



## Mobile ticketing solution for City Sightseeing Oxford

City Sightseeing Oxford runs a dozen buses. Each bus undertakes the same route allowing passengers to jump on and off at any of the stops and rejoin when they feel like it.

Tickets used to be sold at kiosks and at bus stops, dispensed from pre-printed ticket pads. To better target sales and define marketing strategy it was felt a more automates solution was needed..

With guidance from Codegate a Psion Teklogix mobile terminal was chosen in conjunction with Zebra portable printers. Software specified by City Sightseeing was written and implemented by Codegate.

At the end of each day, operatives print out reports as part of the cashing up process. Once all has been reconciled, the terminals are placed into cradles where more sales data is downloaded to the main system for analysis while the batteries are recharged. This also allows price and location information to be changed on the tickets overnight - something not previously possible.

### About Codegate . . .

Codegate is a privately owned software development company, with its head office in Oxfordshire. We specialise in the provision of track & trace and mobile enterprise solutions. This includes a "full service" offering from functional specification through to design, production, implementation and ongoing maintenance.



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