



exceeding expectations

# S3 Passenger **INVENTORY, RESERVATION, AND TICKETING SOFTWARE FOR RAIL AND BUS OPERATORS**



S3 Navigator



S3 Fare



S3 CRM



S3 Communication



S3 Inventory

S3 Ticket

S3 Payment



sqills.com



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**Sqills' S3 Passenger is the world-leading, integrated SaaS solution for *inventory, reservation, and ticketing*, serving reserved tickets in the rail and intercity bus markets.**

*What makes S3 Passenger the preferred option for so many operators?*

- Off-the-shelf, multimodal, integrated, and scalable solution;
- >97% of requirements from operators in tenders are covered out of the box;
- Successful implementation track record based on internal IT teams supported by Sqills (Eurostar, RDG, VIA Rail, Itabus and more);
- Unique sector expertise and access to commercial needs;
- Operators drive product improvements for S3 Passenger;
- Compliant with the highest industry security and data privacy standards.





*"The selection of S3 Passenger to replace our existing reservation system 'Réसारail' is an important step to streamline our commercial offer and develop our market share, as high-speed rail transport is gaining momentum as the most sustainable mode of transportation".*

*Frédérique Pasquier,  
SNCF's Chief Program Officer, May 2021*



### **Powerful multimodal distribution**

- Unlimited sales channels connect to a central Sqills S3 Passenger instance;
- Advanced business configuration and authorisation per channel, organisation, contract, or agent;
- Easily integrated into frontend sales channels with powerful orientation, booking, and after-sales APIs;
- Transaction origin (point of sale) is captured within each booking;
- A multilingual system where users can select languages dynamically.

### **Prominent features**

- Wide range of industry-standard functionalities;
- Robust, scalable platform to handle both current and future transaction volumes;
- Short implementation time frame;
- Flexible (transaction-based) license models;
- Easily integrated with by external components with API's and event messaging system custom made plug-ins;
- Integrated inventory, reservation and ticketing setup reduces integration efforts with third-party vendors;
- Highly configurable to implement distribution strategy business rules;
- Cost efficient solution with attractive Total Cost of Ownership;
- Powerful self-service functionalities for operators and their customers.

# THE MAIN MODULES OF SQILLS S3 PASSENGER

## *Timetable management, service, and route definition*



S3 Navigator is the service scheduling component of the platform. It handles everything related to timetables and the definition of the geographical network. This includes routes, stops, and connections. Once defined, it is possible to manage services and related timetables individually. It is also possible to create exceptions on stops or services level to temporarily overrule the scheduled planning.



## *Material planning, seat allocation, and inventory control*



S3 Inventory is the component that handles the definition of the inventory material and how it relates to scheduled services. Capacity calculation is automatic, supporting real-time inventory information. Carriage types and seat properties are defined precisely to handle inventory updates or specific material changes and their related bookings. Inventory control on physical and logical levels per origin / destination pair is in place to support fast orientation on remaining capacity and revenue management "booking limit" controls. Finally, the business logic around seat allocations for incoming booking requests is covered by an advanced seating algorithm.

## *Fare and proposition management*



S3 Fare is the component that defines the market proposition for the scheduled services. This includes products, tariffs, discounts, and various pricing mechanisms. A wide range of product types are supported, including "main" products (ticket with seat reservation, ticket without seat reservation, separate seat reservation) and "add-on" products (fees, insurances, food and beverages, pets, bicycles, prams, etc.). A detailed set of rules and conditions is available to make a specific set of tariffs and products available in various sales channels and portals under different circumstances.

## Payment



S3 Payment is the component that acts between the S3 Passenger backoffice and the various S3 Passenger frontends to facilitate payments dealing with external providers. S3 Payment prevents direct S3 backoffice interaction with the outside world, reducing security risks. S3 Payment simplifies the payment process and supports various processes such as: payment validation before final booking confirmation, store payment information in the booking dossier, after-sales / refund, and shopping basket.



## S3 Communication



S3 Communication is the component that handles all booking related, outgoing communication from the S3 Passenger platform to customers, passengers and other external users. Template management for e-mails and SMS messages are part of this module. It also includes the configuration and scheduling of other related outgoing messages from the S3 Passenger system.

