



ASECAP Think Tank 2010

« The (toll) road ahead » An Existing Operator

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Classical “Decision Making” approach

- Tolling is our Core Business, and we hope it will remain so for a long time
- When it comes the EETS Directive, an existing operator has to answer three basic questions:
 - What are my existing missions?
 - Do I want to go abroad, and do I want to be present in 27 European countries?
 - How difficult will my daily life become in my original market?
- To do this, he has to present the case to his shareholders
 - The philosophical part is important:
Are we in line with the Vision and the Mission of the company?
 - But the financial aspect is also very important:
Do I have a clearly articulated and a positive business to present?

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Philosophical part

- The final goal is defined in the EETS directive, but not the way to get there
- Will (Regional) RETS be accepted as a transition to EETS?
 - Will there be penalties if the step between RETS and EETS is never done?
 - In other words, how to make sure that the intermediate step is not only there to „cream“ the market?
- Are the road users ready to pay for this service?
- Who is expected to drive the market: Toll Chargers, EETS Providers, Users, Policymakers?
- What are the Plus and the Minus of my ambition?
- How can I transition from where I am today to where I want to be?
- How and when would my existing contract be adapted?

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Business Plan

- What investments are involved: in systems, and in people?
- How will the investments be shared?
 - The ones to be done by the Toll Charger,
 - and the ones to be done by the EETS Provider
- How complicated and costly will the certification process be?
- What kind of risk sharing could be feasible between Toll Charger and EETS Provider?
- What kind of revenues can be expected?
 - From the user
 - From the Toll Charger
 - Others
- How will the qualities of the system be appreciated?
 - Both a Logan and a Mercedes provide mobility,
but for a different price and for a different quality