



Etan Industries

Etan Industries has designed a unique financial accountability solution – called FastLane – for Miami-Dade Expressway Authority. The idea of FastLane is to take functions away from Miami-Dade so they are free to manage traffic and run the roadways. Etan works on the principle that customers without a valid toll tag represent 20% of transactions, but consume 80% of resources, including billing, customer service, payment processing and collections.

Although FastLane was designed for Miami-Dade, it is applicable for other authorities and Etan Industries believes it could become a revolutionary tool for the tolling industry. “Most authorities take a piecemeal approach to outsourcing

same as simply cutting off someone when they don’t pay a phone bill.

“They will be customers again and the way tolls are collected reflects on the authority. We never suspend delinquent accounts. One of the unique things in tolling is that authorities can do ‘registration holds’ so drivers are unable to renew registrations until they pay tolls. Our customer service site makes this process as easy as possible for consumers,” says Shepherd.

“It will be interesting to see what the future holds as it relates to RFID technology and video tolling. Whatever happens, financial accountability will be increasingly important for our industry, so we see a secure future on our horizon.”



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Sterling Shepherd, vice president, Etan Industries, USA

separate services, but FastLane provides a unified database and a common data model, so there’s a single point of reference for everyone. Consumers, accountants, operations teams, and customer service teams all see the same information,” says Sterling Shepherd, VP at Etan Industries and project manager for FastLane.

From the moment video cameras film cars without tags, or passes, Etan takes charge of all customer services and account reconciliation. “It’s a very unusual model because we do all the toll collections for the authority. Our approach is to treat the customers respectfully and give them every opportunity to pay. It’s not the

