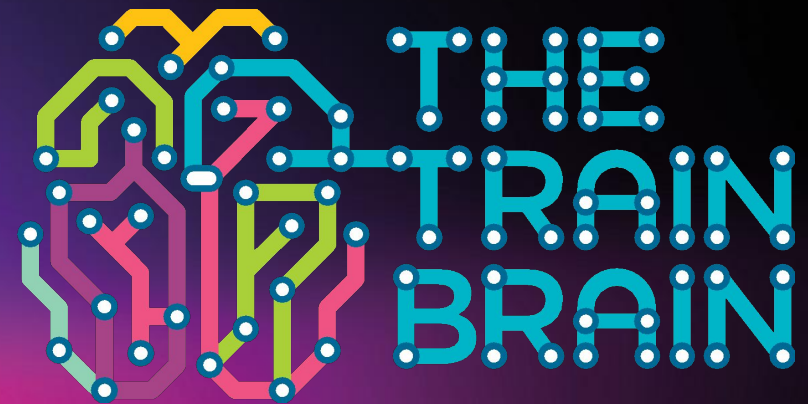


# Demonstration of a technology to identify all movement in a city

ÖstgötaTrafiken



Linköpings  
kommun



If we want to

***CHANGE HOW  
PEOPLE MOVE  
AROUND***

Then we need to understand where they need to go

***APPROXIMATE ALL  
MOVEMENT  
ALL THE TIME***

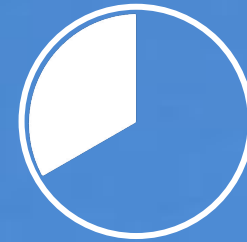
# Crowd analytics: A rapidly growing market (25% year to year)



Anonymized movement



Aggregated movement  
of one operator's customers



Translated to represent  
the entire population

***GOALS***

## Project goals

### **Demonstrate this technology in a new city - Linköping**

- Does it scale?
- Indata can have local characteristics – what does this mean?
- Can we find any new areas of application?

***RESULTS***

***NEW  
METHOD!***



# New method – based on movement, not position

Snapshot method - positions a few times per day



Stop motion method – positions every minute



***SCALABLE AND  
ACCESSIBLE!***

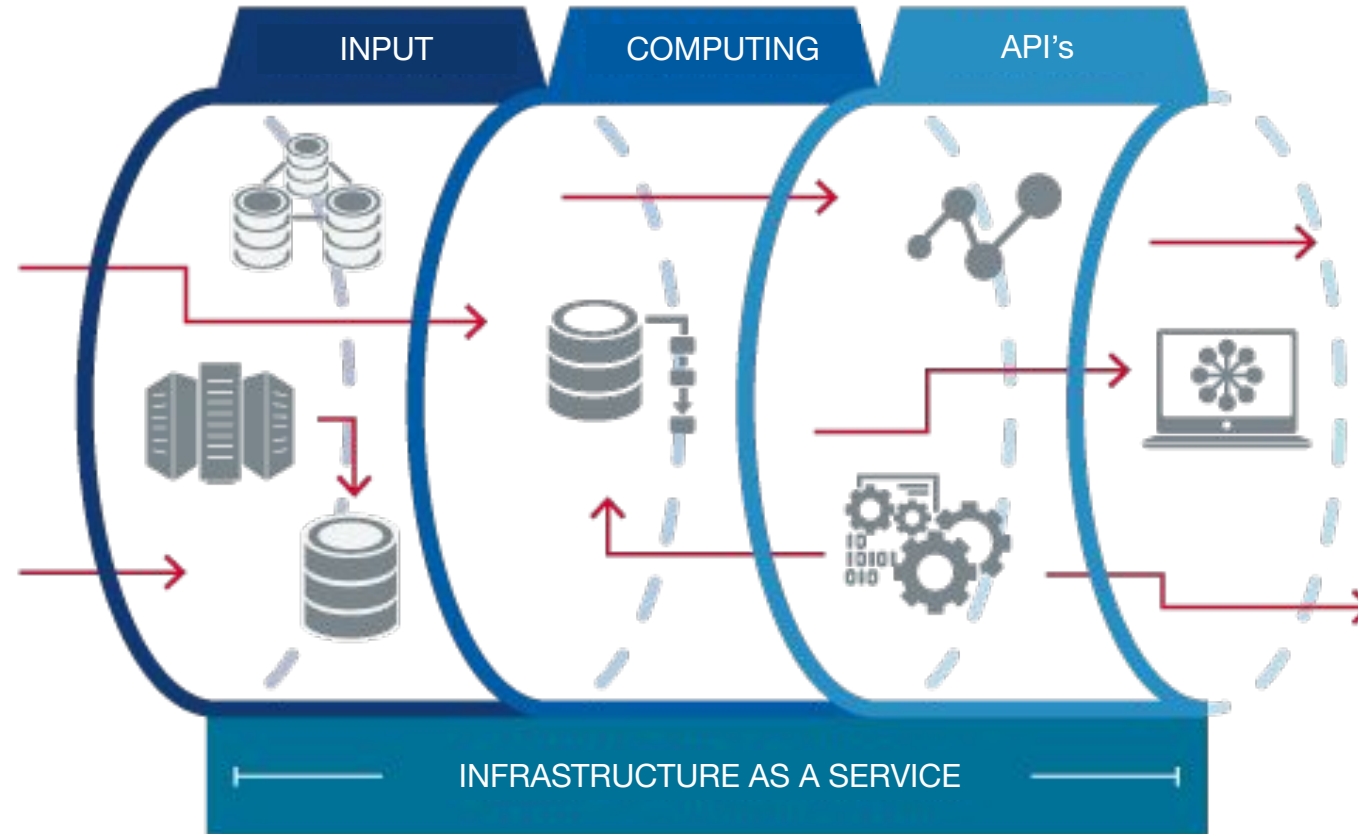
# Automated data pipeline – scalable, always on, use in any tool

## Automated input of:

- Mobile data
- Traffic data
- Map data
- Demographic data

## Prepared for automated input of:

- Local traffic data



## TOOL OF YOUR CHOICE

- ARC GIS
- Power BI
- Qlik
- Other

What does this mean?

**MORE GRANULAR ALWAYS-ON ANALYSIS OF ALL MOVEMENT**

Probable continuous motion, instead of positions at different times

**DEFINE YOUR OWN PERIMETERS**

Freely define what location to analyse, instead of fixed definitions

**COMBINE ANY GEO DATA OR TRAFFIC DATA WITH MOBILE DATA**

If it's not already in the platform it can easily be added

**MORE ACCESSIBLE DATA – USE IN ANY TOOL**

API's to facilitate integration, instead of data bundled with user interface

**EASY TO GET STARTED**

Can now be offered as a trial subscription – takes a day or two to set up

# Thank you!

