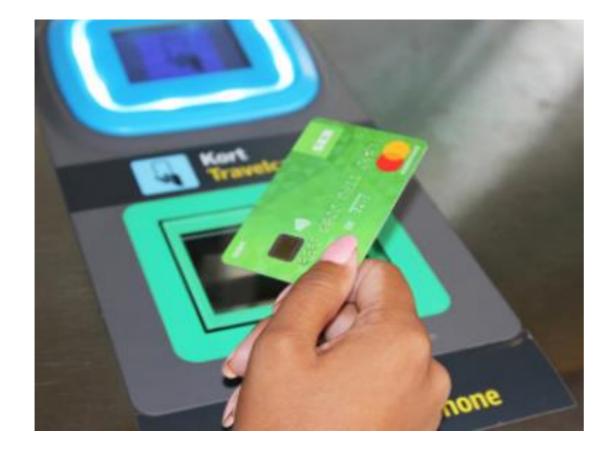
Swedish Public Transport system needed a **new ticketing system** – but they had to decide on the approach to take – to build inhouse or buy an off-the-shelf solution from a vendor

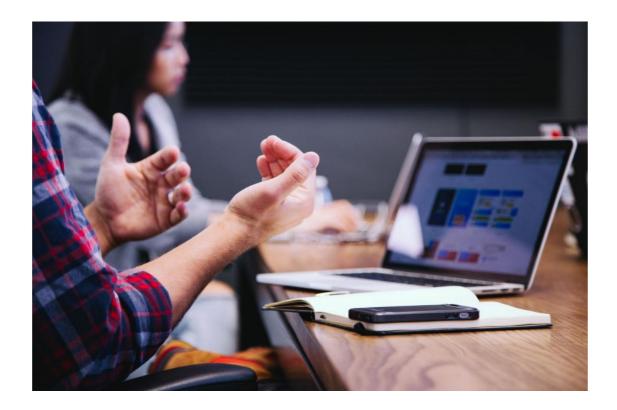


This kind of project takes years, and the resulting systems last for decades, so **making the** right decision was key



Our client switched to TransparentChoice, **replacing a manual solution** that needed researchers to calculate tables. Real time data made the process much more effective

Initially stakeholders had strong preconceptions – which were addressed by forcing all sides to **listen to others' arguments** – to lawyers, to technicians and to commercial teams



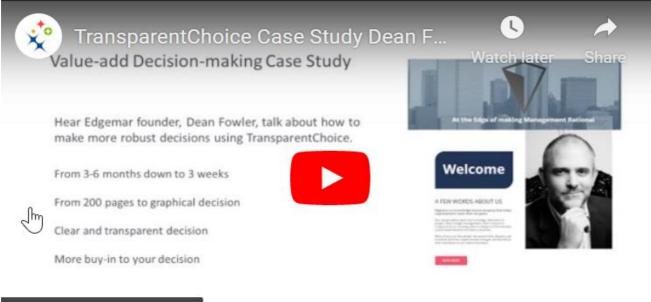
A focused way of working made the process much quicker as getting people aligned meant that they **avoided 'nice to**haves' and prioritized the right solutions



"Listening to each other helped a lot" – and the group aligned to build the solution mainly in-house & moved quickly onto hiring

TransparentChoice was key in "Making Complicated issues more clear"

The system was launched in February 2021, and will replace the existing system by 2023 - Read more here



Want to hear more? Listen to **Dean Fowler** explain his work with TransparentChoice here



