



## Payment gateway:

The Hub offers a full range of payment services ranging from cash and card payments, including contact and contactless EMV, ITSO, and mTickets, through to mobile, digital wallet capabilities and emerging payment forms such as Apple and Google Pay.



## Analytics and performance:

Any data that is processed through The Hub can be included in any bespoke analysis or report. Most businesses will set Key Performance Indices (KPIs) and The Hub can create KPI driven analytics and performance reporting 24/7 and in real-time. Bespoke diagnostics can be invaluable and ultimately provide unique insights where others cannot.