

Smart Steps from O₂

Public/Private Sector Transport

Empowering better business decisions

Smart Steps helps the public sector to optimise networks, increase efficiency, reduce costs, and support new infrastructure decisions. Smart Steps is an innovative insight solution, leveraging Telefónica's global big data assets, using insight from the movement of millions of phones.

Smart Steps uses completely anonymous and aggregated mobile data to provide insights on the movement of people – where they go, how they get there, their origin and destination, the purpose of their visit, route and mode of transport.

See how populations really behave

Smart Steps provides you with a world-leading set of insights without the need to install hardware or wait for limited survey responses. It creates observed behaviour in near real time, based on a sample of over 23m mobile network customers. These events are processed to understand the true ebb and flow of populations – where, when, why and how people move.



How Smart Steps can help your business

Smart Steps has a vast list of success stories from helping a wide range of transport companies, providing valuable insights:

- 1. Transport models** – Smart Steps has played a fundamental role in helping transport consultancies to build transport models, using near real time data to predict volumes, journeys, modes and the impact of network changes.
- 2. Support rail franchise bidding** – Smart Steps is a unique differentiator for bid submissions as it can provide important information such as market share figures, journey time data and origin/destination heat maps.
- 3. Analyse your market share** – Smart Steps is able to tell you all the movements on a particular route by mode, profile and time of the day.
- 4. Predict demand** – Use Smart Steps insight to plan for peaks and troughs in demand to quantify the market and understand where customers and potential customers begin and end their journey.
- 5. Understand airports** – How often do the same customers return? Understand the loyalty profile of your customer base; understand segments by their true behaviour.
- 6. Plan the infrastructure in your city** – Smart Steps gives you a better understanding of the economic potential of an area, using socio-demographics as well as movement and behaviour trends.
- 7. Target your investment** – Understand the origin/destination and the home/work location of people travelling on a particular route or visiting an area and identify the visitors' profile (country & region of origin) and behaviour.
- 8. Create effective major event plans** – Understand the economic potential of an area and the movements of tourists, residents and workers. Where do tourists come from? How do they behave? How long are they visiting for? How did they get here? Where are they going next?

Privacy Protection

Smart Steps is passionate about user privacy. Rigorous processes exist to ensure data is entirely anonymous, and these are continually reviewed by the information council. The technology does not interface with a phone itself, but rather the radio network providing the signal, so as not to interfere with a user's device.

Smart Steps data

Smart Steps aggregates data from billions of interactions over our mobile network to produce real-time origin and destination analytics. Data can also be enriched with observed or derived behavioural information – such as home and work location, mode of transport, reasons for travel, etc. – to give endless exciting and wide-ranging possibilities.

It is possible to look back at more than one year of stored data, allowing you to spot and learn from trends, changes and exceptions. As a result, the impact and success of your business decisions can now be proven – how has customer behaviour changed since your last marketing campaign? How has new infrastructure affected traffic flow?

What you get with Smart Steps

Smart Steps is a managed service solution, which is tailored to your business needs. Our experienced team of highly skilled analysts works with you to solve your specific business problems, providing dynamic analysis and reports, including giving you:

- Detailed commercial proposal with the specification of agreed outputs
- Flexible contracts (from one-off insight projects to on-going scheduled reporting)
- Flexible delivery of insights

We'll support you all the way

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