Agenda

Sanef
Bruno CORTHIER

- SANEF
- Dublin ORT Project
- Learned Lessons
French Group, Motorway Company operating 1743 km, mainly in France and one of the biggest in EU,

- Sanef owns 100% of A1, A2, A4, A26, A29, A13, A14, A29 and A28 in France

- Presence & Projects in EU (Ireland, England, Spain, Slovakia, …)
Sanef
Subsidiary of abertis

abertis, the Largest Motorway company in the world

Network
> 3 000 Km
Stake in 5.400 Km of motorway throughout the world
Abertis (Autopista Central in Chile):
> 300 000 Tags distributed in 3 months

Motorways in the world

Key figures
Revenue 08: 2,756 M€
EBITDA 08: 1,334 M€
Sanef
Major Businesses

- Concessionaire / Investor
- Operator

- Offering quality and efficient services
  - Toll collection
  - Traffic management
  - Network maintenance

- Information services in real time
  - Toll Web site,
  - Traffic-news radio station
  - Real-time Variable Message Signs

No accidents: safety
No stress: comfort
No congestion: ORT traffic

Global Turnover 2008 = 1,390 M€
Our Assets

- **know-how in Toll Collect** (Payment Means services through Manual and Automatic Lanes – Cash, Bank Cards, Electronic Tolling, …)
- **Pioneer and Leader in the Electronic Tolling Industry**
- **References:**

  - Liber-t Tags: In 2008, operating over 650,000 tags with 12 concessionaires, 5 DSRC tag suppliers and over 8,500 km motorway
  - More than 70,000 GPS based Tags in operation for Fleet Management
  - Satellite Tolling for HGV in Slovakia: In deployment phase, 2000 km road network (830 M€ Project)
  - DfT Demonstration Project (TDP): Business case fighting congestion in England and Wales, technology applied is based on Satellite Tolling
  - Implementing & Operating Dublin M50 ORT (113 M€ Contract)
Our Vision

- Leadership in Developing, Deploying, Financing and Operating Electronic Tolling Solutions through DSRC, Video and Satellite Technology

- Development of tolling projects on urban, ‘inter-urban’ and national schemes.

- Sanef, a leading Toll Operator
  - Customer-focused in order to address each market segment and support businesses (Private users and Professional businesses)

- Efficient collector to maximize net revenues for Government & Concessionaires

- Innovative by exploring new technologies (e.g. satellite) & concept (e.g. toll roaming)

- Trustful through secure, fair & transparent payment mechanism

- Social Responsibility towards the State, Employees and Customers
Dublin ORT Project
The National Roads Authority (NRA) (Irish: An tÚdarás urn Bóithre Náisiúnta) is a state body in the Republic of Ireland, responsible for the national road network.

- Project Owner operating the road network
- Responsibilities:
  - Definition of the Toll Schemes
  - Strategy definition
  - Commissioning/Risk Management Strategy

Situation Pre August 2008:
- Congestion Zone: 100,000 vehicles/day (Including 15% of HGV)
- Road Network linked with Toll Plaza
- Expansion from 2 to 3 lanes & 3 to 4 lanes

NRA Objectives:
- Improve the Traffic Flow of the congestion zone by introducing an ORT System
- Maximise the number of registrations and the number of ORT Tag Transactions
- Minimise the cost of the toll collection
M50 ORT Project
The Consortium/ Infrastructure & Service Delivery

• The consortium, BetEire Flow, an Irish Company: [Sanef (80%)]

• Contract : 113 M€ for 8 years contract + 3 years extensibility, signed on the 16 of March 2007

• Installation of an ORT System under Traffic
  • The Gantries
  • The IT Systems
  • The Environment for operations

• Start of Operation August 2008

• Operating services :
  • Toll Collect and Billing
  • Payment per type of transaction (DSRC, Registered Video, Unregistered)
  • KPIs are to be respected e.g. Correct Handling Rate (CHR): 95 % after 3 years operation

