

TRAFFIXX

**The
virtual market place
for the
local public transport**

TRAFFIXX

Contact:

We are pleased to help you in case of any question, suggestion or if you want to discuss things in person. Please, contact:

Olaf Haag

Tel.: +49 (40) 694 24 - 202

Fax: +49 (40) 694 24 - 444

eMail: Olaf.Haag@traffixx.de

Mathias Perle

Tel.: +49 (40) 694 24 - 195

Fax: +49 (40) 694 24 - 444

eMail: Mathias.Perle@traffixx.de

Sales and Marketing

vertrieb@traffixx.de

itelligence AG
Friedrich-Ebert-Damm 143
22047 Hamburg

www.traffixx.de · 10/2000



Trafixx

The virtual market place

Trafixx

is a virtual market place in the field of public transport. It offers the market partners new ways of procurement and sales.

Regardless if you want to order consumption goods or sell capital goods – Traffixx provides the services that allow to settle your business safely and in high quality.

The passenger can use Traffixx to buy tickets, book excursions and retrieve information. It is possible to acquire and process season tickets. Lotteries and bonus systems make the service offer complete.

Transportation companies can use Traffixx as additional sales channel and add it to their own internet appearance as a place to interact with their customers.

Trafixx is a platform of procurement that is not directly involved in the transaction, therefore neutrality is ensured towards the market participants.

The Traffixx internet platform is being implemented and operated by itelligence AG. You can contact them via URLs www.trafixx.de and www.trafixx.com.

Trafixx

The portfolio of services

Shop

Fan articles, souvenirs, timetable books and video films are the typical articles sold in the Internet Shop. It is independently maintained by the transportation company.



New ways of marketing in local public traffic

Public Auctions

The transport company keeps a record of all the lost articles and carries out a permanent auction.

Ticket manager

We create new ways of marketing by selling season tickets on the Internet. The season tickets are graphically displayed and the appropriate tariff model is shown.

Excursions and Charter

This module allows to online book and pay excursions such as party trains or complete vehicles via charter.

Procurement

The e-Procurement module provides for the electronic integration of suppliers through an automated Workflow, what results in cost reductions and allows to concentrate on a strategic selection of suppliers.

Tenders and Auctions

Tenders and Auctions allow to make enquiries for consumption materials, services or capital goods using a standardised internet form on the market place, and potential business partners can directly reach you.

Payment

Reliable means of payment such as credit card, electronic direct debiting, paybox®. Any payment information is protected by an SSL coding and transferred to a Payment Gateway which will forward the payment to an authorised network operator only.

Additional services

The features Events, News, e-mail marketing, Job Market, Picture Archive, Link Lists and Lotteries complete the ways to contact your customers in sales and marketing.



Optimised ways of procurement

Trafixx

The benefit

The following modules help to build up and enlarge your Internet presentation:

- **Ticketmanager**
- **Booking Manager**
- **Shopping**
- **Auctions**
- Additional possibilities to create customer bonds
- New sales sources can be found
- Cost reduction in procurement
- Reduced throughput times
- Easier research because of electronic catalogue systems
- Increased market transparency
- Release procedures more simple
- Constant use of same medium
- Status tracking improved
- Calculable and transparent price model



Benefit for public transportation companies

Technical information

Trafixx is optimised for the two browsers Netscape® and Internet Explorer® versions 4.0 and higher. Traffixx does not use any cookies.