

The logo for GENFARE link. The word "GENFARE" is in a white, uppercase, sans-serif font. The word "link." is in a blue, lowercase, sans-serif font. There are several small blue dots scattered around the "link." text, some above and some below, suggesting a network or digital theme.

GENFARE link.

A large, abstract graphic consisting of numerous thin, curved lines in shades of blue, green, and yellow, radiating from a central point on the right side of the page and spreading out towards the left. The lines create a sense of motion and connectivity.

**SAY HELLO TO  
GENFARE LINK.**

Fare collection software  
that adapts to your changing needs.

GENFARE 

# FUTURE-PROOF. CLOUD-BASED.

**Introducing the new and improved Genfare Link – built alongside transit agencies to simplify, empower, and connect your fare collection system.**

To go further, you need more than just fare collection software that fulfills the requirements you have today. You need a fare collection solution that adapts to whatever may come tomorrow.

Genfare Link has been reimagined from the ground up as a cloud-based, one-stop fare collection platform. As a centralized back office including dynamic reporting dashboards and real-time maintenance monitoring, Genfare Link is the only platform agencies need.

## TODAY. TOMORROW.

We'll connect all the dots, for you and your riders. Get from A to B to Z by adding the missing link.

### LEARN. GROW.

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# SEAMLESS. TIMELESS.

## A smoother ride, for your agency and your riders.

The new Genfare Link is seamless, from initial integration to ongoing updates. Its cloud-based, open design makes it a timeless solution for your fare collection operations and security management.

Genfare Link has the power to create dynamic environments where data-driven decision making helps transit agencies adapt more quickly to changes in the community, technology, or regulatory landscape.



### EVOLVES. ADAPTS.

Genfare Link's open architecture means it can integrate with any smart hardware or third-party software to aggregate all data in one location.

It also makes it ready to adapt to new technologies, vendors, or systems in the future, so it can grow alongside your agency.



### INFORMED. ACCURATE.

Genfare Link consolidates data into a single source of truth that is valuable across an agency, empowering staff to:

- Deeply understand rider behaviors, preferences, and needs.
- Make informed decisions and form strategies.
- Identify risks and opportunities.
- Measure progress toward goals.



### EFFICIENT. OPTIMIZED.

Genfare Link streamlines processes to reduce inefficiencies and optimize resources, alleviating pressure on staff. By reducing time spent creating reports, responding to requests for data, and solving problems, it frees agency staff to focus on higher impact tasks.

# SIMPLIFY. EMPOWER.

## Transform your operations with Genfare Link.

Genfare Link future-proofs your back-office solution by simplifying your fare collection management, empowering data-driven decision-making, and connecting smart devices and third-party software.

### Genfare Link is packed with the features you need, including:

- 1 Collection, tracking, and reconciliation of fare transactions across your agency's system.
- 2 Hardware configuration and status monitoring in real-time.
- 3 Automatic software updates across all smart hardware.
- 4 Robust customer management functions.
- 5 Delegation to organizations to manage their own students, employees, or other stakeholders.
- 6 Payment processing across all points of sale with GenPay.
- 7 A thoughtfully designed platform that's quick to implement, easy to learn, and intuitive to use, so you can be up and running fast.
- 8 Accurate data across all fare collection equipment.
- 9 Device and fleet management.
- 10 Cloud-based access from any web enabled device.
- 11 Centralized fare structure management across your fleet.
- 12 User defined access to system functions.

# MODULAR. SCALABLE.

## As you grow, so will Genfare Link.

Genfare Link can be all things to any agency because it's built on a cloud-based, modular platform that is configurable for your agency's needs, today and tomorrow.

### Genfare Link modules:



# FOCUS. STREAMLINE.

Say goodbye to tedious tasks.

Whether you're looking at the big picture or drilling down to granular data, Genfare Link supports your role. Users across the agency can be given access to the functions they need, and not the functions they don't.

## Genfare Link functions include:

**Admin:** Assigns roles and users across your agency and partner organizations.

**Fare:** Manages fare products across sales channels and distributes fare structures across all point of sale devices and fareboxes.

**Reporting:** Feeds data from all devices to ridership, cash reconciliation, revenue, sales, and maintenance dashboards to create both quick and custom reports.

**Asset:** Monitors all fare collection equipment, status, and software in real time\* and pushes software updates to all Fast Fare fareboxes and smart devices.

**Customer Care:** Centralizes customer management and product fulfillment by pulling data from across the agency's hardware and software.

\*as connectivity allows

# OPEN. CONNECT.

Experience a new level of compatibility.

Genfare Link utilizes open architecture to ensure compatibility with third-party smart devices, software, and applications. It supports all types of fare media available and will flex as technology evolves and new ways to pay are introduced.

## HARDWARE

Genfare Link is supported on all Genfare smart fareboxes\* and ticket vending machines,\*\* but compatibility doesn't end with Genfare. All smart fare collection equipment and platforms, regardless of supplier, can connect with Genfare Link, such as:



Vaults and other garage equipment



Fareboxes



Point of sale terminals



Ticket vending machines



Freestanding and handheld validators

## FARE MEDIA

Genfare Link works with all types of fare media available today, including:



Cash, coin, and tokens



Print and digital bar codes



Magnetics and smart cards



Mobile applications and wallets



Open loop bank cards



Wearables

\*Genfare smart fareboxes include the CENTSaBILL version 3 and higher, Odyssey, Odyssey Plus, Fast Fare, and Fast Fare 25.

