

ALL RISE

THE TRANSPORT INNOVATION AGENCY | www.risedm.com

An introduction from CEO and Founder **Scott James**



SCOTT JAMES
CEO & Founder,
Rise Digital Media Ltd



“Operators now, more so than ever before, have a better understanding of what customers want from their bus and coach services”

Embracing technology is vital to the ongoing success of bus and coach operations

If we didn't already know it then the last couple of years have clearly demonstrated the vital role that technology and digital solutions play in the planning and provision of safe, reliable and efficient passenger transport services.

The increased use, capability and understanding of technology during this period has compelled operators to work closely with digital partners such as Rise to develop and establish more effective communications with passengers and staff at a time when school services, local bus routes, vehicle capacities and operating conditions have been subject to regular change. It has also given operators a much better understanding and visibility of the services they provide; with data around passenger movements, route and service efficiencies and vehicle loads – through web and app enhancements – readily available in real-time.

Embracing technology is vital to the ongoing success of bus and coach operations. It is so much more than ETMs, vehicle tracking and journey planning tools; the increased availability and use of apps and m-ticketing has allowed operators to get to know who their passengers are and how and when they

travel, while giving customers instant access to the tools they need to plan, purchase tickets and take bus and coach trips. Perhaps most importantly, the greater use of technology and improved communications means operators now, more so than ever before, have a better understanding of what customers want from their bus and coach services.

Since 2010, my team and I have worked closely with the industry to develop and introduce digital solutions which offer real business efficiencies and help make bus and coach travel a more attractive proposition for new and existing passengers. To support this work we have recently established a dedicated 'product and service steering group' of operators who represent and have knowledge of the key sectors we serve – commercial bus, corporate travel, coach day trips & excursions and school transport. The group is tasked with making sure our products and services remain both relevant and useful, as well as looking at solutions to tomorrow's challenges.

If you would like to know more about the role of this group or the work of Rise DM, then please do not hesitate to contact me or one of the team.

**EURO BUS
EXPO 2022**
SHOW
EDITION

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News – a summary of news stories and updates from the past year

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Introducing NextStop, the complete digital solution for school, college and university services

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We are Rise Digital Media – meet the team

2022 at a glance



Ipswich Buses launches new mobile-friendly website

Working in partnership with Rise, Ipswich Buses launched a new mobile-friendly website which provides passengers with simple and instant access to the very latest service information, timetables, live vehicle tracking, journey planning, news and more.

Ipswich Buses General Manager Steve Bryce said: "We recognise that our customers need instant access to accurate and up to date service information, and our new and improved website from Rise gives that at the touch of a button."



Above; Scott James, CEO of Rise Digital Media and Steve Bryce, General Manager of Ipswich Buses



Rise DM announces BODS solution for bus and coach operators

With the DfT making it clear that in-scope operations (in England outside of London) are required to comply with BODS regulations for fares, timetables and vehicle locations, Rise announced its BODS-compliant vehicle tracking service.

Speaking with routeone magazine, Chris Nice, Operations Director at Rise, said: "Through our NextStop app we have developed a simple and cost-effective way to report live vehicle location data, via a SIRI VM feed, direct to BODS."



Rise DM CEO addresses annual CoachMarque Conference

Following a two-year break, the CoachMarque annual conference returned to the East Midlands Airport hotel in March. Joining the distinguished line-up of expert industry speakers was Rise DM's Scott James who spoke about how digital solutions remain key to supporting school transport operations by providing much needed visibility of passenger and vehicle movements.



Rise add Push Notifications to Bushub platform

Following discussions and feedback received from customers, Rise announced that it had added a new feature to its Bushub platform which allows operators to send push notifications direct to registered passengers' handsets.

Following the launch Rise hosted a series of training sessions where operators learned how to create, send and schedule push notifications to dedicated customer groups (by service, route, region). Rise operator customers have so far processed 950k push notifications through the platform.



Rise retains ISO 9001 certification



Following an extensive presentation and auditing process it was confirmed (August) that Rise had retained its ISO accreditation. ISO 9001 is the world's most recognised quality management system standard, established by the International Organisation for Standardization (ISO). Attaining ISO 9001 demonstrates that the organisation implements clear, repeatable processes to maintain a quality service for customers every time.



Coach Operators choose Rise for management of school, college and university transport contracts

Rise DM has entered the school transport market with its NextStop mobility platform. Working alongside some of the UK's best known coach operators during the development of the platform, NextStop now provides a complete digital solution for student account registrations, e-ticketing, vehicle tracking, child safeguarding and the overall management of school transport services.



Commenting, Chris Nice, Operations Director at Rise said: "The rollout of our NextStop platform for school transport service providers has been carefully planned over the last 12 months, taking onboard feedback from operators, schools, parents and passenger groups. The platform currently hosts over 350k passenger accounts, while supporting thousands of vehicle movements and ticket transactions each day. The platform has been further developed to keep pace with changing operational landscapes, travel patterns and passenger behaviours, many of which have arrived as a result of the Covid pandemic."