• Interoperability Management in Ireland

Resource Organisation:
- Tolling and Enforcement department
- CRM department (B2C and B2B)
- Payment and dispute handling department
- Project Management Office

Business Partner Experts
Tolling
- CS Information Systems (IS & Infras Equip Supply)
- Sanef: Business Process Experts

Customer Relationship Management
Eurotoll (Sanef’s Subsidiary): Business Process Experts, operating 130000 HGV OBUs (Tis-PL)

Local Business Partners
- Logistics : Realtime
- Call Centre : Teleperformance
- Payment Security : Payzone
- Retail Outlets : Payzone
- Settlement and Clearing Management: Allied Irish Bank
- Printing and Mailing : Print Post An Post
Private Customers:
- **Registered Users:**
  - Occasional User (30%), Frequent User Registration (30%), Stay registered with different operators (40%),
  - More than 390,000 vehicles registered within Ireland,

- **Payment & Billing:**
  - Pre-pay mode (Top-Up): 30%, Post-pay mode (Monthly Billing): 70%,
  - Secured Payment Means: Cash, Cheque, Payment Cards, Direct Debit,

- **Account Management via various channels:**
  - Channels: Web (55,000 visits/week), dedicated Call Centres (460 seats during ramp-up), 1000 Retail outlets in the country

Professional Customers:
- **Fleet Management companies:**
  - Registration, Electronic Invoicing, Real-time Account Mgt via web

- **Dedicated Setup:**
  - Specific Call Centre and Specific Account Mgt

Enforcement Management Services
- **Reminder Notices process to Road user (s):**
  - UTT, Unpaid Toll Transactions (due date: up to midnight, the following day),
  - STR, Standard toll Request (due date: up to 14 days),
  - UTN, Unpaid Toll Notice (due date: up to 56 days),

- **Legal Prosecution:**
  - Evidence Pack & Legal Prosecution (after expiration of UTN)
  - The operator has direct connection with NVDF (National Vehicle Database File): e-NaTIS
The NRA is actively promoting interoperable ETC in Ireland by setting up:

- **Interoperable rules on Toll systems (EC Directive)**
- **Contractual obligations**
  - Concessionaire deploying interoperable ETC facilities among toll operators
- **Interoperability between toll operators**
  - A clearing house facility to toll operators: Information Exchange Agent (IEA)

The M50 ORT system is fully compliant to the above standards and operates under the following environment in Ireland:

- Numerous existing toll plazas in Ireland
- 8 Toll Service Providers
- 12 different tag types
- Reconciliation of Toll transactions (between toll operators)
- M50 tag to operate on other toll plazas
Sanef succeeded in delivering an extremely challenging project in a very short timescale having to deploy an ORT solution enabling interoperability.

**Commercial success**
- Customer Satisfaction
  - A gain of 30 to 45 minutes per passage
- A record collection of registration in the country
  - After 3 months, 25% of the number of vehicles in Ireland was updated on NVDF (e-NaTIS)

**Political success**
- An encouraging welcome from the press and population
- A fall in cost for the toll collection (70% of the transactions are collected from registered road users)
- Encourage to use ORT on countryside motorway

**Environment Protection success**
- A passage under an average speed of 100 km/h = less emission of CO$_2$
Learned Lessons
M50 ORT Project
Learned Lessons

- Communication & Marketing Strategy is a must
- Occasional Users expensive
- A good enforcement strategy can generate revenues
- Education to customers is a never ending process
- Segmentation of services to customers (Leasing Car, Rental Car Companies, Fleet Companies, etc …)
- Ability to monitor different vehicle classification systems (M50, DPT, …)
- Focus on the sizing of Central Information System

Key Factors to success:
- Distribution of Tags;
- Enforcement Strategy;
- Adaptability, with lessons learned from other projects
Sanef, Regional, National and International Adds value to deploying and operating ORT solutions