

Swedish Public Transport system needed a **new ticketing system** – but they had to decide on the approach to take – to build in-house 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**



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APPROACH

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



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“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](#)

TransparentChoice Case Study Dean F...
Value-add Decision-making Case Study

Watch later Share

Hear Edgemar founder, Dean Fowler, talk about how to make more robust decisions using TransparentChoice.

- From 3-6 months down to 3 weeks
- From 200 pages to graphical decision
- Clear and transparent decision
- More buy-in to your decision

Watch on YouTube

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The image shows a YouTube video player interface. At the top, it displays the video title 'TransparentChoice Case Study Dean F...' and a subtitle 'Value-add Decision-making Case Study'. There are icons for 'Watch later' and 'Share'. Below the title, a description reads: 'Hear Edgemar founder, Dean Fowler, talk about how to make more robust decisions using TransparentChoice.' A list of bullet points highlights key benefits: 'From 3-6 months down to 3 weeks', 'From 200 pages to graphical decision', 'Clear and transparent decision', and 'More buy-in to your decision'. A red play button icon is visible. At the bottom left, there is a 'Watch on YouTube' button. At the bottom right, the 'transparent choice' logo is displayed, which consists of three stylized human figures in blue, orange, and green, with the text 'transparent choice' to their right.

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

