

Antony Morris – Octopus Cards Limited

# Success through Simplicity



# Fond memories...



# Competitor Collaboration



# Mission

**Make everyday life easier for  
our customers  
through applying innovative ideas  
through our robust and reliable  
technology**



# Extending Beyond Transport

Metro

Buses

Minibuses

Cross-border buses

Rail

Ferries

Coaches

Parking meters

Tramways

Peak Trams

Parking

Office

Access control

Residential

Hospitals

Sports

Schools

Government

Chemists

Convenience

Fast food

Supermarkets

Photocopiers

Vending/kiosk

Pay phones

Cinemas

Cafe



# Simplifying vending



# Consumer Behavioural Change

## Imposed

- as simple and cost effective as possible
- reduce the 'pain' of imposition

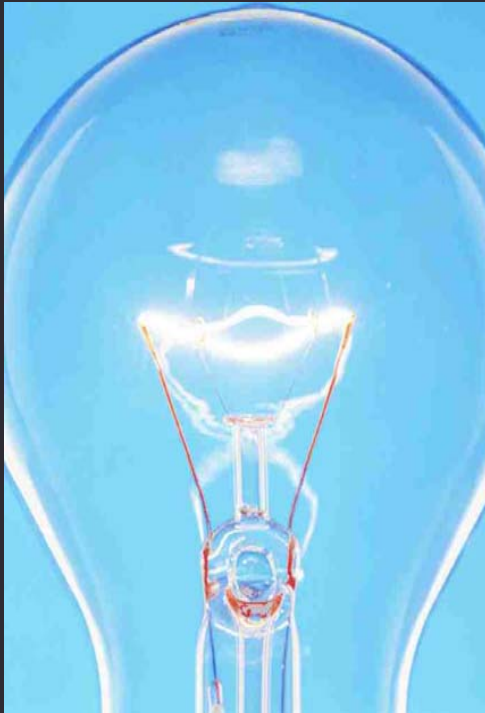
## Voluntary

- needs to be "10 times" better
- keep it simple & intuitive
- stills takes time and needs promotion
- tap latent demand for convenience



# Keep Simplifying...

Simplifying travelling and small payments to the same level as 'switching on a light'



Never needing to reload...



*Beep and you are there*

