ITAS Global

Make bus franchising
work in the real world.

Strategic clarity. Operational excellence. Delivery confidence.

What this means for
your authority.

Delivery Confidence

A model that isn't just strategic—it's been tested for mobilisation and day-one operation.

SO WHAT: SECURE THE GO-LIVE.

Informed Control

Total clarity on what the authority must own and what partners must deliver.

SO WHAT: PROTECT THE MANDATE.

Integrated Success

Architecture that connects ticketing, payments, and data into one seamless customer experience.

SO WHAT: DELIGHT THE PASSENGER.

Measurable Value

Enforceable performance regimes that hold every operator to the same high standard.

SO WHAT: EVIDENCED RESULTS.

The work happens between the organisations.

Most franchising models fail at the seams. We align the ecosystem to close the gaps.

Authorities

Clarity on ownership, capability, and accountability.

Operators & Suppliers

Practical requirements, evidence, and deliverable service boundaries.

SO WHAT: We turn conflicting perspectives into one deliverable operating model.

Three outcomes.
One operating model.

Customer Experience

01

Consistent standards, unified information, and trust across every route and every operator.

SO WHAT: NETWORK TRUST

Franchise Governance

02

Absolute strategic control, financial accountability, and informed intervention rights.

SO WHAT: STRATEGIC CONTROL

Operator Performance

03

Practical obligations, measurable evidence, and clear consequences for service delivery.

SO WHAT: DELIVERY RIGOUR

From ambition to
operational reality.

PHASE 1

Design & Architecture

Define the operating model and requirements based on real capability.

PHASE 2

Procure & Assure

Translate outcomes into enforceable contracts and supplier obligations.

PHASE 3

Mobilise & Transition

Integrate systems, data, and people to secure the path to go-live.

PHASE 4

Operate & Improve

Govern the network and drive performance through evidence.

SO WHAT: WE DE-RISK THE FULL LIFECYCLE

ANONYMISED CASE STUDY

From competing views to a deliverable model.

An authority needed to turn policy intent into an operating model that teams, operators, and suppliers could actually run.

0 to 1

Delivery maturity from concept to mobilisation readiness.

SO WHAT: We connect the outcomes that others manage in isolation.

Start with the
decision in front of you.
Ready to make your franchising ambition deliverable?

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