



From ticketing solutions to integrated city solutions

Founded in 1990, HanseCom GmbH is one of the leading providers of IT services for public transport in the German marketplace. In an interview with Craig Waters, Editor of *Eurotransport*, Mr. Nils Schmidt, Managing Director of HanseCom GmbH explains that the company has big plans for growth and gives details of why the future looks positive for them.

HanseCom's goal has always been to support their customers as a competent IT partner and to help them meet their business objectives. Being a joint venture of Siemens AG and Hamburger Hochbahn AG, the company has continued to rollout their e-ticketing and mobile ticketing solution in the German speaking market and has also worked with Wiener Linien to integrate the revenue management system PTnova within their network. HanseCom has also recently launched its e-ticketing system in Hamburg, Germany and been involved with projects for Baseler Verkehrsbetriebe, Hamburger Hochbahn and most recently with SNCB in Brussels in April 2011. But Nils was quick to point out a recent major organisational change. "HanseCom is now going to be integrated into the new Siemens sector – Infrastructure & Cities – and our aim here is to support Siemens' future portfolio for the city environment."

The Siemens Infrastructure & Cities sector offers sustainable technologies for metropolitan areas and their infrastructures. Cities are a key growth market for the future. "More and more people are going to live within cities," says Nils. "This means that there needs to be solutions to support public transport companies on managing passenger processes within city environments and, together with Siemens, we

are going to aim to enhance our existing solutions to form a platform to integrate into city solutions. Our 20 years of industry experience combined with our expertise in the ticketing area provide the ideal basis for this task." Beside its e-ticketing projects, HanseCom delivers the 'HandyTicket Deutschland' platform, a nationwide mobile ticket project coordinated by the Association of German Transport Companies.

As well as HanseCom's integration within the Siemens Infrastructure & Cities sector, Nils explains that there is still a clear target for market expansion on a wider European basis. "We are not faced with many challenges in expanding our company and PTnova is now available in four languages (German, English, French and Dutch). We've recently started a huge project in Brussels to implement PTnova as SNCB's future ticketing solution. Our cooperation with SNCB is running well and development of PTnova as an international solution is making fast and huge progress."

Nils says they are learning a lot from the Japanese marketplace too. "Japan has a much broader offering for the public transport environment. The end customer there has the chance to pay with their smartcard for not only their bus ticket, but also paying for a coffee or going to the cinema – the end customer

has one interface and this makes life easy. I personally like all solutions that make my life easier, and public transport companies in European cities will have to work to enhance their end customer offerings."

HanseCom has had a very positive year with strong growth above the market average and Nils admits that the future is looking positive, especially for their e-ticketing solutions. "Our expectations for the next few years look positive. We are growing year-on-year and what gives us confidence to solve any upcoming challenges of the future – from a growing international demand on ticketing solutions – is the strong partnership we will have with the new Siemens Infrastructures & Cities sector. We believe that we will soon make strong progress on being a provider of international city solutions."



Nils Schmidt is Managing Director of HanseCom GmbH. He studied national economy in Germany and after holding various positions at different management consultancies, he came to Siemens IT Solutions and Services (SIS) in 1999. He was then Vice-President International Account Management and the CEO Mobility Sales SIS. Today, he translates his international experience developed over years of extensive stays abroad into the growth of HanseCom in the European Market.

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