



TRANSPORT GRAPH FOR SMART CITIES

WHAT IS IT?

- Transport Graph is a revolutionary data aggregation and communications platform that enables local authorities to transform their UK regions into intelligent mobility hubs. Providing a unified platform for Mobility As A Service and Smart City programmes it aggregates all relevant data into one single source, allowing local authorities to quickly and easily understand every aspect of their local network.
- Unique (patent pending) demand mapping technology enables sustainable initiatives to be fully integrated into the existing transport network, ensuring supply is aligned to live passenger demand.
- The platform creates a live and dynamic picture of the entire region, allowing authorities to understand the people who live and work there.

HOW DOES IT WORK?

- Transport Graph has been developed using the latest cloud-based Graph Database technology, similar to Facebook and Amazon.
- The platform processes national transport and conditional data in real-time, including 5+ years of historic data, aggregating it with local open and private data streams in one place.
- Available as a self-service API and SDK, with fully hosted white-label interfaces if required, the platform is designed to reduce consultancy bills whilst increasing ROI on local sustainable Smart City initiatives.

WHAT ARE THE BENEFITS?

- 1 Free-to-use self-service data depository** that supports any format and enables access to aggregated private data.
- 2 Intelligent, personalised journey planning** that understands the way people really move around the region.
- 3 Enables local MaaS schemes**, providing one common platform for all local initiatives - MaaS can only succeed if it is a fully integrated part of your network.
- 4 Enables targeted behavioural change** by delivering personalised communication via any channel, aligned to the unique needs of the user.
- 5 Offers unique business intelligence** including traveller demand, infrastructure usage, and environmental impact. API allows you to develop your own tools and reports.

WHEN IS IT AVAILABLE?

Transport Graph launches in early 2018 and is currently in Beta testing with:



It will be available directly from the AWS Marketplace as a self-service product

We welcome input from interested parties who can help us refine and shape it to be as useful as possible!



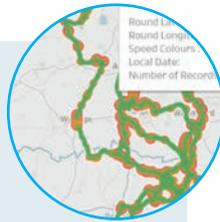
Data platform supports:

- Private and public fleet telematics.
- IOT sensors – air quality, flood, parking.
- UTMC, SRN, Bus and Rail feeds.
- Public and private transport feeds.
- Weather, events and conditional inputs.
- Social media sentiment (e.g. Twitter, Facebook).
- Any live or historic dataset (in any format).



MaaS platform lets you:

- Understand demand for your Demand Responsive Transport.
- Develop MaaS for the many, not just the city-based few.
- Explore dynamic routing and timetables, dynamic congestion charging, flexible fee schemes, smart ticketing and route sharing.
- Integrate CAV trials with the rest of the network.



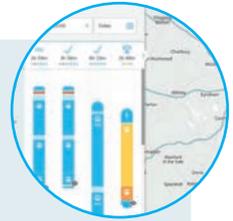
Business Intelligence

- Dashboard tools allow you to visualise demand patterns, disruption and experience.
- Social media integration allows you to understand the causes behind the pain points.
- API allows you to integrate your own BI tools (e.g. Tableau etc).



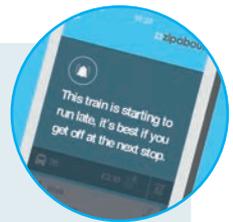
Journey planner functions include:

- Live or predicted Air Quality issues.
- Live or predicted disruption on any mode.
- Support for real-world, multi-modal travel – drive or cycle to station, lift-share, dockless-bikes, CAVs etc.
- Integration of private transport providers (e.g. private shuttles and Community Transport).
- Personalised push notifications to manage disruption.



Personalised communications to:

- Enable and incentivise behavioural change by delivering personalised communication via any channel.
- Provide personalised, real time travel information to every single user on any mode.
- Automatically re-route around disruption.



Why are we doing this?

Whilst building our core transport platform we kept coming across firms who were unable to offer the technical capabilities or insights we had developed, yet were happy to charge expensive consultancy and data storage fees without delivering much.

We don't think that's the best use of public money. Data doesn't cost much to store these days, and we think there are better things to spend the money on. We hope this helps a bit!