Sequoia offers the following services to its client base:

- Workshops/Consultancy Services (Smart Ticketing ITS/AFC – Ticketing & Fares):
    - Procurement Scoping
    - ITS/AFC Project Management
    - Typical Ticketing Scheme Modelling- Business Entity/Stakeholder Roles & Responsibilities
    - Stakeholder Agreement Framework
    - Integrated Ticketing Scheme (ITS) Security
    - Product and Fares Definition & Management
    - Transaction Management (Financial)
    - Transaction Management (Operational – Journey Related)
    - Transaction Clearing and Revenue Apportionment
    - Smart Card Management and Fraud Mitigation (Card and Card Usage)
    - Reporting & Audit
    - OEM Device Integration
    - Card Design (Data Structures, Security, Etc.)
    - Card and Product Management
- Design (Smart Card Ticketing & Fares)
    - Business Architecture
    - System Architecture (including 'Security' aspects)
    - Technical Architecture
    - Operational Process and Procedure Development
    - Operational Polices including Financial Management
- Reviews
    - Business Model Reviews
    - System/Technical Model reviews
    - Tender Response Reviews (Smart Ticketing, Card, NFC, etc.)

<u>Sequoia is a "vendor independent" company offering advisory services to the ITS/AFC industry.</u>