Rise achieves Cyber Essentials accreditation

Having completed a rigorous assessment and online interview process, Rise has achieved the Government-recognised Cyber Essentials (CE) accreditation. With only 1 in 5 businesses currently CE approved, the accreditation shows that Rise has the required IT systems and processes in place to protect the organisation (and the customer data it holds) against a whole range of the most common cyber attacks.



NextStop
TRANSPORT SOLUTIONS

Visit us at Stand T32 in the technology zone

Transform your bus and coach operation with the industry's leading Mobility as a Service platform.

Rapid deployment for cashless ticketing, seat reservations, vehicle tracking and much more.

Our transport technology is helping thousands of riders get to school or work every day.

The system is built for high volume ridership and can be deployed in a wide range of industry sectors including school transport, workplace travel, airport transfers and intercity travel.

Included as standard:

- ✓ Passenger App
- ✓ Driver App
- ✓ Inspector App

For sales call: +44 (0)203 422 9115

nextstopapp.co.uk

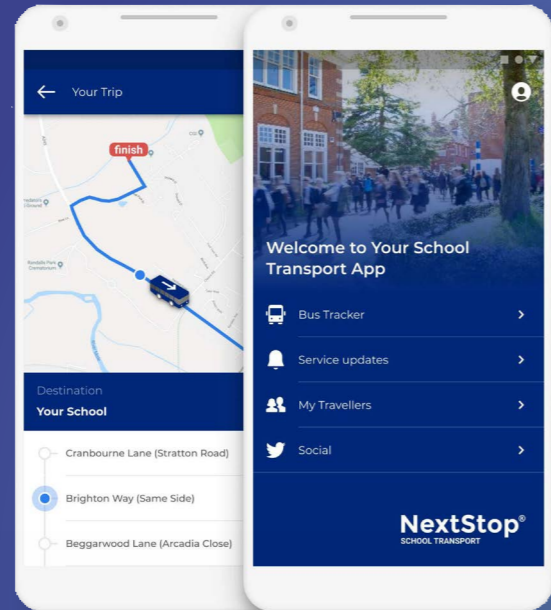


Introducing NextStop - the complete digital solution for the planning and management of school, college and university services

Rise has recently entered the school transport market with its NextStop mobility platform. Working alongside some of the UK's best known coach operators during the development of the platform, NextStop has been enhanced to provide a complete digital solution for student account registrations, e-ticketing, vehicle tracking, child safeguarding and the overall management of school transport services.

The NextStop mobility platform - which includes supporting driver, ground staff, passenger and parent apps - also provides transport operators with the tools they need to create, manage and oversee the day-to-day running of school services, giving increased visibility of everything from passenger loadings (by stop), to service punctuality, online ticket sales and driver performance.

NextStop is a cloud-based Mobility-as-a-Service platform currently used by over 60 bus and coach operators.



Platform overview

The NextStop Mobility Platform offers an entire ecosystem of pre-built mobility services with integrations readily available to tackle the most challenging aspects of dynamic transport solutions delivery.



“They deliver the balance between personal customer service and excellent product delivery. Their platform is key for some of our clients and continues to be our choice in passenger interface and service delivery for new contracts”

Tom Parkin
Commercial Manager
Go-Ahead London



Features

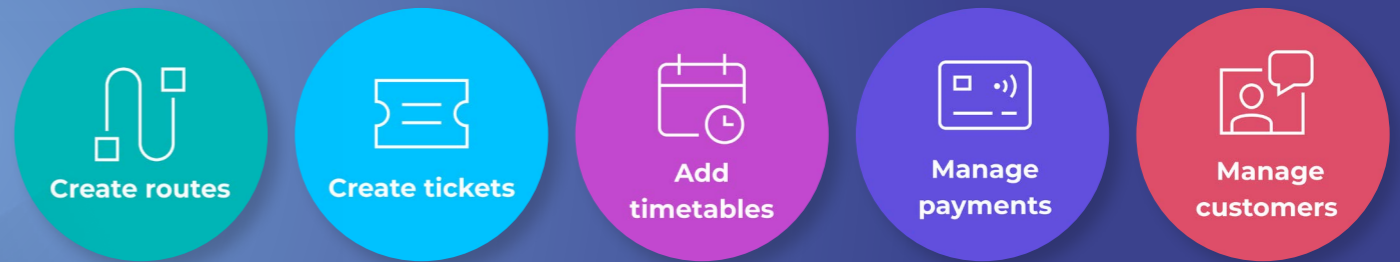
- Passenger & Driver Apps
- Detailed reporting & analytics dashboard
- Route building and timetable creation tools
- Vehicle tracking
- Mobile ticketing
- Seat reservations
- Ticket scanning
- Safe & secure online payment portal

Benefits

- White labelled platform
- Rapid deployment
- Complete digital solution
- BODs integrated
- Scalable pricing
- Greater visibility and understanding of your operations



Self governance and complete control



We are Rise Digital Media

The team at Rise brings together over 60 years of combined experience in providing digital and technical solutions to the bus and coach industry. Our team of digital systems experts and transport professionals have developed and launched a wide range of high-quality mobility-as-a-service products, notably NextStop and Bushub, which are used by hundreds of operators and hundreds of thousands of passengers each and every day.