\*\*Genfare smart ticket vending machines include the Vendstar 4 and Vendstar 5 models.

# COMPREHENSIVE. DETAILED.

## Day to day, Genfare Link is a better way.

Regardless of your role, you can work better with Genfare Link. Experience a fare collection platform that is affordable, accessible, reliable, and quick to implement from the company known for empowering equitable mobility for more than four decades.



### INVESTMENT

Subscription-based and tailored to the agency, from large and complex to the smallest cash and coin customers.



### ACCESS

Available on any web browser on any device, without the need for a dedicated application or hardware.



### RELIABILITY

Built on Amazon Web Services (AWS) back-office technology using an independent database instance and maintaining a backup instance to eliminate downtime if one instance goes down.



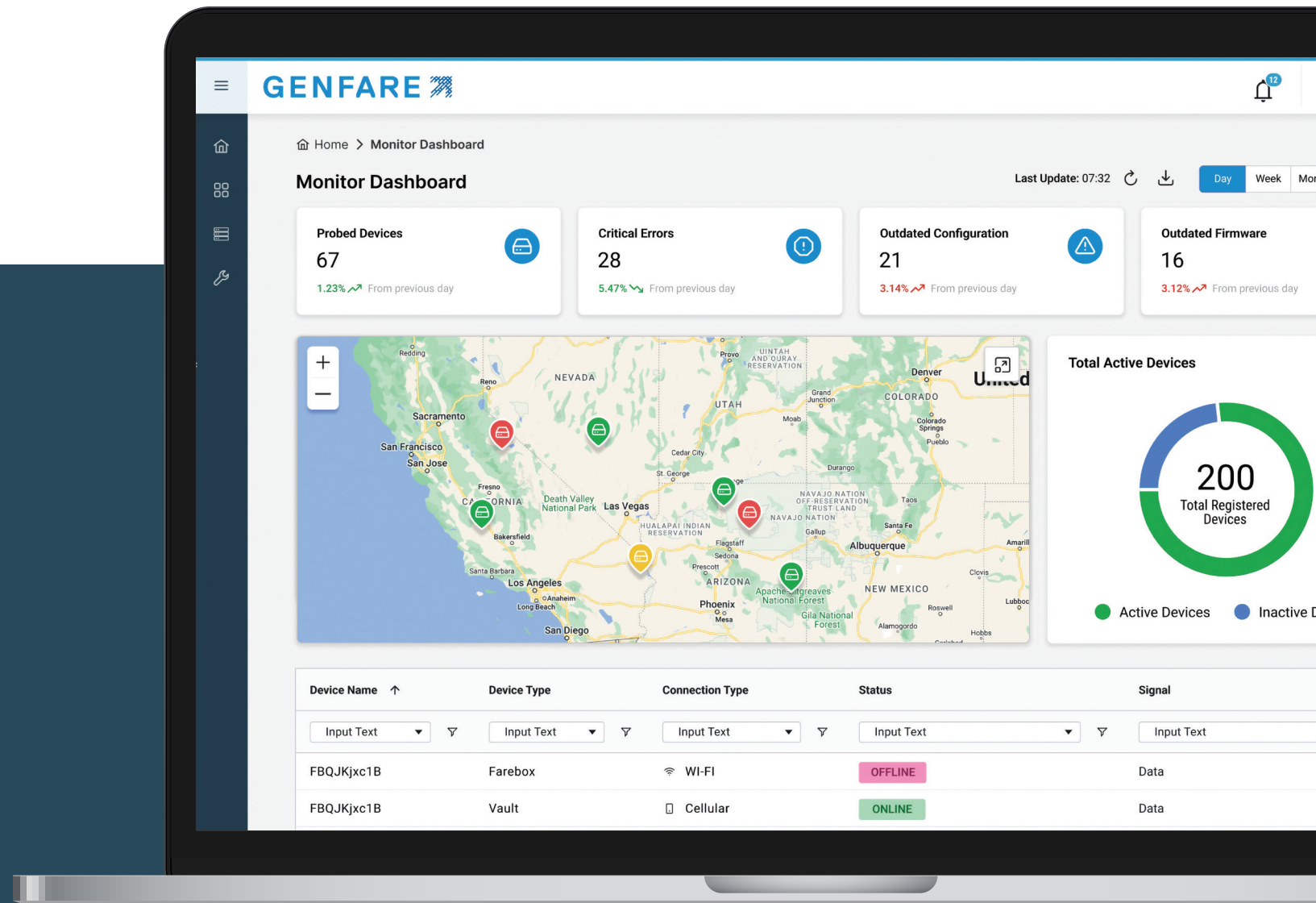
### IMPLEMENTATION

Deploys in less than two weeks without dedicated hardware and replaces the functions of multiple platforms.



### VALUE-ADDS

Includes a Software Support Agreement subscription for troubleshooting and updates, plus access to the Customer Portal for training and documentation.



**GENFARE** 

847.871.1231 | [GENFARE.COM](http://GENFARE.COM)