



## Features

- Reduces cash collection burden on the agency
- Allows for a fast and convenient purchase, entirely on the traveler's terms
- Enables cross-selling partnerships with local vendors and strengthens relationships with existing partner network
- Offers the ability to cost effectively deploy a retail network without the need for extensive hardware
- Gives transportation agencies access to extensive data related to products sold
- Features user-friendly design and interface
- Flexible hardware platform hosting options

## Cubic Mobile for Merchants

Compelling mobile solution, which allows transportation agencies to sell fare value through a dedicated partner network

**Cubic Mobile for Merchants is an Android-based mobile application designed with both transportation agencies and retail partners in mind. It allows agencies to sell fare products through a dedicated network of participating retailers, increasing the number of locations where travelers are able to purchase fare products in a quick and convenient way.**

### A Community of Support

Agencies can take advantage of their partner network by allowing third-party service providers to sell tickets; strengthening relationships, increasing sales, attracting new customers and building a community of support for an improved transportation experience.

### Cost Effective with No Demands on Infrastructure

Cubic Mobile for Merchants enables agencies to take advantage of their retail network in the most cost-effective way, without the need for extensive hardware or significant up-front costs usually associated with deploying new infrastructure. The solution supports Open Payments, Barcode, NFC, and BLE tickets.

## Specifications

### Integration

With existing Android POS devices

### Receipt Printing

Includes account summary

### Connectivity

Cellular 4G LTE, Wi-Fi and Ethernet

### Payment Types Accepted

Open payments and EMV

*In the interests of product improvement Cubic reserves the right to change the above specifications without notice.*

## Transformed Transportation Experience

Simple and user-friendly app interface makes purchasing travel fare at participating retailers frictionless, quick and convenient. Our intuitive user experience design requires little to no training. More fare-selling locations mean travelers are no longer restricted to purchasing tickets at stations, saving time and increasing traveler choice.

## Reports and Account Management

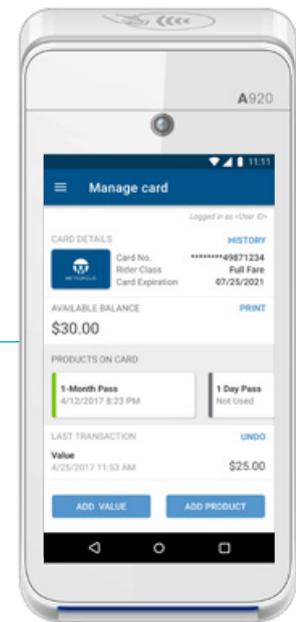
Cubic Mobile for Merchants uses mobile analytics to cull through and analyze app usage data, allowing transportation agencies to gather passenger insights, and improve operations and customer service. With an understanding of purchasing behaviors, including an insight into dropped or abandoned purchases, agencies can develop improved solutions and introduce adjustments that bring benefits both to the agency itself, its customers and partner network, as well as the traveling public.

## Easy Deployment

Cubic Mobile for Merchants can be deployed according to customer needs. Cubic works with the transportation agency to determine the process of distribution, hardware acquisition and deployment, giving agencies a choice of working with the software or having Cubic procure devices on their behalf.



User-friendly interface



Customer purchasing behavior analytics provide operational improvement insights



Compatibility with existing Android hardware devices