Come and meet some of the team....



SCOTT JAMES
Chief Executive Officer

With a strong background and experience in digital design & development, Scott established Rise Digital Media in 2010. Over the past 12 years he has developed a great understanding of the public transport industry and, in particular, the digital solutions and products needed by operators and their passengers to make bus and coach travel the simple and easy choice.

In addition to running the operation, Scott spends a great deal of time creating and refining the company's digital products in order to ensure that they remain fit for purpose, cost effective and beneficial to all parties.



CHRISTOPHER NICE
Operations Director

Chris joined Rise at the back end of 2022 following a 20-year career with the industry's leading trade body, the Confederation of Passenger Transport (CPT). During his time with CPT, most recently as Director of Membership & Communications, Chris was seconded to both First Bus and Greener Journeys where he gained a wealth of experience in both the operational and customer-focused sides of the bus and coach industry.

Chris' key responsibilities include future product developments, providing customers with support and training and raising awareness of the vital role of digital solutions to the public transport industry.



KELVIN THURSBY
Senior Software Engineer

Having worked at Rise Digital Media since 2011, Kelvin has lead responsibility for the development and architecture for both 'greenfield' and 'brownfield' applications (new and existing apps).

He has developed and implemented a number of complex algorithms requiring problem-solving skills on a variety of projects such as Fintech, Travel and Management Information Systems and Content Management Systems. Kelvin says that "the creative and flexible nature of the business allows him to regularly engage in new features and system updates", making Rise both an "enjoyable" and "invigorating" place to work.



ROB JAMES
Senior Software Engineer

With a degree and background in Graphic Design, Rob joined Rise in 2014 as a senior front-end developer. He is responsible for creating and continually developing our suite of digital products, while making important decisions on the development stack.

Rob has over 14 years' experience in software development and is key to all product front-end (look and feel), related products and further enhancements to our various mobile apps.



STEPHEN CONYERS
Front End Developer

The youngster of the team, Stephen graduated from Greenwich University with a first-class degree in Computer Science in 2018.

Having joined Rise shortly after graduating, Stephen works closely with Kelvin, Rob and the technical team on a variety of front and back-end projects. He also works closely with customers, providing training where necessary, to respond to and resolve any technical issues and support requests.



ANDREW MORGAN
Head of Design

As our creative lead, Andrew brings a wealth of experience and expertise having worked for both digital and design agencies.

At Rise Digital Media, Andrew develops user experience strategies and creative concepts for web, mobile and applications.

No.1

Our No. 1 mission is to: "Equip operators with digital solutions which offer business efficiencies and help make bus and coach travel a more attractive proposition for new and existing passengers"

950k

950k push notifications and 300k system generated emails sent by operators through Rise platforms since the summer

140

Over 140 Rise developed passenger apps currently available across Apple and Play Stores

+8m

+8 million ticket downloads

390k

390k unique customer account registrations

1/4

Our live bus tracking pages viewed over 1/4 million times by bus and coach passengers in the last year

2010

Established in 2010

60

We work with over 60 UK bus and coach operators, including Big 5 groups and small family-owned coach companies

5,000

Over five thousand* bus and coach services tracked every day

* on school days

£10m

£10m worth of ticket transactions supported through the platform so far in 2022

1 million

Close to 1 million mobile (QR code) bus and coach tickets sold via the Rise platform in the last year

430,000 9001

Our bespoke coach seat reservations system has supported over 430,000 bookings in the last 12 months

Rise Digital Media is ISO 9001 accredited

What our customers say

"The transition from our antiquated school transport system to NextStop has been seamless: from training sessions, zoom calls and regular emails to tweaking the system to fit with our needs, everything has been handled by Rise team with professionalism and friendliness. They have gone above and beyond to ensure that NextStop works for us and our customers."

Katie Smith
Elite Services Limited



"Working with Rise DM has helped us to achieve our online aspirations across a number of Rotala Subsidiaries. Their understanding of the individual requirements of the businesses within the group has enabled us to provide customers with a more interactive solution to service information and m-ticketing."

Sue Willdigg
Rotala PLC



"We have thoroughly enjoyed working with Rise on this first stage of our digital comms. They have been efficient and adept at resolving any issues. The first stage has moved swiftly, enabling us to bring about much needed comms across our rural footprint."

Marrienne del Garbutt
Brylaine



"We are delighted to have worked with our partners at Rise Digital Media during the production and launch of the new website. In addition to providing quick and easy access to timetables, ticket and fares information, the site's live vehicle tracking page provides users with the exact locations of their buses along individual routes on an interactive map."

Steve Bryce
Ipswich Buses



"Lynx have been working closely with Rise DM for over two years now and we've found that the products they offer are invaluable to our customers. The tracking through the web platform and app, for example, provide reassurance to our customers that in the event a bus has been delayed, that it's still on its way."

Graham Smith
Lynx Bus



"Working with Rise DM on the implementation of their NextStop App for a number of Universities and staff shuttles over the years has been hugely successful. The support provided by the team has been second to none and they always work tirelessly to explore every solution to our unique requirements."

Christian Fahy
National Express Transport Solutions