## Ticket distribution and management



S3 Ticket is the transactional heart of the system containing customer data, passenger name records, and related reference information. Functionality for digital ticket fulfilment with UIC 918.3 2D barcodes to be printed by the consumer is included. It also offers all the booking flow logic and after-sales conditional logic, including allowing / refusing modifications like rebooking, cancellation, modification, passenger name change, and calculation of appropriate after-sales fees. Provisional booking logic for customers is included, which means that booking requests include "expiry time" limits to secure seat availability during the booking confirmation. There is also an automatic cancellation and clean-up process for non-confirmed bookings.

## CRM tools



S3 CRM is the optional customer profile management module. S3 CRM is an optional component in the infrastructure and used to register end-user and agent personal profiles, preferences, and booking behaviour. It enables operators to execute after-sales campaigns based on the stored data and users to access pages like "My Transport Company" within the booking engine web channel to sign up / in, manage their profiles, view and modify bookings, retrieve personalised content, and more.

# SQILLS' STRENGTHS IDENTIFIED BY ITS CUSTOMERS

## Strong focus on rail and bus



Sqills' focus on surface transport results in greater expertise and a relevant offering to customers.

### Key strength:

- Deep expertise in rail and bus;
- Rich off the shelf functionality relevant to commercial needs in rail and bus markets;
- Flexibility through product enhancement for new customers;
- Rich development roadmap and growing reputation the market leader in rail and bus.

## Agile culture and platform



Sqills agile way of working and flexible SaaS platform is seen as an advantage over competitors focused on heavily customised solutions.

### Key strength:

- Agile culture in line with customer ways of working;
- Automatic update capability;
- Flexible architecture that supports interfaces with internal and third-party systems.

## Operational excellence



Sqills' service level and product performance is viewed as superior on several dimensions.

### Key strength:

- Responsive customer service and technical support;
- Seamless implementation;
- Low incidence of errors or outages;
- Proactive monitoring and solving of issues;
- Talented team to support operations throughout implementation and maintenance.

## Strong business case for customers



Most customers indicate Sqills' breadth of functionality, price level, and revenue / cost provide a compelling business case to customers.

### Key strength:

- Off-the-shelf product de-risks implementation;
- Rail and bus focus reduces the need for customisation;
- Revenue and cost benefits;
- Competitive pricing.



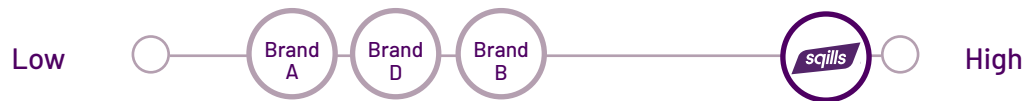


**Sqills scores highly on the key selection criteria most important to customers**

Breadth and relevance of functionality



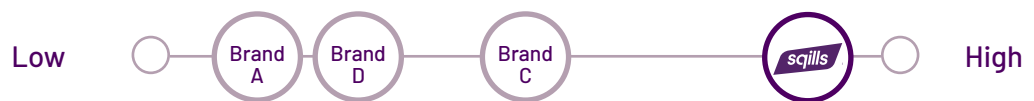
Technical Performance



Price



Track record / expertise



Ease of integration



Customer service



Brand A - D are anonymised industry suppliers



*"SJ's ambition is to be one of Sweden's most innovative enterprises. In fact, SJ has received awards for being Sweden's most digitised travel company. This authoritative push to digitalisation means the flexible and proven structure of S3 Passenger is a logical fit. With Sqills' innovative R&D, thousands of out-of-the-box features, flexible implementation, and full product offering, a partnership between Sqills and SJ simply makes sense."*

*Mats Almgren  
Chief Commercial Officer - SJ, April 2021*

**sqills**

*exceeding expectations*

*Sqills has been awarded the ISO 9001:2015, 27001:2017, ISAE 3402, and PCI DSS certification. We take pride in building secure and high-quality software.*

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