

Greater Cleveland Regional Transit Authority Fare Media: Client Success Story

The GCRTA provides multiple modes of transportation service (bus, paratransit, circulator, heavy and light rail) for 1.4 million people and 59 municipalities stretching over 450 square miles. GCRTA sells passes, tickets and provides ticketing services for the general public at various locations throughout the Cleveland Metropolitan area. With the ticketing locations managed by GCRTA staff, sales were directly recorded into a general ledger, leading to visibility issues related to Fare Media sales.

Additionally, the GCRTA web store was not integrated with available Oracle Applications, making it difficult to track various sales of tickets and Fare Media products.

After demonstrating to GCRTA a solution using a combination of Oracle iStore, Order Management, Inventory and Accounts Receivable, AST was chosen to implement a system for Fare Media order processing. The system allows GCRTA staff to record pass sales and ticket orders, with orders entering Order Management and recorded to the financials. After orders are booked, staff in the Revenue department run picking jobs based on various criteria and ship the passes and tickets to customers. Oracle Workflow inserts the records into an invoice interface, and AutoInvoice creates sales orders invoices and posts to AR.

GCRTA has various types of customers having different iStore sites displaying products available for sale, with products made available based on the customer type — B2B, B2C and charitable organizations. Customers log into iStore, select products based on their requirements, and process the orders. GCRTA also has several ticket vending machines that are replenished manually, with bulk orders now created in Order Management to manage the replenishment.

AST's solution for GCRTA also handles unused and unsold passes, with GCRTA now having the ability to reference an original order and directly credit a customer's original invoice.

The integration of web sales and credit card payments has reduced GCRTA's transaction processing time and risk for GCRTA and its customers.

Our Oracle E-Business Suite Applications consulting experience in providing planning, assessment, migration, implementation, training and support services makes AST Corporation is the systems integrator of choice for Public Transit organizations.



Greater Cleveland Regional Transit Authority

2007: North America's Best Public Transportation System
57.3 million passengers
21.7 million bus service miles
2.9 million rail service miles

Oracle Applications

- General Ledger
- Accounts Receivable
- Supply Chain Management
- Order Management
- Inventory
- iStore
- Human Resources
- Payroll
- Self-Service Human Resources
- Advanced Benefits

"I am very pleased to have had such a partner to work with, and a group of consultants that are professional and knowledgeable about all aspects of Oracle. Your staff demonstrated their ability to work through challenges with a positive attitude while staying focused on solving problems."

It is clear AST's top reputation for bringing Oracle solutions to customers in the transit industry is well deserved."

Director of Accounting
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