

## Happy Riders. Happy Providers.

Umo's platform-based approach simplifies transportation management, enabling everyone from the smallest bus operator to the largest regional transport authority, to deliver a reliable transit experience for their communities. The experience provided by agencies leads to rider trust and satisfaction, resulting in increased ridership.



### For Riders

Umo simplifies trip planning and provides real-time travel information to help users reach their destination without stress. It's an inclusive solution that meets riders on their terms with multiple contactless payment options to fit any need.

- A rewards, incentives, and fare subsidies program for adjusting travel patterns, building rider loyalty and trip frequency
- Inclusive payment options include mobile app, smart cards, paper tokens (with QR codes), student or employee ID, or electronic fare cards for cash payment

### For Providers

With Umo, you join a community of customers sharing a common platform, all who benefit as we add features. Say good-bye to worrying about software upgrades; say hello to focusing on your community of riders.

- Rapid implementation as no additional agency resources are necessary
- Improved understanding of travel behavior
- Advanced dispatch functions for fleet efficiency and improved real-time data
- Delivers the benefits of account-based ticketing systems with a cloud-based system
- Umo provides **freedom of choice** with its open architecture

## Open and Flexible to Suit Agencies of all Sizes.

Umo is open and flexible. All of the Umo solutions work seamlessly together. They are also architected with open APIs, allowing agencies to pick and choose which platforms they need and to integrate with any existing solutions they have in place.

Umo is suitable for agencies of all sizes and can scale up and down to meet your needs.



### Half a Century of Mobility Industry Experience

For more than 50 years, Cubic has been an industry leader in developing innovative travel solutions that help people find their way faster and more efficiently. We understand that there's always more to journeys than the destination. That's why we are passionate about creating a more connected world by applying technology to help transportation agencies and municipal partners deliver seamless, integrated, and efficient mobility solutions that simplify daily commutes, reduce traveler frustration, and make journeys stress-free—all while helping cities realize their public equity objectives.

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# Simple solutions. Seamless journeys.







Meet Umo.  
Your travel  
companion.

## Simple Solutions. Seamless Journeys. Meet Umo, Your Travel Companion.

Imagine a town where mobility is seamless: No congestion. No delays. No stress.



It's a place where personal mobility is defined by **freedom**. The **freedom** to choose your preferred type of transportation. The **freedom** to choose your preferred mode of payment.



It's a world made possible with Umo, a smart travel companion and mobility platform that provides simple and flexible travel for users, transit agencies, and mobility service providers. It simplifies travel by integrating all of a region's transportation options—from buses, trains, trams, and ferries to rideshare, scooters, and bikes—in one place.



Umo keeps riders moving efficiently by offering multi-modal journey planning, contactless payment, real-time travel information, reward opportunities, and the ability to engage with their community. Rather than focus on the details of a commute, Umo users simply Explore, Pay, and Go, an effortless way to get to wherever life takes them.



## One Platform. Six Service Solutions. Infinite Opportunities.

Umo is comprised of six distinct travel solutions, each one a standalone tool that becomes even more powerful when combined with other offerings in the Umo platform.



**Umo App:** The **experience-as-a-service** multi-modal trip planning and fare payment tool that enables seamless and stress-free travel for your riders.



**Umo Pass:** A cloud-based, multi-agency **fare collection-as-a-service** platform delivers powerful capabilities that can be rapidly deployed without the need for expensive hardware or software upgrades.



**Umo Pay:** A **payment-as-a-service** platform providing a new, innovative, and simple approach to allow agencies of all sizes to accept contactless scheme cards (Mastercard, Visa, and American Express) as payment on buses and at railway gates.



**Umo Rewards:** A **rewards-as-a-service** offering that delivers real-time travel incentives and fare subsidies for riders, generating new revenue streams for transit and local businesses.



**Umo IQ:** A real-time **information-as-as-a-service** platform that enables agencies to monitor and manage their vehicle fleet and predict vehicle arrivals to deliver accurate, real-time information to riders' phones and digital displays to maximize travel efficiency.



**Umo MaaS:** A **mobility-as-a-service** marketplace that brings public and private mobility operators together to provide connected journey options tailored to the preference of the user.

