

A blurred high-speed train is moving past a platform. A man with a backpack and a red suitcase is walking away from the camera on the platform. The background is a blurred cityscape.

Smart Steps
from O₂

Transportation

Smart Steps from O₂ Transportation overview

Understand how and why people take journeys and how you can better plan transport services and infrastructure to better plan your transport services

We can:



Improve your organisation's operational efficiency



Reduce costs



Increase profit



Enhance customer experience



Smart Steps from O₂ – Transportation helps commercial transport operators, consultancies and government understand how people use air, road and rail infrastructure, based on the movement activity and demographic data of millions of people. We can reveal where people are travelling, the modes they are using, origins, destinations, routes and their profile.

Data



We provide this insight via anonymous and aggregated data that is generated from billions of network events. Our rigorous processes ensure user privacy is maintained and are continually reviewed by regulators and external experts in data privacy and security.



In the UK alone, we collect over two billion mobile data events per day. We can provide historical data beyond 12 months, revealing trends, changes and exceptions.

Smart Steps from O₂ Transportation in a nutshell

We can supply your data in a range of ways,
from standalone reports to subscription dashboards, to:



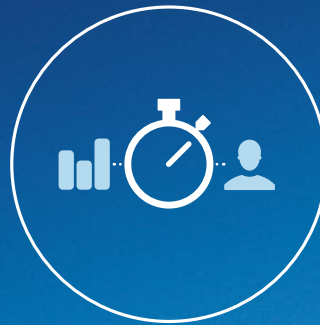
Support rail franchise bidding

with market share figures, journey times and heat maps



Improve air services

by understanding trips between UK airports and identifying the destination of international flights



Support operational and marketing decisions

based on near-real-time demand and customer profile



Help consultancies

delivering a processed data set for county and city transport models



Provide transport authorities with insights

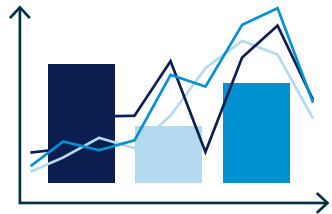
to support transport planning and operations

Our managed service is collaborative and can be tailored to your needs. Our experienced team will work with you to deliver data that is specific to your challenges.



Smart Steps from O₂ Transportation key benefits

We use data from mobile devices and small cell technology, offering considerable advantages over traditional methods, so you can:



Forecast use

Predict passenger volumes, journey modes, and routes. Understand where people begin and end their journeys, and align data to transport models.



Measure impact

Understand demand with data about home and work locations, regular routes and where journeys start and end.



Demographic insight

Gain a deeper understanding of travellers, based on age, gender, affluence, device usage, life stage, interests, media and digital use.



Micro analysis

Understand passenger movement and behaviour in and around terminals and other places of interest at a micro level, via small plug-in devices.



Analyse your competitiveness

Use near-real-time data to benchmark your performance against competitors by route mode, profile and time of day.



Why O₂?

We're part of Telefónica and that gives us:



Global reach and presence
with 317m customers



Access to networks
in 15 countries



Access to operations
in 44 countries



650 roaming
agreements worldwide

That allows us to capture data on an incredibly large sample of the world's population.
We use this insight to help businesses grow and societies improve.

We are experts in helping companies make better use of big data and have pioneered the use of mobile data analysis to provide insights that can be used immediately and tailored to your exact needs.

Get in touch

To find out more about Smart Steps from O₂ talk to your Account Manager,
call us on **01235 433 507** or visit **o2.co.uk/enterprise**

