



- 🕒 **Client** | RATP
- 🕒 **Market** | Transit
- 🕒 **Evolis Solution** | Pebble 4 & Zenius
- 🕒 **Challenge** | Best-in-class management of commuters across the Paris public transportation system
- 🕒 **Applications** | ID and access control card

## The Navigo transportation pass: worry-free mobility for commuters in Paris

The public transportation system in the Ile de France region (Greater Paris) is operated by multiple players, including the RATP, an organization that manages the metro network, buses, tramways and regional express trains. Every day, around 7 millions trips are made possible using the Navigo\* pass, which, since 2005, is the all-in-one mobility solution for travelers in Ile de France. To obtain this pass, commuters simply need to show up at an RATP's sales outlet or Comptoir-Club desk, where passes are personalized and issued instantly using Evolis printers (Pebble 4, and more recently, Zenius).

### Customer Testimony



**Alain JOLLY,**  
Business Manager, Customer Relationship IS RATP

#### Why did the RATP decide to personalize cards in a decentralized way?

This enables customers to have a pass embedding all relevant transportation rights, as well as a color picture, within minutes. This is a great customer benefit enabled through our systems.

#### You have renewed your confidence in Evolis printers. Can you tell us why?

We've been experiencing high quality and successful operations for years with Evolis printers. Evolis has matched our requirements perfectly by providing a compact printer that offers quality printing and printing drivers in tune with our IT environment. It seemed completely natural for us to renew our confidence and take our partnership with Evolis even further.



**We've been experiencing high quality and successful operations for years with Evolis printers.**

#### What are the next steps in this partnership?

Technologies and customer requirements always evolve very rapidly. We are looking to collaborating closely with industrial players such as Evolis, for customizing their products to our specific needs, anticipating tomorrow requirements when it comes to card personalization, and making sure that our customers always experience the professional-grade, efficient and reliable service they deserve.



# Instant personalization to serve customers

Part of the daily life of millions of travelers, the Navigo pass plays a pivotal role in enabling intermodal transportation in the Paris area. At the end of 2013, the STIF – the head authority that controls the Greater Paris public transport network – decided to revamp the Navigo pass. A new graphic template from world-class designer, Philippe Starck, has been progressively replacing the previous template in vogue since 2005.

The Navigo pass leverages an RFID-based contactless technology proven to speed up passing through entry/exit gates, while ensuring data privacy for all travelers. This RFID card is tamperproof and cannot be used by a third party if stolen or lost.

From a practical standpoint, commuters can instantly get their personal Navigo pass at sales outlets or Comptoir-Club desks that are available throughout the RATP network. All personal data is recorded on the pass (identity, expiry date, transportation rights ...) before the holder has his/her picture taken. Graphic and electrical personalization (data encoding to the card's contact and contactless chips) is achieved in less than a minute, thanks to an Evolis printer.

In 2014 itself, the RATP personalized 500 000+ cards in this decentralized and customer-facing way. This efficient infrastructure encourages rapid responsiveness when delivering Navigo passes for new subscribers, as well as for renewing and replacing lost or worn-out passes.

## THE CUSTOMER



The RATP Group, the fifth global player in public transportation, is involved in all modes of public transportation, including metro lines, railways, as well as tramways and bus routes. With a head count of 45 000, the RATP operates, in Ile de France, one of the densest multimodal networks in the world. Every day, 10+ million trips are achieved on the RATP network that comprises 16 metro lines, 2 regional express railway tracks, 8 tramway lines, 350 bus routes, as well as the Orlyval automatic shuttle service to the airport.

Over the past few years, the Group has grown internationally, and today, is present in 14 countries across all the 5 continents.

RATP's customer-focused priority is to make commuting effortless and streamlined, through offering a range of services from its 408 sales outlets across its Paris transportation network. For example, commuters may request the replacement of their Navigo pass and retrieve it from an outlet of their choice within 48 hours.

## TECHNOLOGY

### Pebble 4 & Zenius

In 2005, the RATP decided to use the Evolis Pebble printer, as the Carte Orange, the older generation magnetic pass was migrated to the contact and contactless Navigo pass. After 10 years of efficient operations, Pebble is currently being progressively phased out and replaced by Zenius, an even more compact and faster printer, which remains as easy to use and maintain. Evolis ensures the availability of Zenius printers for Linux environments, which are commonplace at the RATP. Considering a successful history of operations, the RATP renewed its confidence in Evolis printers. More than 150 Evolis printers are currently being deployed to support decentralized card personalization at sales outlets or Comptoir-Club desks. Zenius, which is designed for optimized card issuance by the unit or in small runs, can print a card in color within 30 seconds (an output of up to 150 cards per hour), and is fully in line with RATP's requirement of making waiting times for applicants as brief as possible.



\* The Navigo brand belongs to the STIF

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